

A Handy Guide to Financial Jargon in the Motion Picture Industry

The motion picture industry is a complex and ever-evolving beast, with its own unique set of financial jargon. If you're new to the industry, or if you just want to brush up on your knowledge, this guide will help you decipher some of the most common terms.

Above the line (ATL)

ATL costs are those that are directly related to the production of a film, such as the salaries of cast and crew, the cost of sets and costumes, and the cost of marketing and distribution.

Below the line (BTL)

BTL costs are those that are not directly related to the production of a film, such as the cost of financing, the cost of legal fees, and the cost of insurance.



Encyclopedia of Entertainment Finance (Quick Reference): Handy Guide to Financial Jargon in the Motion Picture Industry by Craig R. Everett

★★★★★ 5 out of 5

Language : English
File size : 434 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting: Enabled
Word Wise : Enabled
Print length : 132 pages
Lending : Enabled



Budget

The budget of a film is the total amount of money that is available to produce the film. The budget is typically determined by the studio or production company, and it can vary greatly depending on the size and scope of the film.

Cash flow

Cash flow is the movement of money into and out of a film project. Positive cash flow occurs when more money is coming in than going out, while negative cash flow occurs when more money is going out than coming in.

Distribution

Distribution is the process of getting a film to audiences. This can involve theatrical distribution, home video distribution, or streaming distribution.

Financing

Financing is the process of raising the money to produce a film. This can involve a variety of sources, such as studios, production companies, banks, and investors.

Gross

The gross of a film is the total amount of money that it makes from ticket sales. The gross is used to calculate the net profit of the film.

Marketing

Marketing is the process of promoting a film to potential audiences. This can involve a variety of activities, such as advertising, public relations, and social media marketing.

Net profit

The net profit of a film is the amount of money that is left over after all of the costs of production and distribution have been paid. The net profit is used to determine the profitability of the film.

Presales

Presales are the sale of a film's distribution rights to foreign territories before the film is released. This can help to reduce the risk of the film losing money.

Producer

The producer is the person who is responsible for overseeing the production of a film. The producer is responsible for raising the financing, hiring the cast and crew, and managing the day-to-day operations of the film.

Production company

The production company is the company that is responsible for producing a film. The production company is typically responsible for raising the financing, hiring the cast and crew, and managing the day-to-day operations of the film.

ROI

ROI stands for return on investment. The ROI of a film is the amount of money that is made back on the investment that was made to produce the film.

Sequel

A sequel is a film that is based on a previous film. Sequels are often made when a film is successful and the studio or production company wants to capitalize on its popularity.

Spin-off

A spin-off is a film that is based on a character or characters from a previous film. Spin-offs are often made when a character from a film is popular enough to warrant their own film.

Studio

A studio is a company that produces and distributes films. Studios typically have a large library of films and they often have their own distribution networks.

Theatrical release

A theatrical release is the release of a film in movie theaters. Theatrical releases are typically the first way that a film is released to the public.

Trailer

A trailer is a short film that is used to promote a feature film. Trailers are typically released before the feature film is released in theaters.



Encyclopedia of Entertainment Finance (Quick Reference): Handy Guide to Financial Jargon in the Motion Picture Industry by Craig R. Everett

★★★★★ 5 out of 5

Language : English
File size : 434 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 132 pages
Lending : Enabled



Parasols and Peril: Adventures in Grace

In the quaint town of Grace, where secrets hide in plain sight and danger lurks beneath the surface, a group of extraordinary young women embark on...



Flight Attendant Joe: A Dedicated Professional in the Aviation Industry

Flight Attendant Joe is a highly experienced and dedicated flight attendant who has been working in the aviation industry for over 15 years. He has...