

From Film and TV to Games and Digital Media: American Film Market Presents

The American Film Market (AFM) is a leading international film market that brings together buyers and sellers from all over the world. In recent years, AFM has expanded its focus to include games and digital media, reflecting the growing convergence of these industries.



Transmedia Marketing: From Film and TV to Games and Digital Media (American Film Market Presents)

by Anne Zeiser

★★★★☆ 4.7 out of 5

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Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 468 pages



AFM's History

AFM was founded in 1981 as a way to connect independent filmmakers with buyers and distributors. The first AFM was held in Los Angeles, and it has been held there every year since. Over the years, AFM has grown significantly, and it now attracts over 8,000 attendees from more than 70 countries.

AFM's Role in the Film, TV, Games, and Digital Media Industries

AFM plays a vital role in the film, TV, games, and digital media industries. The market provides a platform for buyers and sellers to meet and do business, and it also offers a variety of educational and networking opportunities. AFM is also a major source of information about the latest trends in the entertainment industry.

Film and TV

AFM is a major marketplace for independent films and TV shows. The market provides a platform for buyers and sellers to meet and negotiate deals, and it also offers a variety of screening rooms where buyers can view the latest films and TV shows.

Games

In recent years, AFM has expanded its focus to include games. The market now offers a dedicated section for games, and it also hosts a variety of panels and events focused on the games industry.

Digital Media

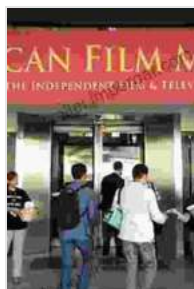
AFM also plays a role in the digital media industry. The market offers a dedicated section for digital media, and it also hosts a variety of panels and events focused on the digital media industry.

AFM's Impact on the Entertainment Industry

AFM has a major impact on the entertainment industry. The market provides a platform for buyers and sellers to meet and do business, and it also offers a variety of educational and networking opportunities. AFM is also a major source of information about the latest trends in the entertainment industry.

The convergence of the film, TV, games, and digital media industries is creating new opportunities for content creators and distributors. AFM is at the forefront of this convergence, and it is providing a platform for these industries to come together and do business.

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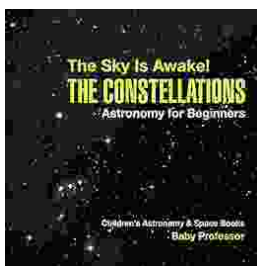


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