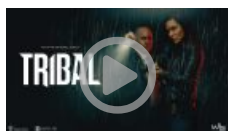


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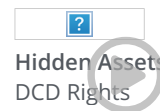
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Flame's Gilroy warns against Covid content

AIDC NEWS: The vast number of factual shows about the pandemic being produced around the world are unlikely to resonate with viewers, according to Flame Distribution's Fiona Gilroy.



Fiona Gilroy

Gilroy, content sales and acquisitions director at the UK- and Australian-based distributor, told the Australian International Documentary Conference: "We know buyers are not interested in Covid content at the moment because they don't feel their audiences want to engage in the subject."

"Audiences want to spend their time on screen escaping the reality of being in lockdown."

She was speaking during a lively session entitled Distribution Disasters... Can They Be Avoided? moderated by Nha-Uyen Chau, founder and CEO of LGI Media (formerly Looking Glass International).

In answer to the question posed by the session's title, Gilroy said: "Probably not. You can do all the research and know every buyer, but you can't always pick them."

Fellow panellist Paul Wiegard, co-founder and MD of Australian distributor Madman Entertainment, said: "We expect things to go pear-shaped from time to time. But we're all in this together with producers, directors and sales agents, so the pain is shared."



Paul Wiegard

Gilroy said her company's sales over the past 12 months have been reasonably buoyant as numerous broadcasters looked to fill gaps in their release schedules. She cited UK pubcaster the BBC bringing forward the premiere of Life in Colour with David Attenborough, a documentary series sold by Flame.

In evaluating projects, Flame often commissions research from UK-based K7 Media on the international sales and ratings for comparable titles. Also, given its ongoing relationship with Amazon Prime Video, it is privy

to the streamer's viewing figures for its shows.

Gilroy highlighted one show Flame got wrong: four-part PBS commission Great Estates

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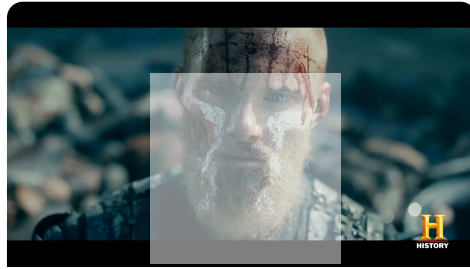
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