Enhancing The Competitiveness Of An Independent Feature Film Production Company Through The Application Of New Digital Technologies

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KTP Partnership

- Green Screen Productions (GSP) and the University of York, Department of Theatre, Film and Television (TFTV)
- A detailed exploration of cutting edge production methods, distribution methodologies and enhanced digital marketing practices
- Funded by the Arts and Humanities Research Council (AHRC) and Technology Strategy Board (TSB)
- Started in January 2013 and will be completed in January 2015
Green Screen Productions

- Feature film production company, film studio and visual effects specialists
- Involved with the production of approx 3-5 films annually – budget range of £1m - £5m
- Offices within University of York
- SME – with 13 employees, including six TFTV graduates
University of York
Department of Theatre, Film & TV

- New academic department – state of the art £30m base
- Commercial remit - Heslington Studios
- Industry relationships
- Research interests in new models of film and television production
Changing Landscapes

• Digital technologies are changing the nature of film production and exploitation

• The industry is moving away from traditional analogue tools towards digital systems

• Established business models are being modified to benefit from new commercial opportunities
Objectives

• Develop resources that enable the company to choose and apply in support of production, distribution and marketing its film projects

• Review existing methodologies, including formal needs analyses to specify the company’s requirements

• A survey of the appropriate technologies and best practices before a series of formal ‘toolkits’ are articulated to the company

• Toolkits will be trialled on live projects and refined in light of feedback from those trials before being formally integrated into business methods

• Example – the marketing and distribution of “The Knife That Killed Me”
Benefits: GSP

• Apply the newest digital tools and techniques

• Become a more competitive and sustainable feature film business

• Become a horizontally integrated business across the value chain

• Traditionally this would only be possible for larger companies with substantial resources

• Impact from technological advances, means that the expertise is available for smaller independents to achieve this level of business efficiency
Benefits: TFTV

- Gaining unique insight into different aspects of commercial digital film production and exploitation

- Information that can be directly applied to the department’s teaching, particularly to keep students up-to-date with current practice, but more specifically to enhance research efforts in this domain

- Work placement and internship opportunities have been made available to students as part of the collaboration
Benefits: KTP Associate

- Gaining an in-depth understanding of all aspects of independent feature film operations
- Rich understanding and appreciation of new technologies available to film practitioners
- This experience will enhance my ability to fulfil my career objectives
Thank You.

Any Questions?