In Vogue...

Shudu

Lil’ Miquela
In Vogue...

Supermodel

Influencer
In Vogue...

They are both virtual
In a matter of months, they have collectively amassed more than a million followers on Instagram.

Shudu recently rocked Rihanna’s Fenty Beauty lipstick in an Instagram post that went viral.

Miquela pushes Prada and Chanel, among other brands.

You’re probably asking yourself: If virtual influencers are so lifelike and intriguing that they are going viral, do I really need to hire human influencers to market my products?
With serious money on the line, questions need to be considered in contracts, such as who owns the creation? Is it the brand whose product the virtual influencer is pushing or the artist who dreamed up the virtual influencer? If the IP was created internally, will that affect how legal agreements take shape versus it being created externally?

This is not the world your supermodel mother was born into.
It Can Be Done!
It Can Be Done!


The movie explores the secret world of film financing and discovers the untold, true story of how “The Blair Witch Project” (one of the most profitable independent films ever made) was developed and funded, as well as other successful independent films.

Filmmakers interviewed Levison, Burt Reynolds, Salma Hayek and other actors, actual film investors & potential investors, attorneys, fundraisers, writers, producers and several award-winning filmmakers.

According to director Rick Pamplin; “My mission was to be bold, truthful and reveal the facts about one of the best-kept secrets in show business - how to raise money for movies, especially low-budget and independent ones,” the award-winning director says.
A Look Behind the Lens


48 trends reshaping the film industry
1. An increasing number of movies are being based on real-life events.

Under 7% of movies in US cinemas in 1996 were based on real-life events. Twenty years later, that figure stood at 27%.

Despite this nearly fourfold rise in real-life inspired film production, box office revenues did not keep pace.
4. Hollywood is making fewer remakes and reboots (but more prequels, sequels and spin-offs)

Remakes and reboots are accounting for fewer of the top grossing films than they used to. That’s not because Hollywood is suddenly embracing one-off movies, but rather because their place is been taken by other derivative formats – namely prequels, sequels and spin-offs.
A Look Behind the Lens

15. Movies are getting longer

The average length of movies released in US cinemas has increased by almost three minutes over the last years.
21. Producers, writers and directors are getting older

The average age of a producer of a top 100 grossing movie in 1994 was 47. By 2014, the average age had increased by five years to 52. Only 20% of Hollywood producers are under 40 years old, compared with 30% of directors and 42% of screenwriters.
28. The most profitable independent movies often appeal to older audiences. Younger audiences are influenced by marketing and star power, both of which meant that bad movies could still do well. The older demographic is much more interested in the quality of a movie before committing to see it on the big screen.
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