

## CineMarket – Executive Support and Consultation to the Film Industry

Working as an independent advisor, consultant, or Executive Producer, Peter Graves provides strategic oversight and financial management of a film's entire revenue waterfall performance from production through to final release, in both domestic and international markets. Working with top echelon production companies and creative talent, as well as in close concert with senior studio executives, Graves develops production and release marketing strategies for all types of theatrical films, bringing an unparalleled long-term production and marketing perspective to the entire film production process, from initial concept creation and financing, through development, production, post-production, and initial theatrical release, followed by home entertainment release and ultimate library valuation.

Backed by nearly three decades of diverse film production and marketing experience, Graves and his Cinemarket team can offer a variety of ways to synergize the efforts of producers, studios, and all financing partners towards clearly articulated production and marketing goals, thereby avoiding costly missteps in an industry where there truly are no second chances.

Integrating analysis of the most up-to-date research data available with a customized, flexible approach to pinpointing a film's strengths among its core demographic segments, Cinemarket develops strategies for reinforcing the film's playability (how audiences respond in the theater), through the production process, as well as enhancing its marketability (initial interest for potential moviegoers) through the marketing efforts of development of trailers, TV spots, poster art and new media promotions crafted to appeal to the specific target demos.

Throughout the entire production and release process, Cinemarket acts as both facilitator and advocate to bring clarity of focus and unity of voice to production and marketing discussions. This begins with the earliest drafting of screenplays and casting decisions, along with the setting of production budgets and financial modeling, to the refining of the film's final cut through the most rigorous of market screening programs. This process continues through the marketing phase, overseeing the creation of the basic strategic approach to the film's marketing, setting and securing P&A budget levels and overseeing the execution of all levels of the marketing and distribution plan. And with personal contacts at every major studio and distributor in the industry Cinemarket is uniquely equipped to ensure that all parts of the production and marketing machine work together towards a unified goal.

Cinemarket's past projects have included everything from big budget Hollywood sequels to independent documentaries, from teen-oriented genre fare to foreign films looking to break into the U.S. Our list of clients is equally as diverse, including:

- Producers and production companies
- Production financing entities
- P&A funds
- Internationally based production companies

In short, any company or individual who has specific needs to ensure that the production, marketing and distribution of their film is orchestrated to their maximum financial benefit.