



# FOCUS 2020

DIGITAL 15 - 17 DEC

## Post-Show Report

# Figures

## People

**4855**

Registered on Platform

**2966**

Active Participants

**108**

Countries Represented

**172**

Exhibiting Companies

## Networking

**5621**

Meetings Requested

**3083**

Accepted Meetings

**7993**

Connections Made

## Content Sessions

**49**

Sessions

**113**

Expert Speakers

**11,547**

Attendees

**1754**

Unique Attendees

# Visitor Profile

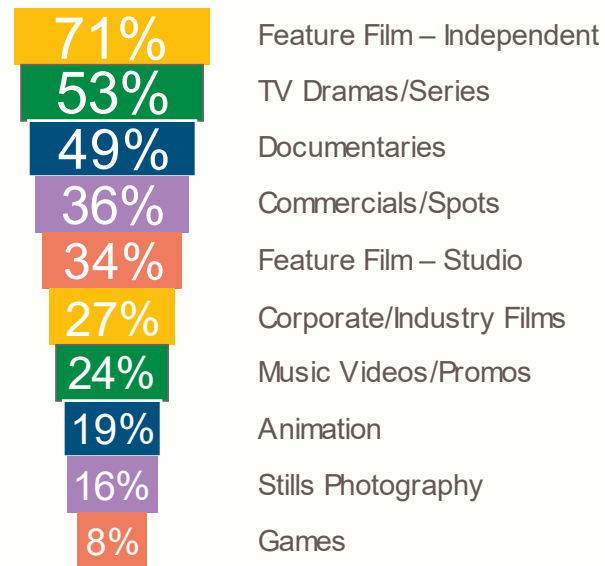
67% of delegates from production companies

2173 production companies registered for FOCUS

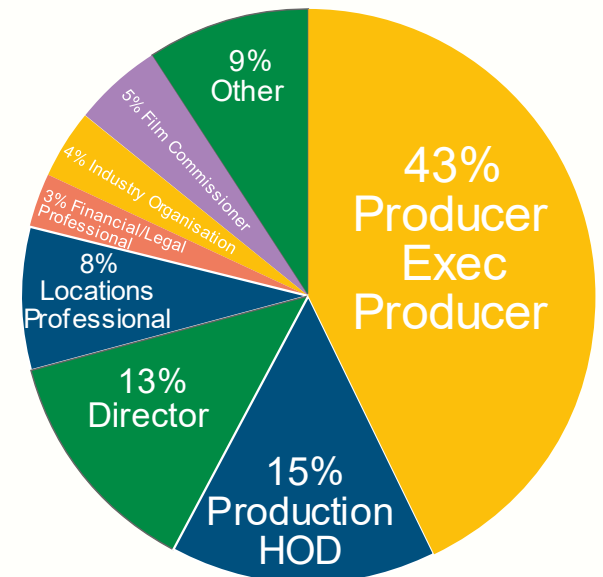
## Top areas of interest



## Areas of Production



## Job Roles



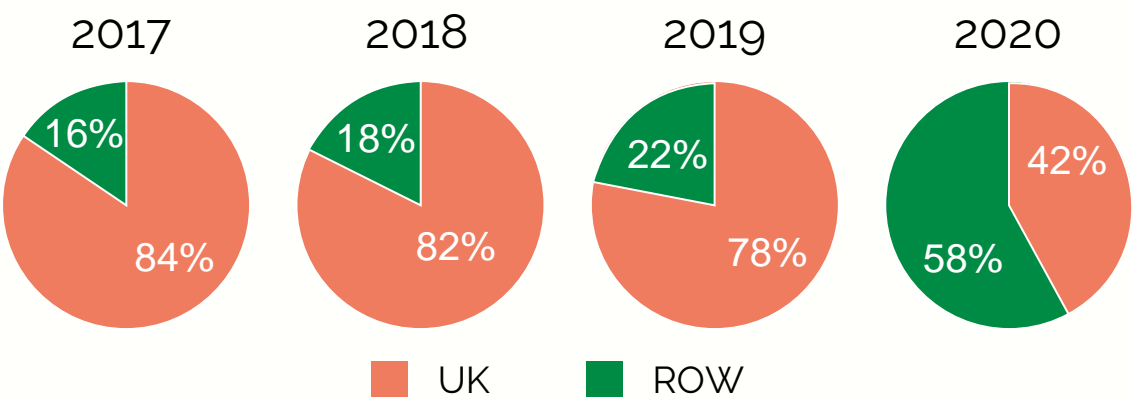
# Top 10 countries by increase

- 1. South Africa x22
- 2. Australia x19
- 3. Brazil x15
- 4. New Zealand x13
- 5. Mexico x12
- 6. United States x9
- 7. Canada x8
- 8. India x8
- 9. Argentina x7
- 10. Ukraine x7

# Top 30 countries by attendance

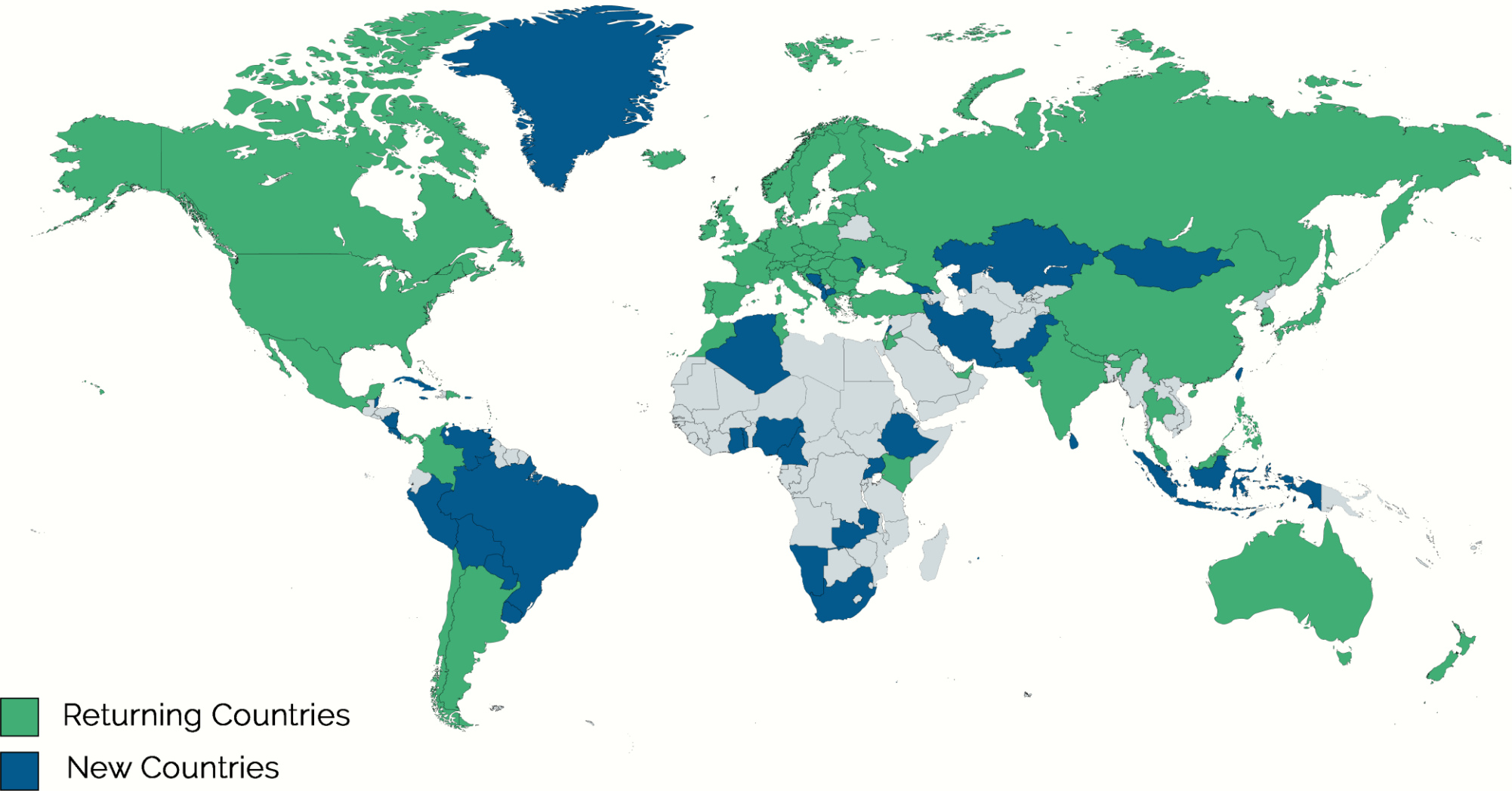
- |                  |                    |
|------------------|--------------------|
| 1. UK            | 16. Belgium        |
| 2. United States | 17. Mexico         |
| 3. Spain         | 18. Sweden         |
| 4. France        | 19. Norway         |
| 5. Canada        | 20. Argentina      |
| 6. Greece        | 21. Denmark        |
| 7. Germany       | 22. Finland        |
| 8. Italy         | 23. Netherlands    |
| 9. India         | 24. Russia         |
| 10. Ukraine      | 25. New Zealand    |
| 11. Ireland      | 26. Austria        |
| 12. Portugal     | 27. Czech Republic |
| 13. Poland       | 28. Israel         |
| 14. South Africa | 29. Brazil         |
| 15. Australia    | 30. Peru           |

# Our audience (YOY)



# Countries Where Based

We welcomed participants from 108 countries, including 40 new countries for 2020



## NEW COUNTRIES

- Albania
- Algeria
- Belize
- Bolivia
- Bosnia and Herzegovina
- Brazil
- British Virgin Islands
- Cameroon
- Cook Islands
- Costa Rica
- Cuba
- Ethiopia
- Ghana
- Greenland
- Indonesia
- Iran
- Jamaica
- Kazakhstan
- Lebanon
- Macedonia
- Maldives
- Mauritius
- Moldova
- Namibia
- Nicaragua
- Nigeria
- Pakistan
- Paraguay
- Peru
- Puerto Rico
- Saint Lucia
- Singapore
- South Africa
- Sri Lanka
- Taiwan
- Togo
- Trinidad and Tobago
- Uganda
- Venezuela
- Zambia

# Content Sessions

81% of delegates attended  
Conference/Exhibitor sessions

20

Conference  
Sessions

17

Exhibitor  
Presentations

113

Speakers

1754

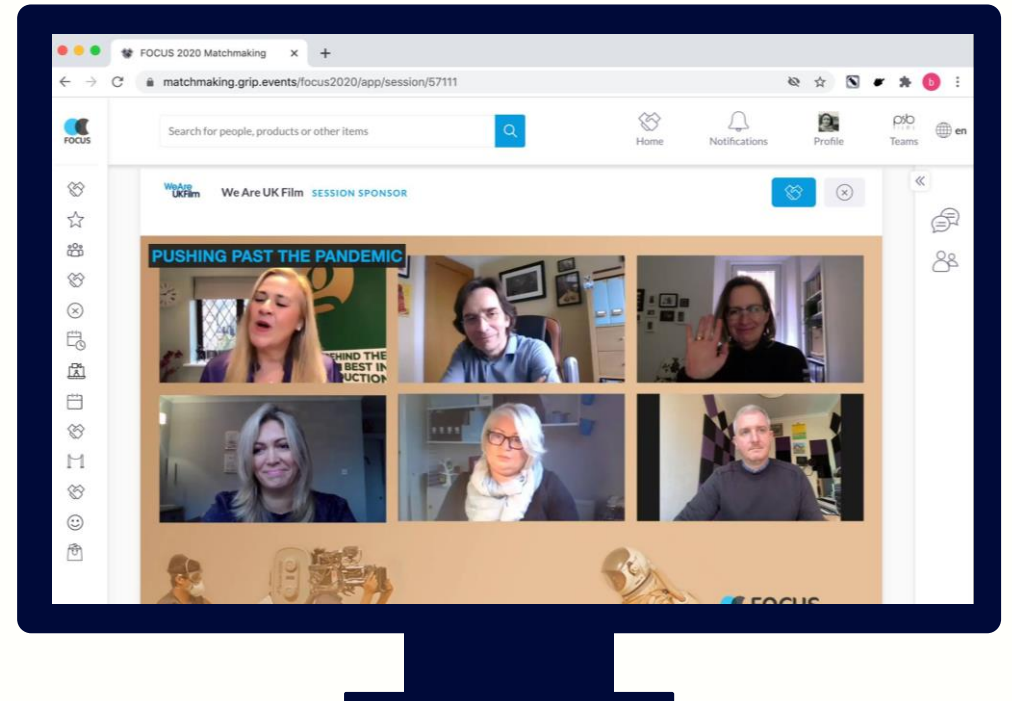
Unique  
Attendees

11,547

Total  
Attendees

506

Highest Streamed  
Session



# Top 10 Conference Sessions

- THE REALITY OF VIRTUAL PRODUCTION
- LEGAL REFRESHER FOR FILM & TV PRODUCERS
- SURVIVING & THRIVING AS A FREELANCER
- THE INDEPENDENTS: TURNING YOUR PROBLEMS INTO ASSETS.  
KEYNOTE WITH PHIL HUNT
- OPTIMISE YOUR FILM FINANCING THROUGH CO-PRODUCTION
- PRODUCERS IN CONVERSATION: WHERE DO WE GO FROM HERE?
- THE NEW ERA OF REMOTE PRODUCTION
- US & UK: HOW ARE ADVERTISING'S BIGGEST MARKETS COPING?
- MAKING THE MOST OF THE BRITISH TAX RELIEFS
- CREATIVITY IN ADVERTISING: TOP 20 OF 2020. WITH THE APA

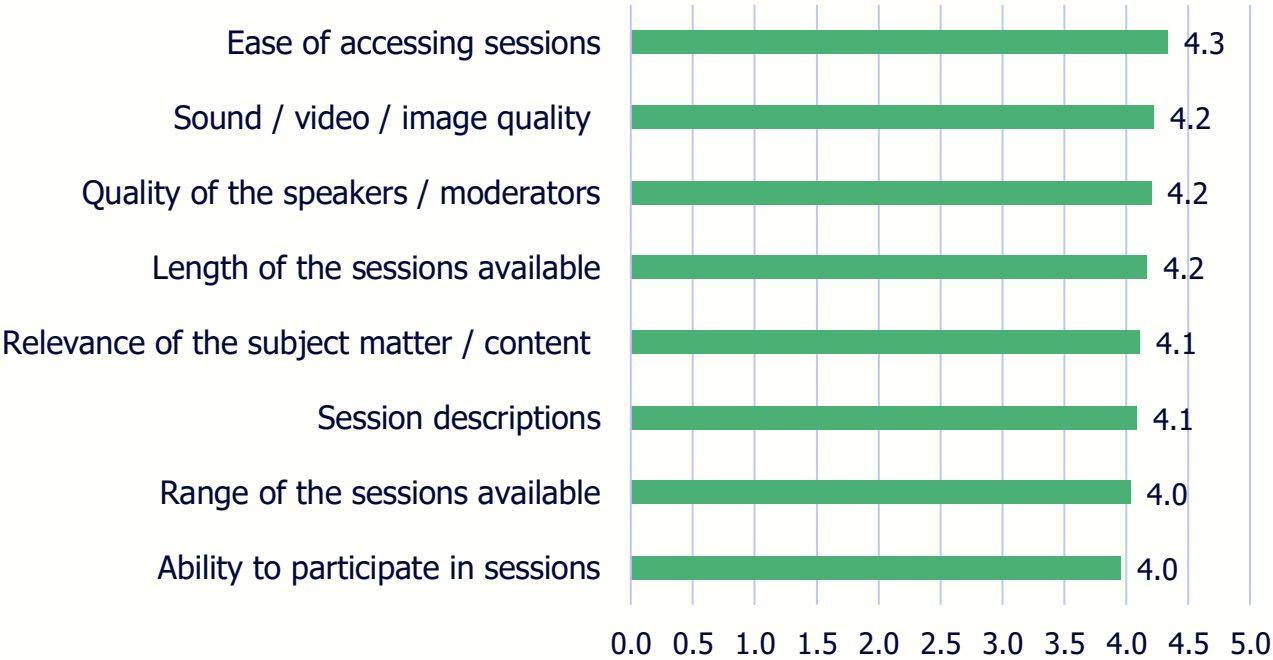
## Content Sponsors



## Content Advisory Board



Fusion Independent Research indicated the sessions and presentations were all high performing amongst those who participated.  
4+/5 equals market leading



# Meetings, Recommendations & Connections

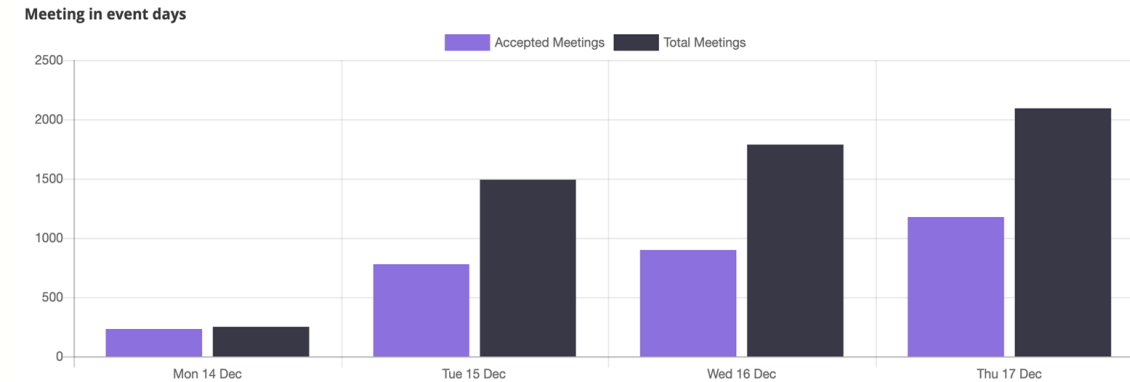
## Recommendations

The active user took action on 20 recommendations on average each, with an average of 12 interest swipes.

## Connections

A connection is formed when 2 users have a meeting or a mutual interest.

Average of 5.5 connections per FOCUS user. Grip's average for all virtual events is 1.8 so FOCUS was very high performing compared to other events on their platform.



33,485

INTERESTED  
SWIPES

7993

CONNECTIONS  
MADE

3083

MEETINGS  
ACCEPTED

55%

ACCEPTANCE  
RATE

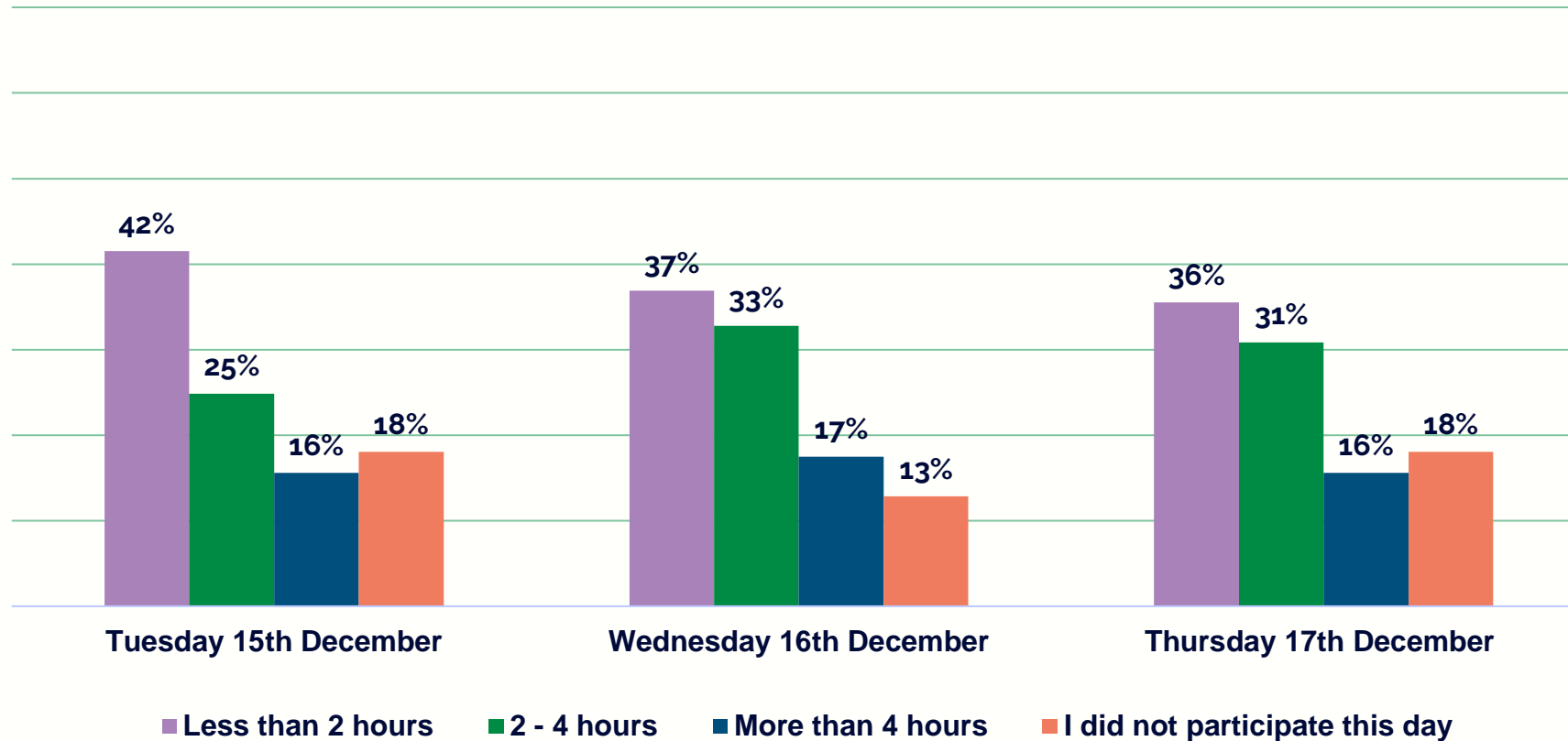
82%

EVERYONE  
ARRIVED



# Daily Participation

Respondents approximately spent an equal amount of time participating across all three days of the event



## Mean Time Spent at FOCUS 2020

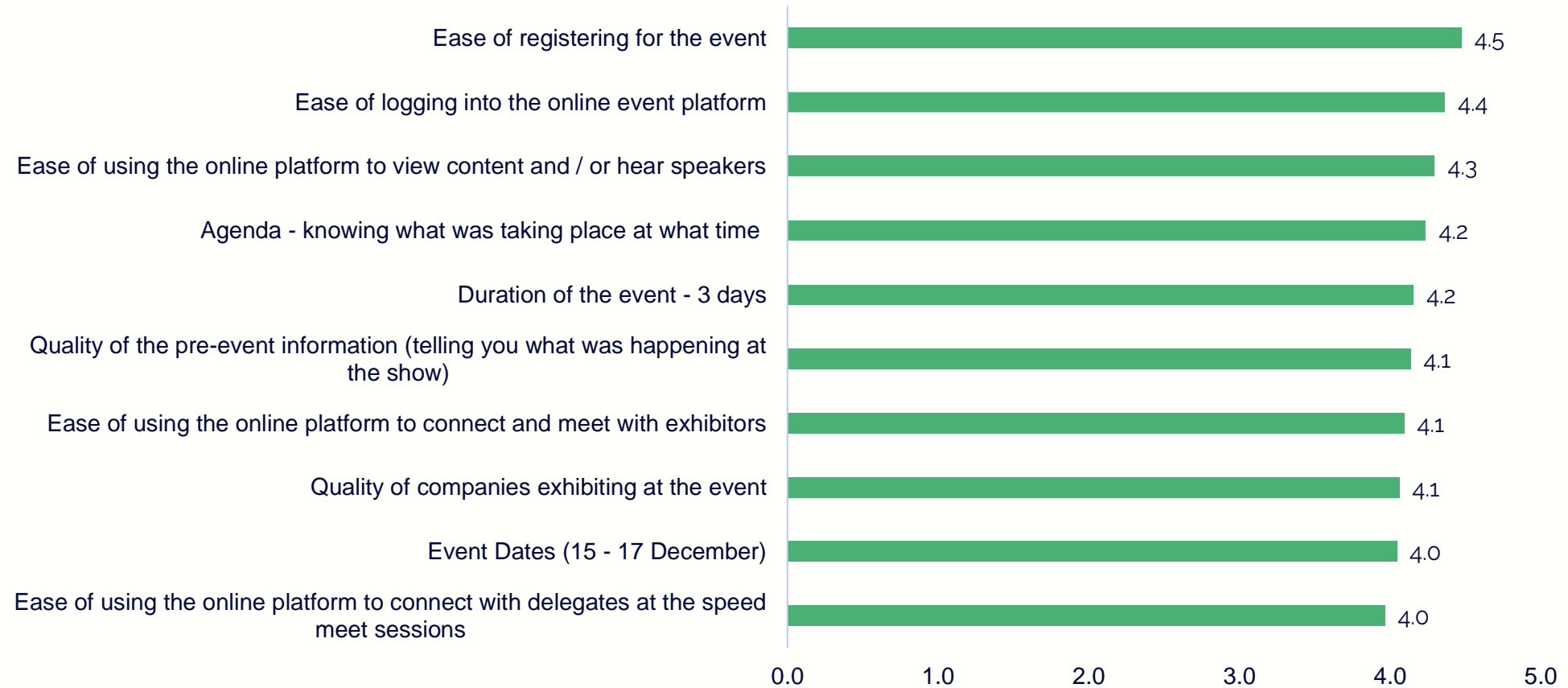
Tuesday 15<sup>th</sup> December:  
2 hours, 34 minutes

Wednesday 16<sup>th</sup>  
December:  
2 hours, 46 minutes

Thursday 17<sup>th</sup> December:  
2 hours, 42 minutes

# Visitor Survey

In the Visitor survey, attributes of the digital event were high performing, particularly in terms of how easy it was to use the online platform. 4+/5 = market leading



In terms of return of investment of time, 70% rated it as 'good / excellent'

# Exhibitor Testimonials

The matchmaking platform surpassed all expectations in regards to potential networking appointments and ease of use. This was the BEST event I attended in 2020.

**Sabrina Jurisich, Shasta County Film Commissioner, United States**

Focus is one of the best platforms for new individuals and companies to take a large step toward the industry. I did that when starting my company and in 2015 and it was the best decision I made. And still today I am meeting new friends and clients every time I attend Focus.

**Bui Baldvinsson, Producer – Hero Production, Iceland**

A market-leading virtual event, fantastically organised

**Simon Liddel, Centtrip, UK**

Easy to use and well thought platform that allows you access to all the participants. Good line-up of speakers. Big number of guests and possible contacts if you allow due time to prospect and connect with them.

**Traian Ardac, Executive Producer - Reload Film, Romania**

The FOCUS team did a remarkable job pivoting to create a digital experience. The ability to set up meetings and use the platform to facilitate those meetings was very effective and super easy.

**Walea Constantinau, Film Commissioner - Honolulu Film Office, United States**

Excellent team at FOCUS who kept in touch continuously before, during and after the event for any assistance needed. So far among the best of exhibitions.

**Mohamed Ibrahim, Producer - Blue n White, Maldives**

Being a people person I was a bit sceptical at first doing the FOCUS this year virtually, but in the end it was a huge success and I believe we generated more leads, brand recognition and exposure that led to more opportunity for business in 2021 and will assist the entire production and film industry to dig out of this terrible pandemic and get back to business.

**Curt Wilson, Managing Director - Boomerang Carnets, United States**

Good networking with new producers from all over the world.

**Jose C. Chacan, Costa Rica Film Commissioner**

The platform worked perfectly and it was clear the team made a lot of effort to make sure we all navigated it with ease.

**Andres Mailhos, Partner & Executive Producer - El Camino Films, Uruguay**

Film France has been exhibiting at FOCUS since the very first edition. During FOCUS Digital, as well as having 2 online stands, we also held several events. We were extremely happy with FOCUS Digital. Many thanks to the organisers for a great job!

**Calvin Walker, Events Manager - Film France**

The FOCUS team did an amazing job enabling exhibitors and attendees to network via virtual meetings by using a straightforward, easy-to-handle and flexible platform, as well as organizing highly interesting presentations on the development of the industry.

**Venia Vergou, Director - Hellenic Film Commission /Greek Film Centre, Greece**

# Visitor Testimonials

With four feature films in development, I found FOCUS invaluable, not only for gaining knowledge but it allowed me to network and chat in person with possible co-producers and government film agencies.

**James Russell, Producer/Owner - MANKS Motion Picture Studios, Canada**

Focus is the leading global resource for all producers who are interested in learning more about global locations as well as national and regional incentives. It is a supremely efficient way of gaining a crystal clear snapshot of the rapidly evolving media landscape.

**Paul Brett, Executive Producer - Flying Tiger, United Kingdom**

We live in a challenging time of change, nevertheless, the FOCUS organisers have done everything possible to keep it as one of the important and great platforms for filmmakers work and interaction.

**Larysa Gutarevych, Producer - Ukraine**

FOCUS provided an outstanding opportunity to connect with potential production partners around the world. I highly recommend attendance if you're looking to find the ideal place to produce your upcoming international production.

**John Corser, SVP Production & Production Technology - NBCUniversal Content Productions, United States**

A valuable experience. As we are in a time where traveling has become difficult, participating in FOCUS provided the information on projects I am planning that would have been more difficult to find if I had to search online.

**Pedro Chaves, Director/producer - Dream Journey Studios, Portugal**

An amazing event. FOCUS 2020 offered possibilities to connect with international co-producers, panels and opportunities which were not obvious in any of the markets which we have attended.

**Ileana D Vasquez, Writer, Director, Producer - LolitaMoon Productions, Dominican Republic**

Worth every minute of your time!

**Daniel Kenney, Producer - New Colony Film, Cyprus**

I could enjoy the opportunity of being updated on important production aspects such as film incentives, production trends and location facilities, without having to travel. An amazing way to network while sharing valuable information with colleagues around the world.

**Alfonsina Isidor, Producer - Triomphe Films, Spain**

FOCUS enabled independent producers from Latin American countries to access the worldwide audiovisual market. Thank you!

**Maria E. Lombardi, Producer - 80 Mundos, Argentina**

The networking was so effective - you cut to the chase and meet people interested in the same things as you. It makes business easy.

**Neha Hooda, Executive Producer Pixstone Images, India.**

# Visitor Testimonials

FOCUS was amazing. It was great to have something virtual to jump into a chat with industry leaders. I met people from all over the world from the UK, Japan to Iceland. I loved it!

**Lisa Meuser, Producer - The Meus Productions, Canada**

Outshining all others last year, FOCUS provided a virtually efficient event with excellent networking, ease of access and inspired speakers.

**Barbara Worth, Producer - U H FILMS LTD, UK**

Great experience, easy digital tools, great AI matchmaking, fun speed meetings!

**Sanja Drakulic, CEO - DUART, Croatia**

Focus Digital 2020 was an eye opener for me during the pandemic & it connected with so many similar individuals who have a passion & dream towards film making.

**Jairam KS, Creative Head - Rribada Films, India**

An amazing event. Made great connections for international productions.

**Anthony Young, Founder - Evip Entertainment, USA**

Surprisingly easy to network. The digital rooms to meet were fantastic!

**Elaine Sharp, Producer / Director - Sharp Angle Productions, UK**

Essential guide to film, television and games industry. Relevant. Contemporary. Engaging

**Lyndsay Duthie, CEO - Production Guild of Great Britain**

What a nice atmosphere and valuable meetings and workshops.

**Malgorzata Wala, Producer - Balapolis Poland, Poland**

I made a couple of great new connections - one of which has led to an ongoing collaboration. The online version of the event has completely convinced me this style of event can work if done well..

**Niomi O'Hara, Producer - colourFIELD, Germany**

FOCUS 2020 was an exceptionally beneficial experience where I gained important insights, found new resources, and forged meaningful industry connections.

**Judi Bell, CEO / Producer - Iconic Media Productions, USA**

A well organized event which led to some interesting conversations about locations and incentives I hadn't really considered.

**Rosanne Milliken, Producer - Gynormous Pictures, Canada**

FOCUS was an extremely innovative experience as far as digital events go. I haven't seen any virtual conferences throughout Covid do as superb of a job as FOCUS's digital platform did.

**Jess Kane, Producer, USA**

Very grateful to FOCUS this year. We found the perfect partner for a limited series we've been trying to get off the ground and we're already well on our way to getting it going.

**Jason Gurvitz, Producer - Green Dog Films, USA**

In difficult times the team at FOCUS raised the bar for digital meetings.

**Tom Reeve, Producer - Centurion Entertainment, UK**

A brilliant opportunity to meet industry from around the world. This was facilitated by a great online platform to target your connections and to make sure that you meet the people you really want to.

**Hannah Tookey, Producer, UK**

FOCUS is a real must in my yearly Calendar to meet old friends and create new possibilities.

**Michael Cowan, MD - Phoenix Worldwide Entertainment, UK**

Once again, more enjoyable than Cannes! Also more democratic, as those who can't afford to go to the larger events can simply log in and be there virtually, therefore widening access and improving opportunities.

**Daniel Lyddon, Producer - Seraphim Pictures Ltd, UK**

I'm confident FOCUS will prove to be fundamental in pushing one or more of my projects on the road towards becoming a reality.

**Anthony Alleyne, Producer - Born Wild, UK**

FOCUS would like to thank our Content Advisory Board, sponsors, exhibitors, speakers, delegates and industry partners for their amazing support.



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