



ABOUT IFTA

The Independent Film & Television Alliance (IFTA) is the trade association for the independent film and television industry. IFTA is the voice and advocate for the industry and is committed to enhancing and protecting its members' ability to finance, produce, distribute and market independent films and television programs.

In this capacity, IFTA also engages in education efforts aimed at dispelling the notion that "independent" means little known and low-budget – when in reality it refers to the fact that financing for the film or television program came from sources outside of the seven "major studios" (Buena Vista Pictures Distribution/The Walt Disney Company, MGM, Paramount Pictures Corporation, Sony Pictures Entertainment, Inc., Twentieth Century Fox, Universal Studios, and Warner Brothers Entertainment, Inc.).

IFTA defines independent producers and distributors as those companies and individuals (apart from the major studios) that assume the majority – more than 50 percent – of the financial risk for production of a film or television program and control its distribution in the majority of the world. Independent films are financed from a number of sources, including advance commitments by distributors, and they are made at every budget range. It is this financial risk-taking that fosters creativity and makes independent productions unique.

IFTA's membership includes well-known independent film companies, such as LIONSGATE, The Weinstein Company, and Lakeshore International. Since 1980, over half of the Academy Award winners for Best Picture have been produced and/or distributed by IFTA member companies, including this year's *Slumdog Millionaire* as well as *The Departed* and *Crash*. IFTA members have produced relatively large budget films, such as the *Lord of the Rings* trilogy, *Million Dollar Baby*, *Wedding Crashers*, *Black Dahlia*, and *Mr. and Mrs. Smith* as well as box office surprises, such as *My Big Fat Greek Wedding* and *Bend it Like Beckham* – both of which were produced on more modest budgets.

IFTA is a nonprofit organization that represents more than 170 members from 22 countries, including independent production and distribution companies, sales agents, television companies, studio-affiliated companies and financial institutions engaged in film finance. Collectively, its members produce more than 400 independent films and countless hours of television programming each year and generate more than \$4 billion in distribution revenues annually.

Today, IFTA's American Film Market is the largest motion picture trade show in the world. Unlike a film festival, the AFM is a marketplace where production and distribution deals are closed. In just eight days, more than \$800 million in deals are sealed – on both completed films and those that haven't started shooting yet. With 8,000 attendees, 900 screenings, and seminars by leading industry organizations, the AFM is the pivotal destination for independent filmmakers and businesspeople from around the world.