On October 1, IATSE will call for a strike authorization vote, after the Alliance of Motion Picture and Television Producers declined to respond to the union’s latest contract offer.

The union is seeking to address long hours, with contract provisions that would include more rest breaks and longer “turnaround” times between production days.

IATSE is also seeking to bring “new media” production (i.e. streaming) more in line with traditional studio productions.

In response, the AMPTP said that by pursuing the strike authorization, the union leadership had “walked away from a generous comprehensive package” that included “substantial improvements” in several areas.
You never get a second chance to make a first impression.

— Will Rogers —
Nielsen has announced an industry-wide move to impressions-based buying and selling in local markets across the country.

As a key step in that direction, it will integrate broadband only homes (BBO) into local measurement metrics in January 2022.

An impression is a metric used to quantify the number of digital views or engagements of a piece of content, usually an advertisement, digital post, or a web page. Impressions are also referred to as an "ad view."

The exact way impressions are counted is somewhat technical. Ad servers provide a barely visible image (or "pixel") that can be found on each publisher page. When a page with that pixel image loads, an impression is made.
Katherine Fuller, vice president of research for Graham Media, a company that is in the process of implementing impression-based selling, explained how the industry got here.

“A rating is an estimated percentage of the “universe of TV households” — or other specified demographic group — tuned to a program, and impressions is that rating percentage expressed in thousands of estimated viewers.”

Impressions recognize all TV audiences, resulting in the inclusion of a greater variety of programs – both extending reach and providing greater targeting for advertisers.

So, counter to Will Rodgers, you DO get a second chance to make a first impression!
FINDING FILM WORK SHOULDN’T BE A FULL TIME JOB

Find work, or find someone to work, with an easy to use, Real Time Availability Calendar.
“Yeah, it’s cool to see it in real life. But if it was online I could leave a comment.”
Academy Motion Picture Museum Opens September 30th

In a glitzy and star-studded event held September 22, Hollywood celebrated the pending ribbon-cutting of LA’s newest museum.

When it opens, the Academy Museum of Motion Pictures will be the largest institution in the United States devoted to the arts, sciences, and artists of moviemaking.

Designed by Pritzker Prize—winning architect Renzo Piano, the Academy Museum’s seven floors feature exhibition spaces, education and special event spaces, a conservation studio, a café, and a museum store.

The museum is anchored by the 1,000-seat David Geffen Theater.
Congratulations to Kanari Storm and Amalgamated Grommets for placing 3rd and 2nd in the competition for best film!