



## RIGHTSTRADE TO FURTHER INTERNATIONAL REACH AS PREMIER SPONSOR OF AFM® 2020 ONLINE

### Description

Posted by Larry Gleeson

Los Angeles, CA – September 17, 2020 – The American Film Market announced today that RightsTrade, the film and TV industry’s online sales platform, has signed on as a Premier Sponsor of AFM 2020 Online. This year’s market will take place wholly online over five days, Monday, November 9 – Friday, November 13.

RightsTrade’s presence at AFM 2020 Online is designed to further expand its footprint and give back to the industry. The company will offer a complimentary trial subscription for the market’s sales and production company exhibitors providing them the opportunity to use the RightsTrade platform and its tools for AFM 2020 and through the end of the year.

The trial gives companies the ability to experience RightsTrade’s core set of functionality including integrated video conferencing with video asset streaming within calls, calendaring, messaging, and a self-serve content hub where each seller can list and manage their market titles including metadata, key art, video assets and more.

In addition, the main exhibit hub for sales companies on the AFM 2020 Online platform will be called the Industry Offices presented by RightsTrade. It will showcase the online booths for hundreds of sales, production and distribution companies, and international organizations.

Bill Lischak, recently appointed CEO of RightsTrade said,

### “The AFM



**is one of the crown jewels of film markets and we couldn't be more pleased to support the industry at this year's event. In 2020, we've turned our focus towards expanding our online platform capabilities to serve an ever-growing need for online markets and to give back to those in the content business. We look forward to further expanding our reach and unique offering via the AFM."**



**Jonathan Wolf, AFM Managing Director said, "We look forward to connecting the world's sales companies with the RightsTrade platform as a valuable resource for further enhancing their sales and efforts."**

For online registration and information, visit [AmericanFilmMarket.com](https://AmericanFilmMarket.com).

### **About RightsTrade**

RightsTrade is the industry's leading online marketplace for film, television and digital media distribution rights. By connecting distributors with content owners, RightsTrade's global marketplace makes it easier, faster and more cost-efficient for buyers and sellers to license content rights. Studios, content owners, distributors and sales agents already trust RightsTrade to promote, screen and sell 6,000+ titles to a growing community of 30,000+ industry executives in over 125 countries.

RightsTrade's leadership team focuses on developing commercial and backend solutions for leading film and television companies, with decades of experience implementing back-end and front-end solutions for more than 50 leading media and entertainment companies. RightsTrade has recently been providing "virtual market" functionality to the industry, including having built and powered FILMART Online's market platform, along with meeting and screening tools for the NATPE International Budapest market.

## AMERICAN FILM MARKET

**About the American Film Market® (AFM®)**

AFM is the most efficient film acquisition, development, and networking event in the world. More than US\$1 billion in production and distribution deals are closed every year — on both completed films and those in every stage of development and production. Over five days in November, 7,000+ professionals from 70+ countries access the entire global catalog of available films and projects, attend world-class conferences, and connect with decision-makers. The AFM is produced by the Independent Film & Television Alliance.

\*Press release provided by Jennifer Garnick, VP Communications

**Category**

1. television

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