

comics/movies/books/tv

\* **transmedia deals**

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# \*shrapnel

- original graphic novel (OGN)
- written by z sherman
- interior pages by imaginary friends
- published by radical comics
- 18 comics, 3 trade paperbacks



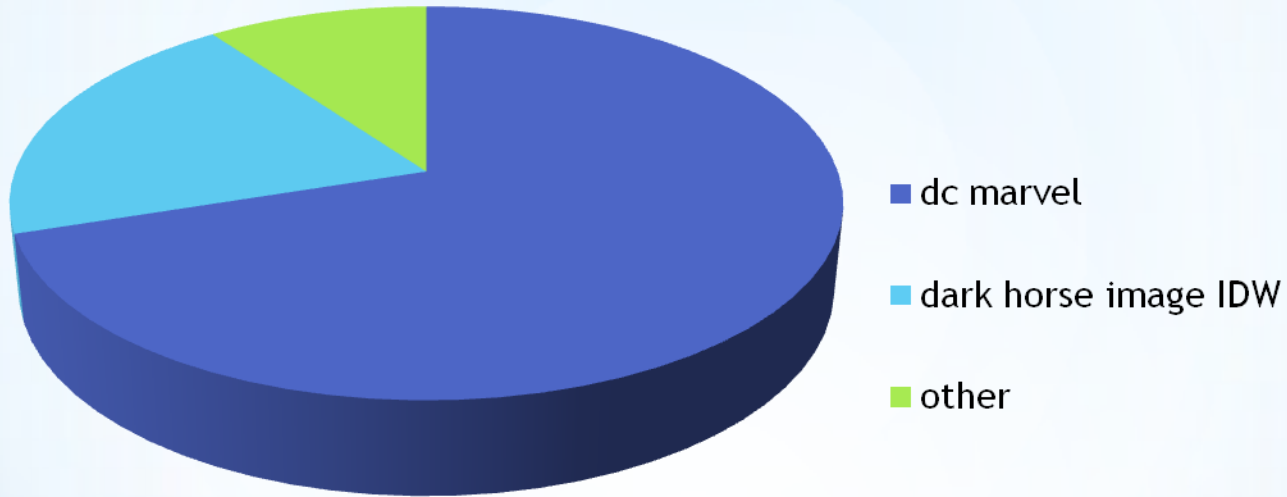
- \* “**floppy**” comic books average 24 pages
- \* “**trade paperbacks**” average 144 pages
- \* comic **writers** average \$100 a page
- \* comic **artists** average \$250 to \$500 a page
- \* comic **letterers** average \$20 a page
- \* cover **illustrations** average \$2000
- \* *a commercially competitive OGN costs \$50000 to \$80000 to produce*

\* **comic production**

- \* **straight license** deal is ~10% wholesale
- \* **publication** deal is 30% wholesale average (after print recoup and 10% of movie and/or merchandise)
- \* *image and IDW are the only publishers that will do flat fee distribution deals - they take 20% of wholesale, you retain all other rights*

\* **comic publication**

sales



\*market share

- \* 4000 **comic book stores** in america and the uk
- \* diamond **previews** monthly solicitation
- \* **minimum 1500** order to place
- \* ***diamond sells over 3500 new items each month on a non-returnable basis to comic book shops***

\* **comic distribution**

# \* blacklight

- feature film
- written by Jason Dean Hall
- optioned by 20th Century Fox

**DAILY VARIETY**  
LOS ANGELES ■ TUESDAY, MARCH 17, 2009 ■ VARIETY.COM

**INSIDE**  
**Marching orders**  
Fox Atomic and Turner Studio...  
**PREVIEW**  
**Duplicity**  
This one...  
**VARIETY.COM**  
**To 'half' and back**  
The Weinstein Co. has acquired...  
**Real reciprocity**  
The Weinstein Co. acquired...  
**DUO HAS HOTS FOR 'BOTS'**  
Paramount and DreamWorks are...  
**HBO ties 'Ribbon'**  
David Chase is back at HBO...  
**Lennon bio fab for Weinsteins**  
The Weinstein Co. has acquired...  
**DUO HAS HOTS FOR 'BOTS'**  
Paramount and DreamWorks are...

- \* typically **\$50000** to **\$500000**
- \* election to “**proceed to production**”
- \* 75% paid in weekly installments over **principle photography**
- \* 12 1/2% paid on completion of **dub/score**
- \* 12 1/2% paid on completion of “**answer print**”
- \* *a movie goes into “turn around” if at any stage the studio abandons production*

\* **movie purchase**

- \* creators are typically offered an **executive producer credit**
- \* “**fixed compensation**” - an assoc producer’s “**quote**” is typically \$100000 to \$250000 paid at breakeven
- \* *you will have no right of approvals or control of the movie*

\* **movie producing**

- \* **“contingent compensation”** - is typically 1% to 5% of adjusted gross
- \* **adjusted gross** includes distribution, negative costs, gross deductions, financing charges, off-the-top-expenses, etc
- \* **“pay-to-play”** - *being bought out of your contingent compensation and producer credit - often happens if it looks like the movie will be a hit*

\* **movie producing**

# \* the silence of our friends

- **original graphic novel**
- written by m long, j demonakos
- published by macmillan



- \* 5 book formats: **hardback, trade paperback, mass market, audio** and **e-book**
- \* 6 major publishing conglomerates control 79% of the n american market
- \* 5 major retailers account for 68.2% of sales
- \* the top 15 publishing imprints each publish over 500 books per year
- \* trade paperback return rates average 25%, mass-market average 40%
- \* *there is no brand identification for any one publishing house and all consumer buying decisions are based on the content of each individual title and/or author appeal*



- \* for a **\$10000** to **\$100000** advance
- \* the “proprietor” (author/agent) grants international **hardcover, paperback, audio book** and **e-book** rights to the publisher
- \* ½ paid on **signing**, ½ on final **acceptance**
- \* *the publisher may also require rights for braille, multimedia, dramatic adaptation (movie/tv) and merchandise*

\* **book advance**

- \* 10% **hardcover**
- \* 7.5% **paperback**
- \* 5% **audio book**
- \* 15% **e-book**
- \* *If a book doesn't sell well, the publisher can "remainder" its inventory and you receive 5% of net receipts less cogs*

\* **book royalties**

# \*blacklight

- transmedia production
- zombie, blacklight, imagine

The screenshot shows the Deadline Hollywood website. The main article is titled "Imagine's 'Transmedia Storytelling' Deal" by Vince Fiumero, dated Friday, January 22, 2010. The article discusses a first-look deal between Brian Grazer and Imagine Entertainment, focusing on transmedia storytelling across multiple platforms like video games, TV, and film. It mentions the formation of a new firm, Blacklight Transmedia, and lists several projects in development, including "The projects I saw were well thought..." and "The projects I saw were well thought...". The article also features a photo of Brian Grazer and a sidebar for "2010 AUSFILM WEEK" with a \$15,000 grand prize.

- \* for **10%** of an average purchase price of \$5000 to \$50000
- \* option to **develop** a series of 13 or 22 episodes
- \* includes **series, characters and likenesses, adaption, book** and **merchandise** rights
- \* *television has a “pitch season” that begins in september and ends in november*

\* **tv option**

- \* Creators are typically offered **executive producer** credits
- \* **producer fees** typically range from \$20000 to \$30000 per episode
- \* **less tv series are optioned than movies, but more are greenlit**

\* **tv producing**

\*hollywood faq

\* why do movie studios come to us  
too late to make a decent game?

\* why are studios making movies out  
of crap like stretch armstrong?

\* if there's no money in comics, why should I care about comic con?

\* what is transmedia and why should  
I care about it?

\*[justinbailey@adhesivegames.com](mailto:justinbailey@adhesivegames.com)