



**"The AFM is the most efficient film acquisition, development and networking event in the world."**

By Louis Gabriele

Finally after 3 years, it is face to face again in Santa Monica at the Loews Santa Monica Beach Hotel on Ocean Avenue. Approximately 7,000 professionals from approximately 70 countries around the globe with available films and projects, merge and attend meetings and world class conferences, and connect with decision makers. With pictures, posters and banners plastered and hanging all over the interior of the hotel, buyers, financiers and sellers of screenplays and movies, series and TV shows are here to make deals. Thousands of people, hustling and bustling, showed up.



November 3, 2022. It was created by and starring **Ciro Dapagio** who reprises his role as **Mike White**, a "rehabilitated" gangster who has distinguished himself as a man of honor. After being released from a lengthy prison sentence, he finds himself the target of Miami's most notorious criminal organization.

**MobKing made its world debut at AFM on**

Potential buyers and sellers had appointments to make deals for their projects, if they were lucky.



There are locations to produce & shoot where different types of incentives were offered.



101 Films International, UK sales firm, has acquired worldwide distribution rights for the gothic thriller, “Frankenstein Legacy”, which showcased at AFM. Directed by Paul Dudbridge and written by screenwriter Jim Griffin, the thriller stars Juliet Aubrey, Michelle Ryan, Philip Martin Brown and Matt Barber.

Eoghan Burke, VP of International Sales said, “Frankenstein remains one of the most recognizable names in horror and we are extremely pleased to have a new take on the familiar narrative.”

# Artificial Intelligence



Using artificial intelligence, Sami Arpa, CEO and Co-founder of Largo.ai, developed a platform that forecasts the economic outcome of films with conditions. The system empowers traditional content creation workflow with the artificial intelligence and supports producers, distributors, directors, writers, financiers, and actors/actresses in the decision-making process. Largo.ai spent years developing and training its system by analyzing over 200,000 films and scripts. They achieved an 86% accuracy level. Actors are rated.



Largo.ai has a confident understanding of the film's potential, audience, and story's points. During the session, the producers pitched their projects to financiers and distributors by utilizing the AI analysis of their projects. **For example:**

**Forecasts from the Screenplay:**

**Gross = 480% Return on investment**

**Actors = #1) 93.4% - #2) 90.5% - #3 blank**

## The Pitch



### Moderator

**Lee Jessup, Screenwriting Consultant & Coach,**

### Panelists

**Cassian Elwes, Producer & Agent,  
Michael Ryan, Partner, GFM**

***AFM: A good pitch can get a bad film made while a bad pitch can leave an outstanding project languishing on the shelf. Attendees will learn the essential rules and tools of pitching from the experts.***



**Prior to attending, registered participants with a valid badge submitted a pitch video for the opportunity to take the stage and pitch their stories to the expert panel. “(They) were given unvarnished feedback – explaining what worked, what didn’t – and why.”**

**Cassian: “If you have a dream, go do it. Every dream has a chance of reality.”**

**By Louis Gabriele**