

American Film Market

HOME OF THE INDEPENDENTS®

2 - 9 NOVEMBER 2011

The business of independent motion picture production and distribution reaches its peak every year at the American Film Market (AFM), the world's largest film market. Founded in 1981, the AFM is a pivotal destination for independent film companies and business people from all over the world. Each year, more than 8,000 industry professionals converge in Santa Monica for eight days of deal-making, screenings, seminars, premieres, networking and parties.

The AFM offers unique accessibility to the ever-changing global motion picture industry. 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 will be sealed on both completed films and those that haven't started shooting yet. Participants come from more than 70 countries and include acquisition and development executives, agents, attorneys, directors, distributors, financiers, film commissioners, producers, writers, the world's press, and all those who provide services to the motion picture industry.

The AFM is produced by the Independent Film & Television Alliance (IFTA), the trade association representing the world's producers and distributors of independent motion pictures and television programs.

Films available at this year's AFM can be found in [The Film Catalogue](#), IFTA's comprehensive and authoritative online source which gives up-to-the-minute details on nearly 6,000 independent motion pictures, and is regarded as the most extensive and significant online film resource for distributors and buyers around the globe. The Film Catalogue allows users to explore the database of films by a myriad of search options, including language, production status, year of completion, budget, director, cast, company, title and genre, and is available in English, Italian, Spanish, German, French, Portuguese, Japanese, Mandarin and Korean.

The site operates on a year-round basis and highlights market line-ups at AFM, EFM, Filmart and Cannes.

This year's AFM highlights include:

- More than 800 screenings of more than 400 films.
- 30 films screened every two hours.
- More than 400 production/distribution companies exhibiting.
- The [AFM Conference Series](#), a five-day conference program covering topics spanning from treatment to screen and featuring the industry's global thought leaders, decision makers and experts, and 14 intimate, interactive and informative [Industry Conversations](#) led by visionaries, trendsetters and experts.

Location:

Loews Santa Monica Beach Hotel and Le Merigot Beach Hotel

Future dates:

2012: October 31 -- November 7

2013: November 6 – November 13

AFM Website: AmericanFilmMarket.com
AFM on Facebook: Facebook.com/AmericanFilmMarket
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