

From Film And TV To Games And Digital Media: American Film Market Presents

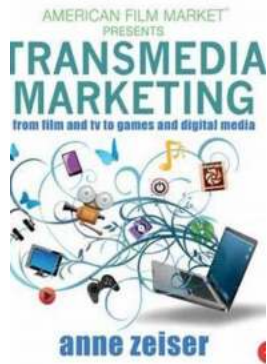
For decades, the American Film Market (AFM) has been the go-to event for industry professionals looking to explore and invest in the world of film and television. However, in recent years, AFM has evolved beyond just showcasing movies and TV shows. It has become a platform that embraces the growing influence of games and digital media in the entertainment industry. With its finger on the pulse of the ever-changing media landscape, AFM has positioned itself as a crucial event for professionals working across various mediums.

The Expansion of AFM

Traditionally known for its film and TV focus, AFM has recognized the power and potential of games and digital media. With advancements in technology and the rise of streaming platforms, these mediums have gained immense popularity and have become integral parts of storytelling and audience engagement. AFM has adapted to this shift by providing a platform that brings together professionals from all entertainment sectors.

Exploring New Opportunities

AFM presents a unique opportunity for professionals to explore the exciting fusion of film, TV, games, and digital media. It allows creators, producers, distributors, and investors to connect, exchange ideas, seek collaborations, and discover new business opportunities. The industries are no longer operating in silos but are converging, giving birth to unique and groundbreaking projects that resonate with audiences across platforms.



Transmedia Marketing: From Film and TV to Games and Digital Media (American Film Market Presents) by Anne Zeiser (1st Edition, Kindle Edition)

★★★★☆ 4.7 out of 5
Language : English
File size : 17132 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 468 pages



Breakthrough Projects

The integration of film, TV, games, and digital media has led to the creation of innovative projects that push the boundaries of storytelling. From interactive TV shows and virtual reality films to video game adaptations and multimedia installations, the possibilities are endless. AFM showcases these groundbreaking projects, highlighting the creativity and ingenuity of professionals working across different mediums.

Spotlight on Independent Creators

In addition to established industry players, AFM also shines a spotlight on independent creators who are experimenting and pushing the envelope in the world of film, TV, games, and digital media. The event offers a platform for these talented individuals to showcase their work, network with industry professionals, and secure distribution deals. AFM's commitment to nurturing emerging talent ensures a diverse and vibrant landscape for the future of entertainment.

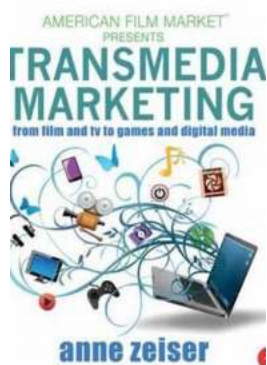
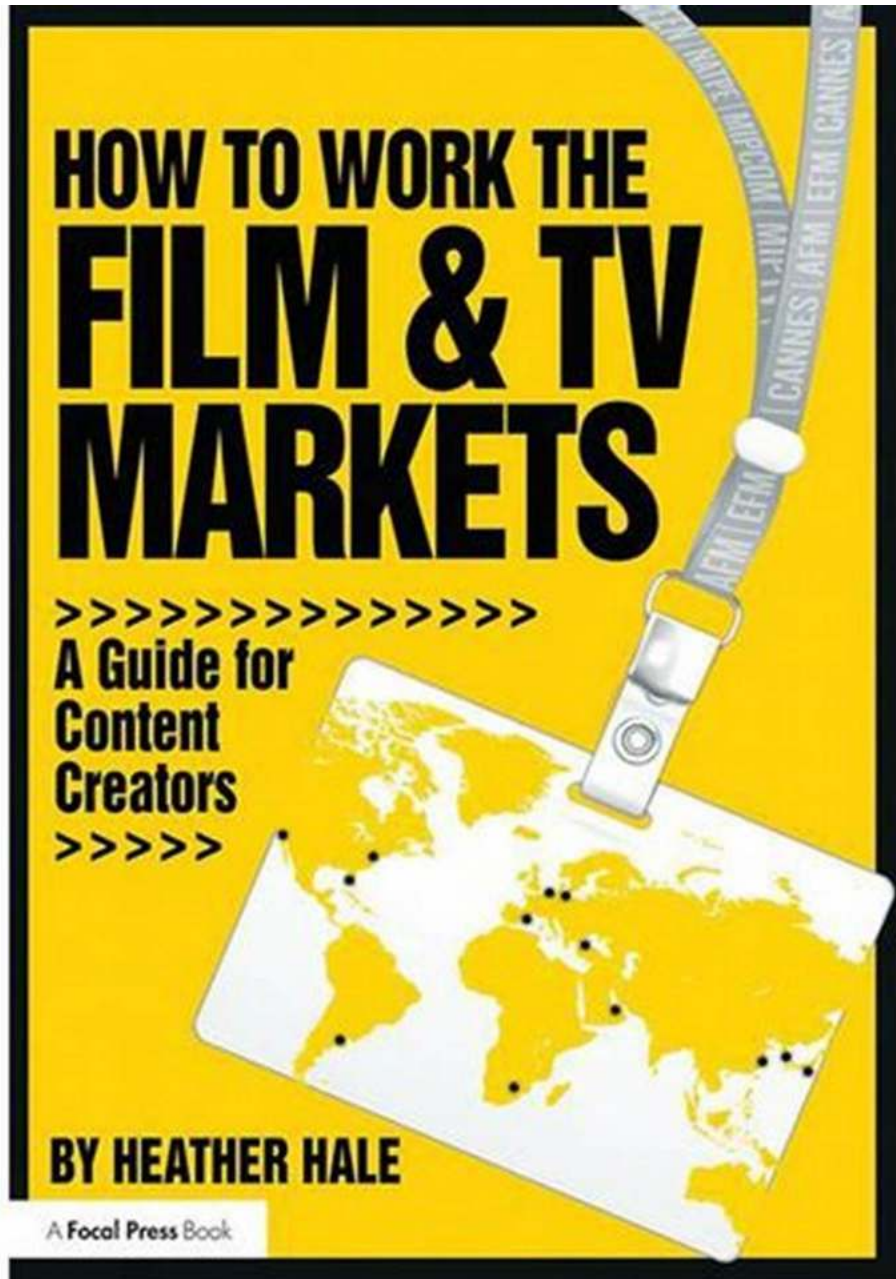
The Power of Cross-Promotion

Cross-promotion between different entertainment mediums has become a powerful tool for reaching wider audiences. By leveraging the strengths of film, TV, games, and digital media, creators and marketers can build engaging campaigns that capture the attention of diverse consumer bases. AFM recognizes the value of cross-promotion and encourages professionals to explore these collaborative opportunities to maximize the reach and impact of their projects.

Investing in the Future

With the constant evolution of technology and the ever-changing tastes of audiences, investing in the future is crucial for industry professionals. AFM provides invaluable insights and market trends, helping attendees make informed decisions regarding their creative projects and investment opportunities. By staying ahead of the curve, professionals can navigate the rapidly evolving landscape and position themselves for success.

The American Film Market has embraced the fusion of film, television, games, and digital media, making it a one-of-a-kind event that caters to professionals who strive to excel in multiple entertainment sectors. By bringing together talents from diverse backgrounds, AFM inspires collaboration, innovation, and the creation of groundbreaking projects that captivate audiences worldwide. As the lines between mediums continue to blur, AFM serves as a beacon for industry professionals looking to navigate and thrive in the exciting era of multimedia storytelling.



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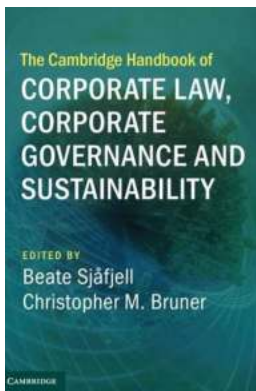
Transmedia Marketing: From Film and TV to Games and Digital Media skillfully guides media makers and media marketers through the rapidly changing world of entertainment and media marketing. Its groundbreaking transmedia approach integrates storytelling and marketing content creation across multiple media platforms – harnessing the power of audience to shape and promote your story.

Through success stories, full color examples of effective marketing techniques in action, and insight from top entertainment professionals, Transmedia Marketing covers the fundamentals of a sound 21st century marketing and content plan. You'll master the strategy behind conducting research, identifying target audiences, setting goals, and branding your project. And, you'll learn first-hand how to execute your plan's publicity, events, advertising, trailers, digital and interactive content, and social media. Transmedia Marketing enlivens these concepts with:

- Hundreds of vibrant examples from across media platforms – The Hunger Games, Prometheus, The Dark Knight, Bachelorette, The Lord of the Rings, Despicable Me 2, Food, Inc., Breaking Bad, House of Cards, Downton Abbey, Game of Thrones, Top Chef, Pokémon, BioShock Infinite, Minecraft, Outlast, Titanfall, LEGO Marvel Super Heroes, Halo 4, Lonelygirl15, Annoying Orange
- Real-world advice from 45 leading industry writers, directors, producers, composers, distributors, marketers, publicists, critics, journalists, attorneys, and executives from markets, festivals, awards, and guilds

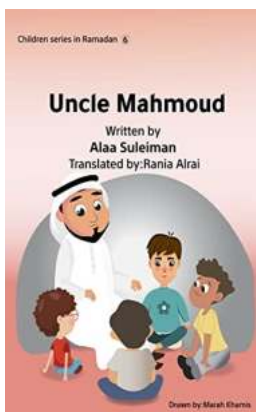
- Powerful in-depth case studies showcasing successful approaches – A.I. Artificial Intelligence, Mad Men, Lizzie Bennet Diaries, Here Comes Honey Boo Boo, and Martin Scorsese Presents the Blues
- Extensive Web content at www.transmediamarketing.com featuring a primer on transmedia platforms – film, broadcast, print, games, digital media, and experiential media; expanded case studies; sample marketing plans and materials; and exclusive interviews

With Transmedia Marketing, you'll be fully versed in the art of marketing film, TV, games, and digital media and primed to write and achieve the winning plan for your next media project.



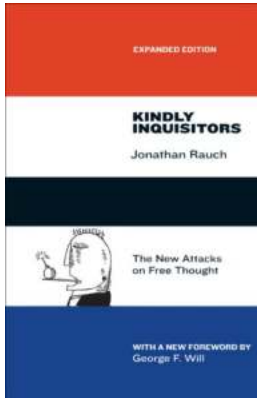
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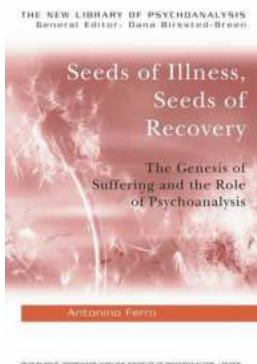
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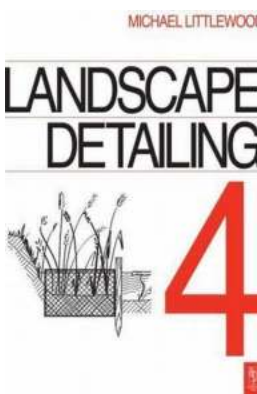
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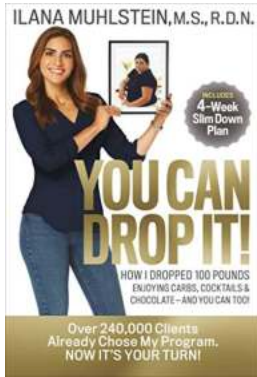
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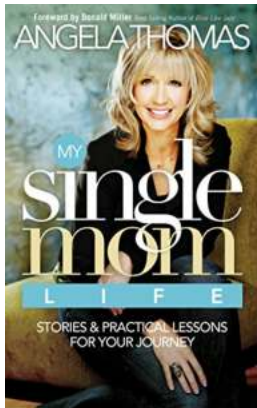
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