

## 2015 Indie Survey

### 1. Welcome to the annual Indie List Survey

The 28th annual Independent Production Survey ranks Canadian production companies based on the volume of Canadian film and TV/OTT production they handled in the 2015 calendar year. In addition to online, the top survey results will be published in the Summer 2016 issue of Playback.

Need a blank worksheet? Request one from [kbailey@brunico.com](mailto:kbailey@brunico.com)

#### HOW THE SURVEY WORKS

The survey measures all production and development by volume on a calendar year basis.

Volume is expressed in terms of total screen-entertainment production budget(s) handled by a company. (This does not include advertising or corporate/commercial production.) Proprietary independent production and service production are tallied separately.

Please tally all feature film, TV/OTT and digital entertainment projects you produced during 2015 and tell us the total of these budgets. If a production overlapped either the beginning or the end of 2015, include only the portion of the project handled during the calendar year. Similarly, also include the total amount spent on development in 2015.

**\*\* Spend is self-reported and works on the honour system: please be as accurate as possible! This is an industry-only list... and the industry knows! \*\***

**SURVEY DEADLINE: MARCH 31, 2016.**

**IF YOU ARE HAVING ANY PROBLEMS WITH THIS SURVEY: EMAIL [kbailey@brunico.com](mailto:kbailey@brunico.com)**

## 2015 Indie Survey

### 2. COMPANY INFO

**\* 1. Please fill out your company info below:**

Name (key contact for this survey):

Company:

City/Town:

State/Province:

Email Address:

Phone Number:

**2. Total independent production budget for 2015 (calendar year):**

The total of the budgets of all the feature and TV projects produced by your company in 2015, including only your company's portion of any co-productions. Include only the financial portion of the projects handled during the calendar year. \*\* Please don't include service work here. That is addressed separately. \*\*

IMPORTANT: FOR ALL NUMERICAL ANSWERS, PLEASE USE NUMERALS ONLY: NO \$, PERIODS OR COMMAS

Total Spend

**3. Total development (film, TV and digital) budget for 2015 (calendar year):**

For the purposes of this survey, "development" means the cost associated with shaping, marketing and pitching ideas, scripts and treatments for projects.

\$

**4. Service production budget for 2015 (calendar year):**

Please list the total value of service work executed in 2015:

\$

**5. Feature production budget**

Please indicate the amount spent on feature film production in 2015:

\$

**We'd like to hear more about your development plans, to get a sense of how prodcos are preparing for the future. We've kept the section very general, as we respect the need to keep your business plans confidential, but hope you can shine a glimmer of light on this area of your business.**

**6. Genre**

- Drama
- Lifestyle (shelter, food, etc)
- Factual/Reality/Competition
- Documentary/Docuseries
- Kids
- MOW
- Digital

**7. Number of projects**

- 1-5
- 6-10
- 10+

**8. Format**

- Original TV/OTT series
- Feature film
- Adapted format
- Web-only series
- Special/one-off (TV/OTT/web)

**2015 Indie Survey**

**4. TV PRODUCTION BUDGET BREAKDOWN BY GENRE**

**Please list your total spend by TV genre using the following key as a reference:**

**\*Please note that these categories are defined by Playback for the purposes of this survey and are not associated with or related to CAVCO guidelines.**

**(TV-DS) Dramatic TV series**

**(TV-LS) Lifestyle (home, reno, finance, food i.e. Income Property, You Gotta Eat Here!)**

**(TV-RF) Reality/Factual (i.e. Highway Thru Hell, Canadian Pickers, Real Housewives of Vancouver)**

**(TV-C) Competition/Game Show (i.e. Amazing Race Canada, Match Game, Dragons' Den)**

**(TV-DOC) Documentary one-off**

**(TV-DOCS) Documentary series (i.e. Battle Castle, Descending, The Nature of Things)**

**(TV-CS) Comedy series**

**(TV-CV) Comedy - one-off/variety**

**(TV-AS) Animation - Other (adult series, etc)**

**(TV-CA) Children's Animation - series**

**(TV-CLA) Children's Live Action scripted – series**

**(TV-CFR) Children's Factual/Reality - series**

**(TV-SP) TV series pilot**

**(TV-MS) Miniseries**

**(MOW) TV movie**

**(DG) Digital (apps, games, web series)**

### **9. Documentary**

(TV-DOC) Documentary one-off

(TV-DOCS) Documentary series

GENRE TOTAL

### **10. Drama - one-off**

(TV-SP) TV series pilot

(TV-MS) Miniseries

(MOW) TV movie

GENRE TOTAL

### **11. Drama - series**

GENRE TOTAL

**12. Animation:**

(TV-AS) Animation - Other (adult series, etc)

GENRE TOTAL

**13. Kids**

(TV-CLA) Children's Live Action scripted – series

(TV-CFR) Children's Factual/Reality - series

(TV-CA) Children's Animation - series

GENRE TOTAL

**14. Non-Scripted**

(TV-LS) Lifestyle (home, reno, finance, food)

(TV-RF) Reality/Factual

(TV-C) Competition/Game Show

GENRE TOTAL

**15. Comedy**

(TV-CS) Comedy series

(TV-CV) Comedy - one-off/variety

GENRE TOTAL

## 16. Digital

Digital ONLY (e.g. a web series with no broadcast component):

Apps/Games/Interactive

GENRE TOTAL

Digital extension - complementary to broadcast/film IP

## 2015 Indie Survey

### 5. PROJECTS PRODUCED IN 2015

Please list your 2015 film and TV productions by **TITLE, FORMAT and BUDGET** in the spaces provided. Use the format shortcuts listed below to categorize your production. (Note: individual project totals will not be published in the overall survey)

The following key can be used for theatrical projects:

(TH-DR) Theatrical – scripted

(TH-DO) Theatrical – documentary

(TH-AN) Theatrical – animated

(TH-SF) Theatrical - short film (fiction and non-fiction)

Example:

**A Heartwarming Tale, MOW, \$650,000**

**Nine Lives: Tails from the streets, 13x30 TV-DS, \$1.3 million**

**17. LIST YOUR PROJECTS HERE:**

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18. Have more than 20 projects?

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## 2015 Indie Survey

### 6. YEAR IN REVIEW

**Please take a moment to tell us a bit about your business in 2015.**

19. The biggest challenge facing my business in the year ahead is:

- Financing and budgets
- Inventory available for Canadian programming on Canadian channels (TV)
- Managing new windowing strategies
- Regulatory uncertainty
- Marketing and advertising your properties
- Expanding into new sectors (digital, M&L, etc)
- Exhibition (film)
- Navigating funding programs
- Staffing: hiring, professional development, competition for talent

Other (please specify)

20. The biggest opportunity for my business in the year ahead is:

- New markets and platforms
- International partnerships
- Marketing and advertising
- Coproductions and coventures
- Exploiting existing IP
- Exploiting new IP
- Renegotiation of industry agreements

Other (please specify)

21. Do you plan to expand your business (staff, location, development) in the year ahead?

- Yes
- No

If yes, please describe either your new area of business or in what manner you plan to expand

22. Opportunities for independent Canadian producers are:

- Better than ever
- Worse than ever
- The same

23. What keeps you up at night?

24. COMMENTS: Got more to say? Unburden your heart here:

25. I want to keep my comments in questions #20 and #21:

- Confidential - for internal use only
- Available for Playback's editorial use with attribution
- Available for Playback's editorial use without attribution