

## **Representing the Independent Motion Picture and Television Industry Worldwide**

The Independent Film & Television Alliance (IFTA) is the global trade association of independent producers and distributors of motion picture and television programming. Formerly known as the American Film Marketing Association, the non-profit organization was established in 1980 by a group of independents whose main goal was to expand the independent film business by creating a world-class trade show, the American Film Market.

Headquartered in Los Angeles, the organization now represents and provides significant entertainment industry services to more than 150 member companies from 22 countries consisting of independent production and distribution companies, sales agents, television companies, and institutions engaged in film finance. Collectively, IFTA's 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.

As the voice and advocate for the independent film and television industry worldwide, IFTA is committed to building and protecting its members' ability to finance, produce, distribute and market independent films and television programs around the world. IFTA speaks out on matters of critical importance, including the threat to a competitive marketplace posed by media consolidation, net neutrality, the elimination of trade barriers, the impact of new technology on independents' traditional business models, anti-piracy and improvement of copyright protection and the need to foster broad-based growth of the industry. Where appropriate, IFTA actively lobbies governments around the world in regard to measures directly affecting the independent industry.

IFTA and the services it provides to its members have dramatically evolved during the past five years. Its most visible service continues to be the American Film Market (AFM), held annually in Santa Monica. The AFM is the world's largest film market, hosting more than 8,000 industry professionals for eight days of deal-making, screenings, seminars, premieres, networking and parties.

IFTA also delivers a wide array of services that assist independents to compete

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effectively in today's marketplace.

IFTA Arbitration, available to resolve trading disputes without costly international court proceedings, has expanded dramatically in terms of case complexity, as well as dollars in dispute.

IFTA Collections gives participants an effective mechanism to collect non-contractual copyright royalties. IFTA Collections has paid 140-plus participating companies more than \$80 million in the last ten years.

IFTA's model licensing agreements are in standard use around the world and have been enhanced to define and reflect digital rights and distribution models.

IFTA also manages The Film Catalogue, its online resource housing background on 4,000 motion pictures and 1,000 trailers. Available in English, Italian, Spanish, German, French, Portuguese, Japanese, Mandarin and Korean, The Film Catalogue is the world's most extensive online resource for distributors and buyers. The Catalogue allows users to seek films by language, production status, year of completion, budget, director, cast, company, title and genre. The site operates on a year-round basis and highlights market line-ups at the AFM, EFM, FILMART and Cannes.

IFTA members also have the benefits of on-site support at major film and television markets, ongoing legal and market research services (including weekly International Box Office Reports, Marketplace Reviews, and international tax and production incentive guides), seminars and other publications for industry professionals.

The Independent Film & Television Alliance Foundation was established in April 2003 to provide industry education, as well as career opportunities to individuals who demonstrate an interest in arts and entertainment and to support other meaningful programs. The Foundation Internship Program has placed dozens of student interns interested in learning about independent production and distribution with Alliance companies.

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