

# 87AM



**87AM** is a 360° creative development and business management firm for film, TV, music, fashion, stage and new media. We've managed creative strategy, business development, production and global marketing for A-list celebrity talent, studios, networks, stage shows, consumer product brands and print houses. **87AM** is a team of award-winning creative directors, writers, producers, business affairs executives and marketers responsible for production, creative development and exploitation of content across all fields, creating the industry standard for monetization of traditional and new media, as well as breaking global records in new media within Hollywood. **87AM** has managed clients and projects worth over half a billion dollars worldwide, from pre-production to distribution.

## Film/TV Project Creation and Delivery

As a full service firm, **87AM** is available to assist with film/television projects from creative concept/development and network/studio sales, to consumer experience and related licensed product in all markets. These areas include:

- Concept development
- Financing assistance
- Network/studio sales
- Crew and Talent
- Distribution
- Marketing
- International theatrical and television sales

## Film/TV Rights Consultation

**87AM** is able to provide hands-on consulting for distributors and sales teams on all rights systems and rights administration matters including:

- Catalogue Acquisitions
- Market & Avails Prep
- Individual Title Evaluations/Chain-of-Title Checks
- Rights System Upgrades
- New Software Implementation
- System Switches
- Custom Software Design
- Contract Administration
- Database Management & Data Entry

## Talent Management

**87AM**'s experience includes work with numerous major, global A-list personalities in all fields (film, TV, music, stage and fashion). Throughout the years, our team has served as award-winning creative and artistic directors, writers, producers and marketers, creating an entirely unique and incredibly effective management relationship. We are fully equipped to leverage the current momentum of talent (and their associated projects) and bring them to the next level, surpassing competition and breaking records while doing it. We take an entirely 360 degree approach with each client, whether they are at the beginning of their career, or have decades under their belt, and have the track record to prove our expertise.

### **Theatrical Creative, Strategy and Producing**

As a full service firm, **87AM** is available to assist with stage production (first and second class productions) from creative concept/development to enhancement and capitalization. These areas include:

- Concept development
- Financing assistance
- Enhancement/capitalization
- Crew and Talent
- Exploitation of theatrical content in other mediums
- Marketing
- International exploitation

### **Music Artist Development and Delivery**

**87AM** has worked with everyone from global, multi-platinum artists to developing acts in all major territories across the globe. Services include:

- Album/single development
- A&R
- Talent management
- Touring
- Creative strategy and development
- Marketing
- Related brand development/expansion

### **New Media Content Delivery and Distribution**

**87AM** works with the leaders in the new media world to deliver content across all platforms and avenues including, Mac/PC/Linux, internet, personal media player, media extenders and personal media computers. We've broken global records in content delivery, placement, promotion and subscriptions, and have the expertise to administer your content to the audience that needs to see it — in any way they choose to consume it. We also work to monetize your content, as appropriate and possible, so you not only recoup the costs of production and distribution, but also make money in the end.

### **Brand Creation, Expansion and Licensing**

Whether an established brand in multiple categories and territories, or a personality looking to expand into the branding world, **87AM** can develop, build and execute licensing programs across the globe, allowing clients to enjoy higher brand awareness and increased revenue streams with well placed, organic and true-to-brand licensing deals. No brand is fully exploited in today's consumer market without licensing, co-branding and brand extensions. **87AM** works with top manufacturers and retailers to license client's patents and trademarks. Our licensing services include:

- Acquisition
- Valuation
- Strategy
- Brand creation
- Brand expansion
- Creative Merchandising
- Asset administration