

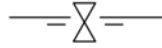


## MOVIE BUSINESS TEACHING RESOURCE

Students will be able to grasp the enormity of film production and the business principles required in the industrial art form of filmmaking.

### LEARNING OBJECTIVES:

- To appreciate the relationship between business principles and the film industry
- To discover some of the costs involved in making a feature film



### LESSON FOCUSES

#### PRE-VISIT:

Students will be introduced to business in the context of the film industry by researching a global film company.

#### VISIT WORKSHOP:

Students will be shown the planning process that took place on the Harry Potter films to minimise costs whilst creating a believable world on screen. They will examine recent trends in the industry including production spend in the UK and profit margins for different genres.

#### POST-VISIT:

Students will create a business plan for their own small media business. In what kind of films will they specialise? What will their start-up costs be? How much profit do they expect to make? Where could they find finance? How will they brand their business?



## MOVIE BUSINESS PRE-VISIT LESSON

Students should make a note of any merchandise they have seen or own from films, music, television, games, etc. How many kinds of merchandise can they think of? (T shirts, lunch boxes, pens, models, etc) Why does merchandise exist?

Students should begin to research the approach of Warner Bros. to the Harry Potter film series and the Wizarding World. How do different elements of the business interact and support each other to cross-promote and maximise the impact of their product?

In groups, students should choose a different global media company to research and create a presentation of the different businesses within the global media organisation. What sort of output does the company produce, and how? How do different parts of the company work together to maximise profits?

The business of filmmaking is multi-faceted. There are many different ways that films are funded and these can be complex and diverse. However, filmmaking is a business and always follows sound business principles. Film companies can be large global enterprises, such as Warner Bros. or small production companies consisting of two people. Whether large or small they all require business plans, financial management and careful asset control.



### SUPPORTING DOCUMENTS:

Warner Bros. company overview



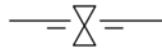
## MOVIE BUSINESS POST-VISIT LESSON

Ask students to imagine they are developing a small media business. They can choose what the focus of their business should be, how many people they would like to employ and so on. They can use the Media Business Planning Document to flesh out their ideas for their business.

Using the Creating an Outline Business Plan worksheet, students should produce a business plan to be given to a bank making sure to consider who their customers would be, start-up costs, target audience and unique selling point. They could also create social media pages and a website for their business.

Further explain to students that the film industry must diversify in order to survive. Film companies will develop different strategies to maximise profit, by developing films that cost different amounts, as well as selling rights across the world for films that they are making.

Creativity must be accompanied by stringent accounting, cash flow control and business management. Encourage students to consider the identity and branding of their media organisation. What kind of genre, budgets and product will they sell?



### SUPPORTING DOCUMENTS:

Media business planning document  
Creating an outline business plan



## MOVIE BUSINESS WARNER BROS. COMPANY OVERVIEW

**WARNER BROS.** is a fully integrated entertainment company and a global leader in the creation, production, distribution, licensing and marketing of all forms of entertainment. A Warner Bros. Discovery company, the Studio is home to one of the most successful collections of brands in the world and stands at the forefront of every aspect of the entertainment industry, from feature film, television, digital and home entertainment production and worldwide distribution to DVD and Blu-ray, animation, comic books, videogames, and product and brand licensing. The company's vast library, one of the most prestigious and valuable in the world, consists of more than 145,000 hours of programming, including 12,500 feature films and 2,400 television programs comprised of more than 150,000 individual episodes.

Warner Bros. began when the brothers Warner (Albert, Sam, Harry and Jack L.) incorporated their fledgling movie company on April 4, 1923. In 1927, the release of the world's first "talkie," (synchronized-sound feature film), "The Jazz Singer," set a character and tone of creativity, courage, innovation and influence that would become synonymous with the name Warner Bros. And--as Al Jolson foretold in this milestone movie--"you ain't heard nothin' yet!"

Since those early days, Warner Bros. Studios has amassed an impressive legacy based on world-class quality entertainment and technological foresight and created a diversified entertainment company with an unparalleled depth and breadth. Its century of continued success has been built on a foundation of long-term creative relationships with many of the world's leading talent, and an unwavering dedication to excellence.

**Warner Bros. Pictures Group** produces and distributes a wide-ranging, diverse slate of films each year. In 2023, Warner Bros. Pictures Group will continue to produce the industry's broadest roster of films, featuring the Studio's DC Super Hero titles, New Line Cinema's horror titles, thoughtful dramas and smart comedies.

**New Line Cinema**, part of Warner Bros. Entertainment since 2008, coordinates its development, production, marketing, distribution and business affairs activities with Warner Bros. Pictures Group to maximize film performance and operating efficiencies.

**DC Studios** is responsible for overseeing the overall creative direction of the DC Universe across film, TV, and animation under a single banner. Spearheading the development and execution of a long-term plan for the many properties licensed from DC Comics, DC Studios is focused on continuing the tradition of high-quality storytelling for the DCU across audio-visual media, while building a sustainable growth business out of the iconic franchise. DC Studios also works collaboratively across every division of Warner Bros. Discovery, including film, TV, games, consumer products, live events, networks and more to help realize the vast potential of the DCU.

**The Warner Bros. Television Group** oversees and grows the entire portfolio of Warner Bros.' television production businesses, including scripted and unscripted programming, and animation. WBTVG production divisions include Warner Bros. Television, one of the industry's leading suppliers of live-action scripted programming; **Warner Bros. Unscripted Television**, which produces award-winning unscripted series through the **Warner Horizon**, **Telepictures**, and **Shed Media** production labels; and three animation studios: **Warner Bros. Animation**, **Cartoon Network Studios**, and **Hanna-Barbera Studios Europe**. As of March 2023, these divisions are producing more than 100 live-action scripted dramas, comedies, limited series, unscripted programs, and animated series, movies, and specials for Warner Bros. Discovery's HBO



Max, external streaming platforms, cable, traditional broadcast networks, and the first-run syndication marketplace in the U.S.

**Warner Bros. Discovery Home Entertainment** distributes the movies, television, animation, and digital content produced by Warner Bros. Discovery to the homes and screens of millions through physical Blu-ray Disc and DVD retail sales, and digital transactions on major streaming, video-on-demand cable, satellite, digital, and mobile channels. WBDHE is part of Warner Bros. Discovery Content Sales, one of the world's largest distributors of entertainment programming.

**Warner Bros. Discovery Global Brands and Experiences** is the global division that drives opportunities for consumers to engage with WBD's leading entertainment brands and franchises. Through its strategic franchise development group and global commercial businesses, GBE creates lasting connections to WBD's iconic characters, talent, and storytelling. GBE operates **WBD's Global Consumer Products, Global Themed Entertainment**, and world-renowned comic and publishing powerhouse **DC**.

**Warner Bros. Games** is a premier worldwide publisher, developer, licensor and distributor of entertainment content for the interactive space across all platforms, including console, handheld, mobile and PC-based gaming for both internal and third-party game titles.

Warner Bros. Entertainment is headquartered at the Warner Bros. Studios lot, 142 acres in Burbank, California, which is considered one of the foremost motion picture and television production and post-production facilities in the world and home to 35 soundstages (including one of the world's tallest stages, which has an in-ground tank capable of holding more than two million gallons of water). In addition, Warner Bros. Studio Facilities is responsible for managing the company's studio in the UK—Warner Bros. Studios Leavesden—a 160-acre production facility that has been the production site of many highly acclaimed Warner Bros. movies including the eight Harry Potter films, The Dark Knight and, more recently, Wonder Woman, Justice League, Fantastic Beasts and Where to Find Them and its forthcoming sequel, Fantastic Beasts: The Crimes of Grindelwald. It is also the home of Warner Bros. Studio Tour London—The Making of Harry Potter, which has become one of the UK's most popular tourist attractions since opening in March 2012.

Today, as the company celebrates its centennial throughout 2023, these businesses carry forth the mission started by the four Warner brothers – CELEBRATING EVERY STORY



## MOVIE BUSINESS BUSINESS PLANNING DOCUMENT

Carry out research and answer the following questions:

### BACKGROUND

- What does your business do?
- What makes your business special (USP)?
- Why are you suitable to run a business?

### YOUR PRODUCT – TARGET AUDIENCE

What is your product or service and who will buy it? Who are the people that will buy your product or service and why will they buy from you?

### SALES AND MARKETING

- Who are the main competitors in your market and what do they offer?
- How much do you intend to charge for the product or service?
- How will you make it possible for customers to buy your product or service from you?
- How are people going to know about your product or service?

### OPERATIONS

- Is there anyone else that you intend to employ?
- What is the minimum total amount you can pay yourself and any staff you employ each month?
- Where will your business be based?
- What resources will your business need in order to function?
- Which suppliers will you use to source materials/services to support your business?

### SUPPORT

- Regardless of what you sell, how much in total will it cost you to run your business each month?
- What is the average cost of making one sale for your business or service?
- Will your business need to seek any funding (overdraft or loan) before it starts?



## MOVIE BUSINESS CREATING AN OUTLINE BUSINESS PLAN

Producing a well thought out business plan can dramatically increase your chances of achieving success. This worksheet is designed to get you thinking about your vision, identify what is important to you, and set realistic goals that will help you achieve success.

Draw an image or a landscape to reflect what long term 'success' looks like to you. Ask yourself how your business looks in five years' time? What have you achieved and what evidence is there of your success? For example:

- What role you are playing within your business and who else is involved?
- What level of recognition or profile have you achieved and with whom?
- What level of financial success have you achieved?

### VISION

Your vision sets out what you want to achieve in the long term and is the starting point for any business. It should be ambitious, inspiring and motivational. Your vision should not include what you do in detail, or how you do things, but describe where you want to be in the future.

### VALUES

Your values reflect what you are all about, what's important to you and how you do things. They should reflect the personality of your business and help communicate your brand to your customers, staff and other people with whom you conduct business. Your business idea must be in line with your values to ensure that you stay motivated and passionate about what you do.

Make a list of things that are of importance to you in relation to your business – split these into personal, creative, and financial rewards. This exercise will help to determine how you do business and who with.

### GOAL SETTING

Once you have identified your Vision and Values, it's time to start goal setting so that you can move your business forward.

What steps do you need to take to move closer to achieving your vision? In other words, what are your goals?

List five key goals for the coming year(s) below and ensure that they are SMART:

S Specific

M Measurable

A Achievable

R Realistic

T Timed

Goals could be linked to the development of your work/business such as the development of your brand.

It is useful to have at least one financial goal e.g. to generate a turnover of £50,000, turn a profit of £30,000 or pay myself £30,000 a year by a certain time. Think about the consequences of your goals. What will their impact be on you and your business?



## National Curriculum/Exam Board Links

### Business Studies

#### GCSE

Apply knowledge and understanding of business concepts and issues to a variety of contexts.

#### A Level

Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues.

#### T Level

Understand the industry's history, culture, structure and marketplace

