

makers^m

REAL INSIGHT INTO GLOBAL PRODUCTION

FOCUS 2021

#8

CRYING OUT FOR CREW

As film and drama production booms, hiring is tougher than ever

LAST CALL FOR INDIE FILM?

Independent features battle for talent, finance - and attention



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Welcome to the eighth edition of *makers*, the biannual magazine for the global production industry.

Nearly two years since Covid-19 began spreading around the globe, the creative industries are finally busy again thanks to vaccination programmes and safe shooting protocols.

As we report in our Crew Crunch feature on page 136, the big headache for many producers is simply finding enough experienced crew for film, television and commercials shoots given the high levels of demand for new content. Prices are rising for crews, studios and kit as studios, streamers and broadcasters look to restock after the Covid-19 shutdowns.

To provide a truly global perspective, we examine how the post pandemic boom has affected countries such as Croatia and the Dominican Republic in our Bounce Back feature on page 23.

We also look at other ways the pandemic has left its mark on the industry. One prominent casualty seems to be the independent film industry, which has been hard hit by the closure of cinemas and the absence of film festivals. On page 104, we debate the future of indie film.

Looking ahead, we discuss the outlook for festivals and markets in 2022 on page 98. Are they expecting participants to return, or is the future in hybrid?

On page 30, we also weigh up the prospects for international commercials shoots. Encouragingly, overseas ad shoots picked up significantly during 2021 and seem set to grow even more during 2022, although environmental concerns about long haul flights may limit the numbers of people travelling.

Elsewhere, *makers* provides advice for navigating two digital platforms that thrived during the pandemic: TikTok and Zoom. Our feature on the art of Zoom pitching (page 159) acknowledges that the video platform is here to stay, while our TikTok special (page 64) reveals how brands and independent creatives are making money from a platform that recently passed the one billion monthly user mark.

All this and more is rounded out by *makers*' regular reports on some of the world's best countries to film in, weighing up the infrastructure, skills and incentives on offer.

We hope you enjoy this issue. *makers* will be back again in the summer. If you have any feedback, or would like to get in touch, do drop us a line at info@thelocationguide.com

Tim Dams, editor



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NEARLY TWO YEARS SINCE COVID-19 BEGAN SPREADING AROUND THE GLOBE, THE CREATIVE INDUSTRIES ARE FINALLY BUSY AGAIN THANKS TO VACCINATION PROGRAMMES AND SAFE SHOOTING PROTOCOLS.

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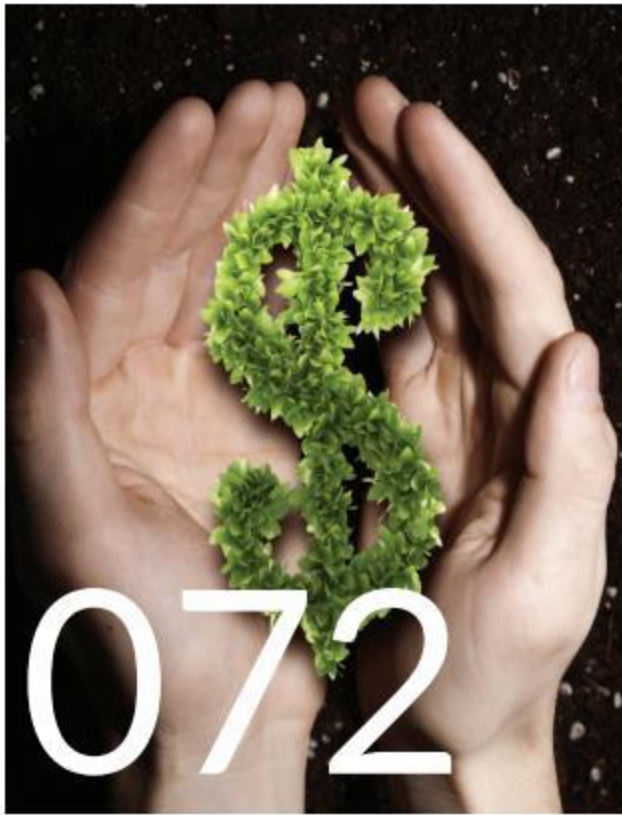
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> **FEATURES**

023 Bouncing Back

Production levels are sky high for some territories after Covid-19

030 The Future of Overseas Ad Shoots

Are overseas commercials shoots likely to be as popular as they were pre-pandemic?

057 Arizona: Grand Ambitions

The state is building on its long tradition of audiovisual production

064 The TikTok Generation

Both brands & independent creatives are turning to TikTok

072 Follow the Green Money

The pressure to become more sustainable is mounting. Are green money incentives the answer?

080 Real-time Revolution

Are games, television & film starting to intertwine?

098 The Future of Festivals & Markets

Will participants return as in the past, or is the future hybrid?

104 Are Independent Movies Being Made Any More?

What are the prospects for indie movies & the indie film production sector in a globalised, big budget world?

> **NEWS**

008 News in Brief

Production news from around the world

010 The World at a Glance

Mapping global production trends

012 Tech & Facilities News

From cameras to studios, the latest in production technology news

116



> **CLOSE UP**

017 Preview

FOCUS

What to expect at this year's show

028 Around the World

THE THRILL OF THE CHASE

With LMGI President John Rakich

048 Making of

AROUND THE WORLD IN 80 DAYS

An epic production shot across South Africa & Romania

051 Preview

MAKERS & SHAKERS AWARDS

We preview this year's shortlist



035

> **AROUND THE WORLD**

From incentives to location highlights, *makers* presents a series of in-depth guides to some of the world's most film friendly regions

035 Canada

Explorers' paradise

045 Dominican Republic

Hot right now

068 Finland

Destination cool



122 *The Book Craze*

The book rights market is booming

129 *Festival Spirit*

To understand Spain's rapidly growing film & TV industry, start with its film festivals

136 *Crew Crunch*

As production booms around the world, crewing up is getting tougher

152 *Navigating Cancel Culture*

makers investigates the rise & ramifications of cancel culture

159 *Zoom Pitching*

Experts offer *makers* tips on how to nail your next Zoom pitch

060 *Interview with*

NICOLA SHINDLER

Founder of Quay Street Productions & Red Production

062 *Contributor*

MIRANDA FLEMING

The uncomfortable truth about niche films

076 *Contributor*

DAWN MCCARTHY-SIMPSON

The rise (and rise) of Indian television

082 *Interview with*

HELEN ARGO

Head of commercials & short form fiction at Aardman Animations

090 *Making of*

FINDING THE NEW ROADS OF COLOMBIA

Winner of a Gold Lion at Cannes in the brand experience category

096 *Report*

BRANDED IS BACK

Advertisers are placing a greater emphasis on the power of meaningful stories

102 *Contributor*

JOHN SMITHSON

Unscripted ambition is rising & so are budgets

116 *Interview with*

LORENZO MIELI

& MARIO GIANANI

Two of Italy's best known producers

119 *Briefing*

FOCUS ON CLIMATE ACTION

COP26 sparked a raft of pledges from broadcasters & producers

121 *Profile*

CINESITE

The VFX house celebrates its 30th birthday

141 *Contributor*

EVE HONTHANER

The anatomy of a film commission

142 *Making of*

THE POWER OF THE DOG

Jane Campion's return to film

150 *Interview with*

LUKE HYAMS

Head of originals EMEA at YouTube

085 *Ireland*

Wild & welcoming

093 *Malaysia*

Total package

111 *Scotland*

Location star

127 *Serbia*

Safe hands

135 *Singapore*

Bright lights

145 *Thailand*

Enchanting escape

155 *Ukraine*

Exciting adventures

