

New Rules of Film Finance: What Private Money Wants Now

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Sheppard Mullin partner and head of global media Robert Darwell was quoted in *The Ankler* article, “New Rules of Film Finance: What Private Money Wants Now,” about what kind of returns investors are seeking when it comes to financing films.

Different kinds of investors seek different kinds of returns. High net-worth individuals will step in to fund “filmanthropy” or low-budget projects in the single digit millions, but it’s tougher to find financing for mid-range indie films. “Every studio used to have that independent film wing, like Universal has its Focus Features and [Disney has] Searchlight,” Darwell said. “Those kinds of labels don’t really exist anymore, and people aren’t picking up the \$20 million pictures.”

Read the full article here. (Subscription required.)

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