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SAMPLE OUTPUT



NEWSLETTER

The Development Slate — Issue 14

An industry newsletter generated from a week of source material, formatted for email delivery.

FORMAT

Email newsletter

SECTIONS

5

READ TIME

4 minutes

STATUS

Sample output

The Development Slate — Issue 14

Four minutes. One argument, three things worth knowing, and a number that changed my mind this week.

The argument: waiting is now the buyer's cheapest strategy

The interesting shift in acquisition behaviour is not that buyers got pickier. It is that waiting became almost free for them. A completed film carries no production risk, no delivery risk and no schedule risk — and the discount for waiting has not risen enough to make pre-buying attractive again.

The implication for producers is unglamorous but concrete: structure your finance so that a pre-sale is upside rather than a foundation. Every plan that requires a pre-sale to close is a plan with someone else's option written into it.

Three things worth knowing

- Incentive competition between regions is now the dominant variable in location choice for contained features — ahead of crew depth, which used to lead.
- Contained genre at a low budget is the only band where multiple buyers still compete before completion.
- Delivery cost is quietly becoming a negotiating lever. Buyers are itemising it, which they were not doing two years ago.

The number

NUMBER OF THE WEEK

Sixty-two percent. That is the median share of an independent feature's budget now coming from non-equity sources. Five years ago that number had a three in front of it, and everything about how packages are built follows from the change.

One thing to do this week

Take your current package and write the recoupment waterfall on one page — who gets paid, in what order, at three different revenue outcomes. If the bottom of that list is empty at the middle outcome, you have found the problem before an investor does.

Reader question

"Is it worth finishing a short to prove a feature?" Sometimes — but only if the short demonstrates the specific thing buyers doubt about the feature. A short that proves you can direct is less useful than a short that proves the tone works, because tone is what the doubt is usually about.

That is the issue. Forward it to one person who is mid-package. See you next week.

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