

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

Keith Kehoe

KTP Associate

University of York & Green Screen Productions

John Mateer

Academic Lead

University of York, Department of Theatre, Film & TV



THE UNIVERSITY *of York*

Knowledge
Transfer
Partnerships

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

Technology Strategy Board
Driving Innovation



Arts & Humanities
Research Council

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

THE KNIFE THAT KILLED ME



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?