

Overview

This Standard is about agreeing parameters on which production and co-production agreements are founded. This may be with broadcasters, distributors, investors or project partners and may include provision and management of funds, creative integrity and editorial control to enable co-productions to proceed smoothly. This standard is for you if you agree production or co-production parameters.

Performance criteria

You must be able to:

- 1 Identify and understand the requirements of broadcasters, distributors, investors or production partners, before entering into any agreements
- 2 Identify ways to maximise potential opportunities that benefit the organisation you are representing
- 3 Negotiate and agree the scope of the work and associated parameters before production starts
- 4 Record and store agreements in appropriate formats
- 5 Educate broadcasters, distributors, investors or production partners about the production process and how it will affect their expectations
- 6 Maintain good working relationships with broadcasters, distributors, investors or production partners, communicating with them throughout the production
- 7 Effectively manage any requests for change or feedback
broadcasters, distributors, investors or production partners may have
- 8 Proactively deal with issues or concerns from broadcasters, distributors, investors or production partners before they adversely affect production

Knowledge and understanding

You need to know and understand:

You need to know and 1 The likely roles and responsibilities of broadcasters, distributors,

investors or production partners in productions and co-productions

2 Potential opportunities to exploit the production including branding, merchandising, or spin-off productions

3 The potential for distribution in other territories

4 How commissioning and funding work in the countries with which you are working, including tax breaks and subsidies

5 Different options for deliverables, ownership, licensing, distribution, finished animation and project files that can be negotiated

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The importance of maintaining creative integrity

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Intellectual property rights and licensing issues, relating both to any material you use and to the work you are creating

8 How to conduct negotiations so that all parties feel satisfied

9 The legal status of written, verbal and electronic agreements and communications

10 Why contracts are important and the different areas they need to cover

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11 The drawbacks of trust agreements instead of contracts

12 The importance of obtaining formal approval from investors and project partners at key stages of production

13 The sorts of issues that can arise in co-productions, especially when work is shared or outsourced overseas

Agree production and co-production parameters

Developed by	ScreenSkills
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Version Number	3
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Date Approved	01 Mar 2017
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Indicative Review Date	01 Mar 2020
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Validity	Current
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Status	Original
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Originating Organisation	Creative skillset
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Original URN	sksanim1
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Relevant Occupations	Director, Production manager
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Suite	Animation
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Keywords	Agree; Production; Co production; Parameters; Agreements; Broadcasters; Distributors; Investors; Partners; Project; Provision; Management; Funds; Integrity; Content; Editorial
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