

AUDIOVISUAL DISTRIBUTION TRAINING PROGRAM

April – October 2022

PUBLIC

Professionals in the audiovisual and digital sector, junior profiles or retraining

PREREQUISITES

Being familiar with the world of audiovisual and digital programs
Being fluent in English (Teachers are International Speakers)

PEDAGOGY

Mix of theoretical contributions, practical workshops and international Masterclasses

OBJECTIVES

- Identify programs with international potential
- Build a sales pitch
- Initiate and define the legal and financial framework for the sale of program rights
- Lead a negotiation and ensure the contractual follow up until the delivery of the product

Skills assessment: Multiple Choice Questions, Study Case and Final Jury

- Training in Digital
- MIPCOM in Physical

100 hours on 7 months

3000 € Without taxes

1500 € For Scholars

PROGRAM

1 Market Fundamentals

- Presentation of changes and challenges in the content market, geography of territories
- Linear, platform, VOD offers: the different types of broadcasting
- International Masterclasses
- Trends, strategic and commercial watch

2 Immersion at MIPCOM Cannes

- Keynotes from professionals, international references
- Benchmark of scripted and unscripted content
- Build-up a professional and international network

3 Mechanisms of Distribution

- The role of a Distributor, specifics by genre (fiction, documentary, animation, Formats)
- How to market a program ?
- How to build a sales pitch ?
- Practical case studies

4 Workshop distributors

- The sale of international licenses
- Identify high potential content
- Business negotiation (observations and role plays)



CONTACT

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Response Time: 48 hours

Conditions of Admission: motivational interview+ Work on a Case Study