

SCREENVISION® PRESENTS

THE SECOND ANNUAL INSIDERS BALL

a Look at the Topics and Trends
Shaping the Motion Picture Industry
in the Year Ahead

MODERATED BY JAMES LIPTON

Screenvision proudly presents the **Second Annual Insiders' Ball**, the invitation-only exploration and celebration of the year ahead in film, featuring key predictions and debate from a panel of the industry's most dynamic personalities.

Panelists Include:

John Lyons President of Production, Focus Features

Fred Nelson Vice President of Digital Media, Entertainment Weekly

Travis Reid Board Member, AMC Entertainment

Joel Stillerman Producer of *Blow*, *Rounders*, and *Monument Ave.*;
and Executive Producer of *Sometimes in April* and *A Lesson Before Dying*

March 22, 2006, 4:00pm
The Directors Guild of America
110 West 57th Street, New York City
Between 6th & 7th Avenue

By invitation. For information, contact:
Jason Brown, Senior VP, National Ad Sales
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Memo to Hollywood: The Word Is 'Brand'

The view from New York on prospects for Hollywood's old-line movie studios was fairly grim last week, at least according to some industry experts who participated in a panel discussion held by Screenvision, a cinema advertising company.

Joel Stillerman, an executive producer of "Sometimes in April" on HBO and the new reality TV series from MTV and Rolling Stone, suggested that the concept of branding — prevalent in other sectors of the business world — would also eventually dominate the film industry.

He predicted that companies like Nickelodeon, MTV and Comedy Central — all of which now make films — "will be more powerful than the major studios" in a few years. "They have specific expertise to develop material for an audience, and they are brilliant marketers," he said. "These brands will emerge as the pre-eminent players in the movie business." Mr. Stillerman also predicted the continuing rise of film companies like Walden Media and Participant Productions, which "make movies that are motivated by personal world views."

Historically, Mr. Stillerman added, "that hasn't been the case."

James Lipton, moderator of the panel and host of "Inside the Actors Studio," suggested that "societal changes will dictate the kinds of movies that are made and accepted by the people, more than the stars or studios can either predict or decree." He added, "We live in a world that is in a constant state of flux, and things move more quickly than they ever did before."

JANE L. LEVERE



Carol Seitz/Photogr

James Lipton, left, host of "Inside the Actors Studio," at a panel discussion on the future of film and television with the producers Travis Reid, John Lyons, Joel Stillerman and Charlie Corwi