

One Thousand Days  
Six Million Pounds

Runs until 2008

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Six Million Pounds

[Project formerly titled Talent, Audiences & Business;  
A 3 Year Plan]

First draft  
March 2006

Screenplay by EM Media

Yes, £6m!

## SYNOPSIS

EM Media is a fast-changing agency in a dynamic, vibrant and creative sector. It is an agency with attitude. Its single-minded passion is to enable the region's talent to make film and media projects happen. And, over the next three years, they have funds (to the tune of £6m) to deliver on this promise. This is their story. And this is where you come in.

*"By 2009, EM Media will double its support for the region's feature film makers. Investment will see at least six new feature films hitting the screens."*

## KEEPING IT REAL

The reality is simple. In its first three years, EM Media has, by working with the region's creative force, achieved a huge amount. But this isn't laurel resting time; this is turning that ground work into highly visible, refreshingly creative and wonderfully diverse projects. Best of all, this isn't wishful thinking either. The funds are in place. The agency's vision is clear and, with your input, things will happen – very quickly.

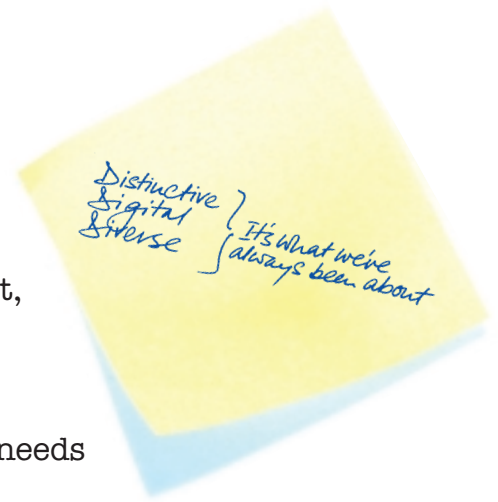
*"Four new games will have been made in the region with worldwide distribution and sales"*

*NOTE: Full details available as a PDF download*

## IN A NUTSHELL

OK, you've heard it all before. Funds, investment, commitment, passion, blah, blah, blah. But this time it's different. Really different.

EM Media has never been clearer about what it needs to deliver. Our team is stronger than ever. Our audiences are defined. Our funds are in place.



## SHOW ME THE MONEY

£6m ERDF funds matched with an additional £6m to invest in East Midlands' film and media content production linked with clear market opportunities.

In short, we want to invest in films that people want to see and games people want to play.

We are investing in audiences too £3.7m to position the East Midlands as the most progressive and thriving media region.

Total £15.7m to be invested in East Midlands media by 2008.

## YOU & US

*"Place media at the heart of the creative economy"*

Think of us as The Facilitator. Our role is simple. We have the funds. We channel them through to you. You see, make and hear great media in the East Midlands. Everybody wins. Not least the audiences.

In fact, most of our work is done talking to, listening to and supporting individuals and small media companies develop their activities and ambitions.

Working in partnership with other key agencies and companies in the region, as well as nationally and internationally, we are passionate about making sure our drive and energy are channelled in the right direction to shape tomorrow's media world.

To deliver our side of the deal, we have a talented committed team to help you develop your idea, company, product or project. We have a wealth of knowledge and expertise to share with you.



*3 aims. 1 vision  
Develop talent / Develop audiences + markets /  
Drive business*



## TYPICAL SCENARIO

INT DAY: Bar – Evening

On VIDEO: Jane sips from her half-empty ice-filled glass. Her dark eyes flash as she gushes with thinly-veiled frustration.

JANE

I have the idea for my short. I have the crew. I've cast the movie, well (pauses) in my mind at least. But until I get the finance I can't make anything happen. With this in place, we can get moving. Thing is, I don't know where to turn.

Peter gazes ruefully at his rapidly diminishing pint

PETER

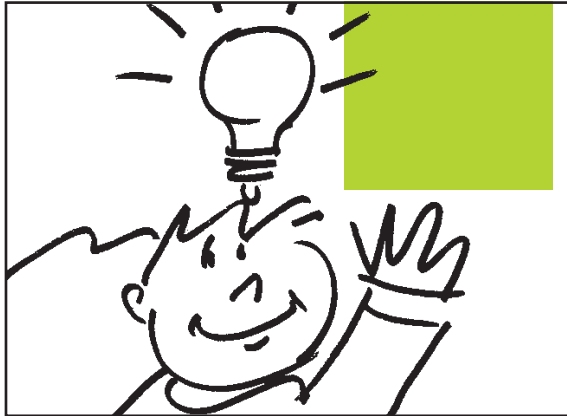
Seven letters. 2 Es. 2 Ms. An I, D, and an A.  
That's all you need to know

Jane's glass suddenly appears half-full. Everything clicks into place.

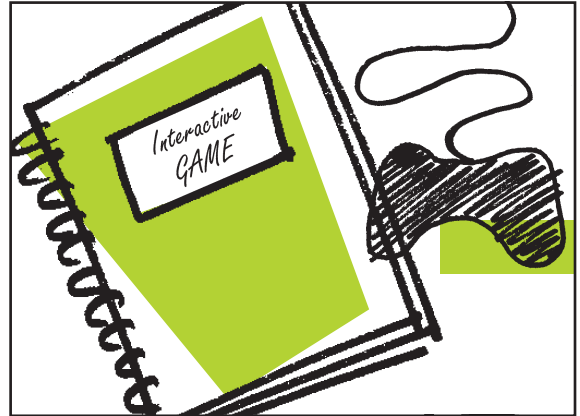
FADE TO BLACK

*P.S.  
As well as film, we invest  
in games, TV and interactive*

STORYBOARD ; ideas into reality



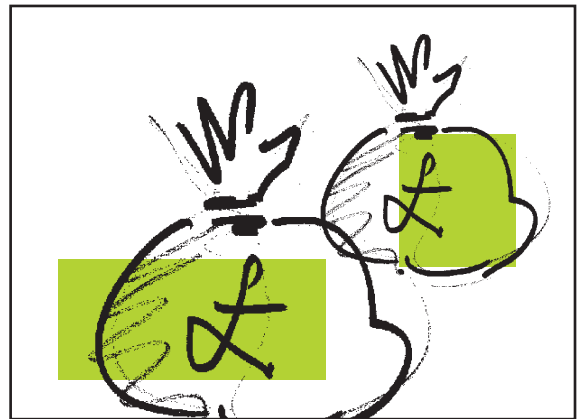
Get idea



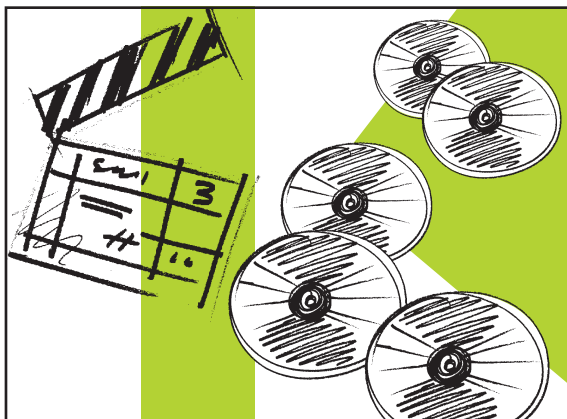
Develop with a passion



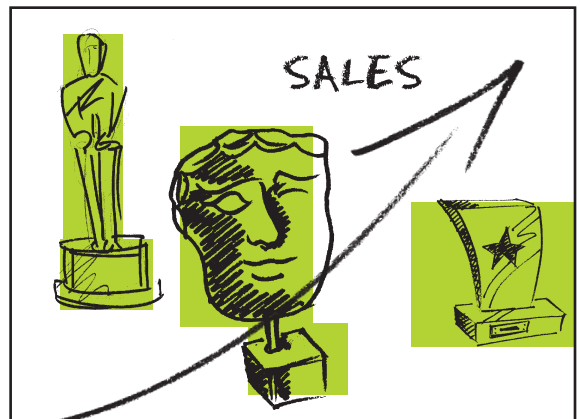
Pitch to everyone you can



Release investment



Start production



Reap the rewards

*Here's just  
a Harbour*

## WHAT WE FINANCE FILMS, GAMES, TV, INTERACTIVE

- Product development (including for example, script development, games development and the development of product for a range of platforms)
- R+D
- Slate development
- Production projects
- Offer business services and support
- Individual skills development
- Company skills development
- Audience and market development
- Broker new partnerships and relationships

To date we have co-financed seven feature films

1. THIS IS ENGLAND dir Shane Meadows (Warp Films) 2006
2. A COCK AND BULL STORY dir Michael Winterbottom (Revolution Films) 2005
3. BROTHERS OF THE HEAD dir Keith Fulton & Louis Pepe (Potboiler Productions) 2005
4. DEAD MAN'S SHOES dir Shane Meadows (Warp Films) 2004
5. ONE FOR THE ROAD dir Chris Cooke (One For The Road Productions) 2003
6. ANITA & ME dir Metin Huseyin (Take 3 Partnership, UK Film Council) 2002
7. ONCE UPON A TIME IN THE MIDLANDS dir Shane Meadows (Slate Films) 2002

EM Media's Location Services has encouraged and assisted a range of productions to use the East Midlands for locations and filming. These have included *Pride & Prejudice* (Working Title Films) 2005, *Da Vinci Code* (Imagine Entertainment) 2005 and *Kinky Boots* (Harbour Pictures) 2005.

Plus, we have co-financed a range of games development projects with:

- Free Radical design
- Strawdog Studios "Bugs of War"
- Nu Generation Games
- Paul Carruthers

As well as invested in audiences and markets, including:

- Digital Cinema Screens
- Film & Media Centres
- Rural Locations
- Media literacy in schools
- Film heritage



SNAPSHOTS



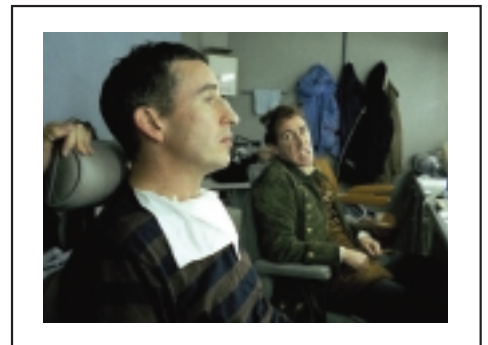
THIS IS ENGLAND Dean Rogers



BROTHERS OF THE HEAD Nick Wall



MIDLAND JOURNEY - MACE



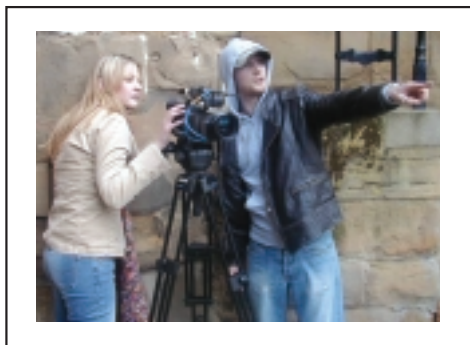
A COCK & BULL STORY



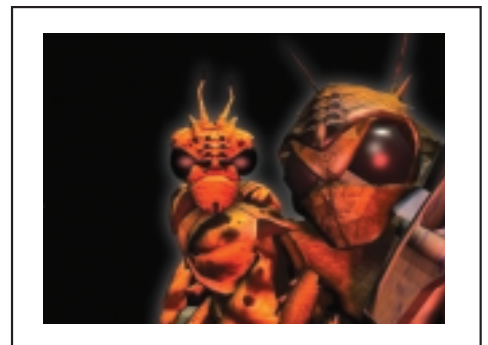
COCONUT - Mini Masterpiece 2004



BOLLYWOOD CALLING - on location



Rebecca Lawson - Graduate Scheme



BUGS OF WAR  
Strawdog Studios

Films Games TV Interactive

Key areas where we can  
make a real difference \*  
E.g. Strawdog Studios - investment to  
encourage new games product  
and business practices.

\* Like with games right here

## CREDITS

Chief Executive **DEBBIE WILLIAMS**  
Head of Market Development **JOHN TOBIN**  
Market Development Executive **STEVE CHAPMAN**  
Education and Film Heritage Executive **ANTONY THOMAS**  
Market Development Co-ordinator **CAROL CLARKE**  
Head of Finance **NICOLA HODSON**  
Finance Executive **HELEN CHISWELL**  
Monitoring Executive **ALAN RICHMOND**  
Monitoring Executive **JEANETTE KEMPSTER**  
Office Manager **AMANDA KENNEDY**  
Head of Partnerships **SUZANNE ALIZART**  
Executive Producer, Film **LIZZIE FRANCKE**  
Development Executive, Film **PAUL WELSH**  
Skills Development Executive **ALISON WHITLOCK**  
Development Executive, TV **KATY GREEN**  
Executive Producer, Games **TBA**  
Head of Communications **EMILY LAPPIN**  
Locations Executive **NIC SMITH**  
Locations Executive **DAN HODGETT**  
Interactive Executive **SUSI O'NEILL**  
Communications Executive **SALLY HODGSON**  
Administrator **EMMA HEWITT**

**Board:** Alison Ford, Chris Hughes, Michael Eaton, Phil Cosker,  
Vijay Sharma and Katie Conley





don't be a stranger

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USE IT or LOSE IT!

This unique investment opportunity is available until 2008. We must invest these secured funds within the timeframe (about a thousand days!), otherwise they are gone. No happy ending. At EM Media, we're human, in-touch and available – so don't be a stranger. Let's make this happen.