

# International Conference on Broadcasting Media & Film Industry

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## The all-in-one movie producer- Being a movie producer today; the money, content and the marketing

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With the huge shift of the movie industry, specifically studios producing films outside of Hollywood and limiting their releases to either blockbusters or sequels, the more niche or genre specific indie movies are becoming more difficult to make through the traditional studio system. How does one become an indie producer in Hollywood today? Time is changing and in order to make it in Hollywood you have to be willing change with the times. It is not enough to make a good film and think that people will come see it. As a producer today, you have to be working three main areas, financing, content and marketing. Most producers get into the film industry because they either have a finance background and/or a huge passion for making movies. However with today's explosion of social media and digital channels, movie producers have to be just as concerned with the marketing of their films as they are with creating it. By focusing on the marketing and promotion of their film, this can also help to facilitate funding. By creating a clear plan that includes the finance and marketing, this shows they know how to promote their film, not just develop the film's content.

### Biography

Nina Boski is a media veteran who has worked in TV cable and digital television for over 20 years as content creator, business development, advertising and promotions. In 2000, she created her own media company LifeBites Media, responsible for creating content marketing for movies studios & television networks, (Lifetime, WE, Gaiam TV and the Hallmark Channel). She has created highly successful multiplatform campaigns on *James Bond 50<sup>th</sup> Anniversary* and *Think like a Man*. Now setting up her own film company, she is producing a \$10 million Indie about the last three days of Marilyn Monroe's life and is developing two other films.

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