



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

By Louis Gabriele

Finally, the AFM returned to Los Angeles with sold out exhibition space, while 83 countries around the globe participated at the Fairmont Century Plaza Hotel in Century City. A total of 6,132 professionals, buyers, sellers, financiers and students attended with their films, ideas and projects. Thousand of people, hustling and bustling, showed up to make deals. The stage was set from November 11 through November 16, 2025, where representatives from almost every corner of the independent industry traveled for a productive week of conferences, screenings, events, networking, and, last but not least, “DEALMAKING”.



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



Locations

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



The 12th annual AFM Pitch Conference:

Award-winning producer Cassian Elwes and screenwriting professor and coach Lee Jessup were reunited at AFM 2025. They were joined by independent producer Loni Rodgers.



The judges provided constructive feedback and rewarded director Paul Andersen from Australia as the top winner for his family comedy feature "*Disconnect*." The story is about a dysfunctional family that must learn to work together when aliens invade their town.

Looking Back: *AFM 2022: "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."

Artificial Intelligence

More and more users are taking advantage of Artificial Intelligence. In Broadcasting AI editing tools can analyze large amounts of video, pick out the best pictures and practically edit for you. The turf is being changed for the future. Stay informed and take hold of the power of AI.



I visited AFM 2022 in Santa Monica, California and I found “Largo.AI.”



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

Follow up 2025: Largo.AI continues to grow with a presence in Los Angeles, London and Istanbul. The company was founded in 2018 and still headquartered at the EPFL Innovation Park in Lausanne Switzerland.

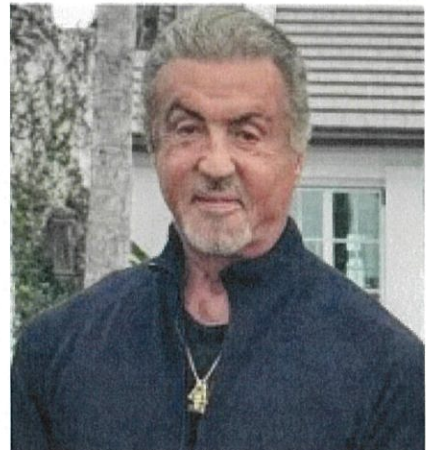
Largo.AI:



Sami Arpa - Co-Founder, CEO



Celine Udriot – COO



Sylvester Stallone

Earlier this year, according to "Deadline," Sylvester Stallone was made one of President Donald Trump's "special ambassadors" to Hollywood. He also joined Largo.ai as an investor and strategic partner. What's in it for me or you? Guess. Artificial Intelligence is here to stay!

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