



New Financial Model for the Creative Industries

Presented by **James A Barry**



Financing and Producing UK Entertainment for Worldwide Distribution



PROBLEMS WORTH SOLVING



Media Financing is precarious at best



Development finance/process non-existence



The threat of Brexit



No full service UK Production houses, which have,



Ready access to finance



A committed and experienced production team

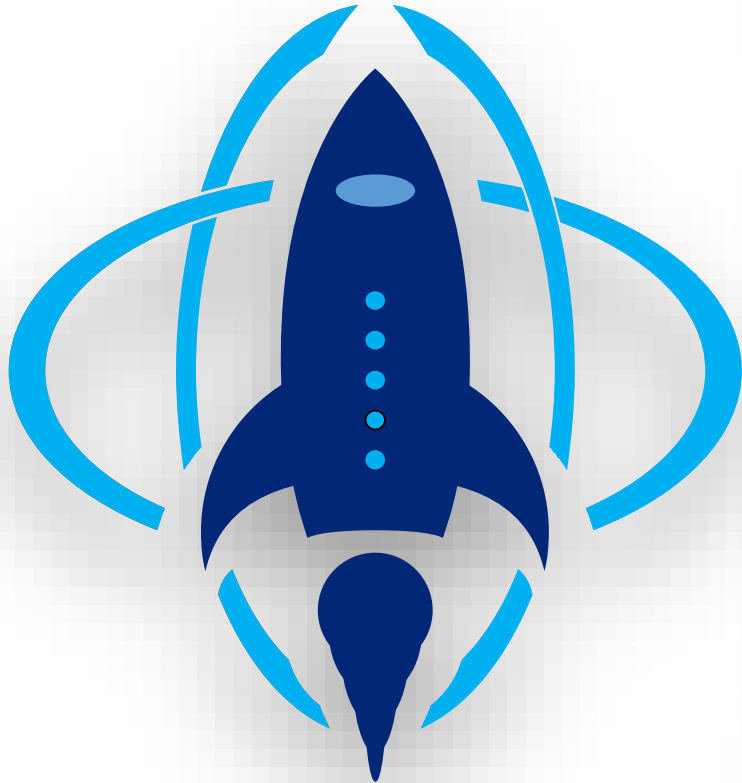


Control risk process



Committed Capital preservation

HISTORY



Eady Levy



Post War Downturn



J. Arthur Rank
Powerhouse



60's/70's Doldrums



Hammer House of
Horror/Carry On
films



American Tax Credits



Return of American
Money



80's Slump



The Cannon Cinema
and films



Tax Credits – 90's



EIS/SEIS/VCT-90's



Treasury Closes Tax
Loopholes in 2004

COMPETITOR ANALYSIS



- No Development
- No Active Production Involvement
- No Marketing Thought/Strategy
- No 'Urgency' to recoup finance
- Expensive Financing
- Poor Results

Major Competitors Are/Were



- Ingenious Partners
- Matrix Securities
- Eclipse Partners
- Shelley Media
- West Bridge Consulting
- Enterprise Investment
- Red Rock Entertainment



Investment in Seven Key Areas



Features films



Online Television Projects



Animation, (Children's)



Post-Production



Financial Services



Creative Products



Studio Building/Redevelopment

OUR SOLUTION

NEW INVESTMENT MODEL



Roxburgh Production fund – closed –
Ended £15M BVI Incubator Fund



Offshore Alternative Investment Fund
with an Onshore Production company



Vertically and Laterally integrated
fund-strengthen control, manage risk



Partially invest 20% up to 55% capital
in low risk/high return products

TYPES OF SERVICE AND PRODUCT



Financial

Creating new model,
maximizing benefits for
both parties



Production Facilitation

For feature film and
other creative products



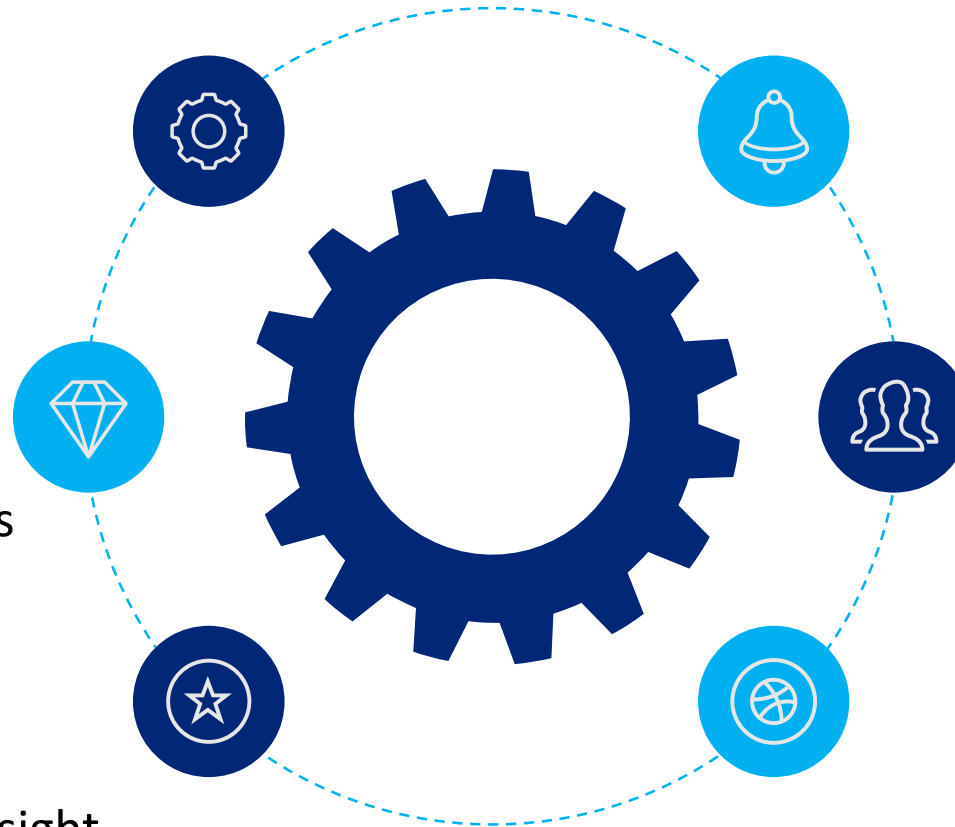
Education

Information exchange
between the creative and
financial industries

ADVANTAGES OF THE ROXBURGH MODEL

For Creatives

- ★ **Brexit proof**
Does not solely rely on UK tax Credit
- ★ **Leverage**
In negotiations and sales
- ★ **Inclusive**
We work with you/Oversight



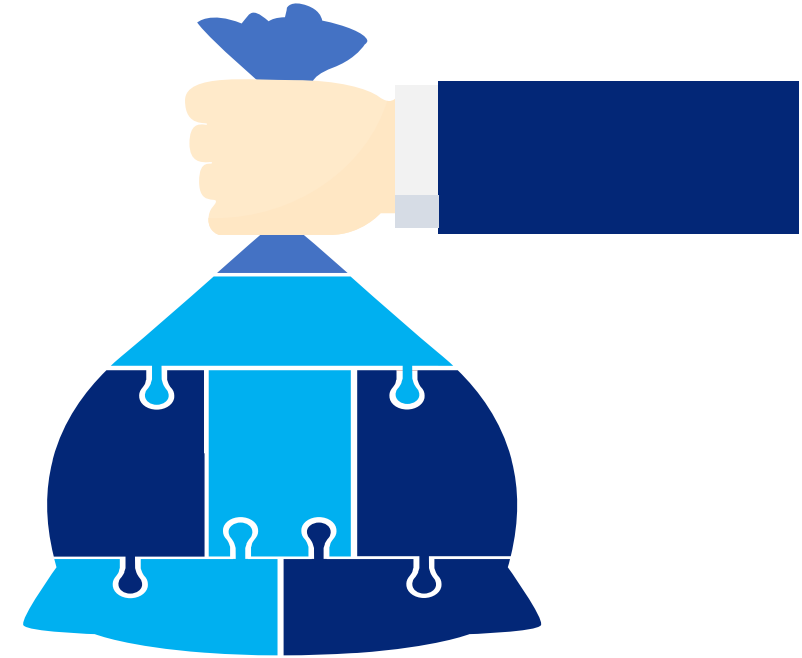
For investor

- ★ **Confidential**
Offshore, Transparent, Accountable
- ★ **Professionalism**
Management with experience
- ★ **Higher Returns**
On your investment

FUNDING NEEDED

Basic Hurdle Rate: £2 million Finance for;

- Offshore fund set up (British Virgin Islands)
- Fund Administration
- Company Secretary
- “Appointed Representative’ training
- AIFM registration
- Plus legal, audit and two offshore directors
- Onshore; production company, service office, staff, overheads, marketing
- Initial Investments, due diligence, marketing analysis, budgeting and development



Goal: to raise £5m in 2019

Maximum size of the fund: £15m

Anticipated fund size year 5: £78.9 M

CURRENT PROJECTS



Showrunner
Production App



The Wetlands
Online TV series



X3 Poker
Poker competition/site



Every Man a King
Online TV series



Surround Trax
World's first surround sound music library

MARKETPLACE & DISTRIBUTION

BOX Office

- \$11.9bn US/Canada
- \$41.1bn International
- \$1.7bn UK (ranked 3rd)₁
- Up 13% since 2014

Online TV Streaming

- Online Subscription-613 million, 27% since 2017
- Original Content – 327 shows
- Total shows- 1,620
- \$55.7 bn – Total online box office₁
- 1. Source MPA Theme Report 2018

01

Pre – Sales , direct to studios, online providers

02

Markets, Europe, US and China

03

Direct sales, online platforms and / or product sales

04

Licensing

05

Sale of IP

FIRST 3 YEARS OF ROXBURGH



- ❖ Staff training
- ❖ Establishing Contacts
- ❖ International Outreach
- ❖ Increasing Our reputation

DEVELOPMENT YEAR 1



- ❖ Sales & Distribution
- ❖ Markets – International
- ❖ Higher Public Profile
- ❖ Investor Outreach programmes
- ❖ Creative Information Programs

DISTRIBUTION YEAR 3

PRODUCTION YEAR 2

- ❖ Pre-Production
- ❖ Production
- ❖ Marketing
- ❖ Completion & Packaging
- ❖ Distribution & Sales



Additional Productions/Projects

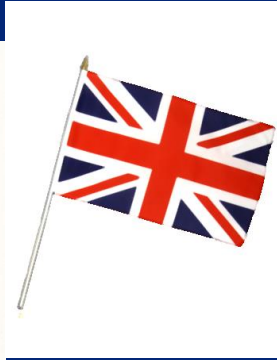
Online Television Channel

Writer's Room (Developing Talent)

Two new Medium Size Studios

Financial Service for Investors

THE DIFFERENCE

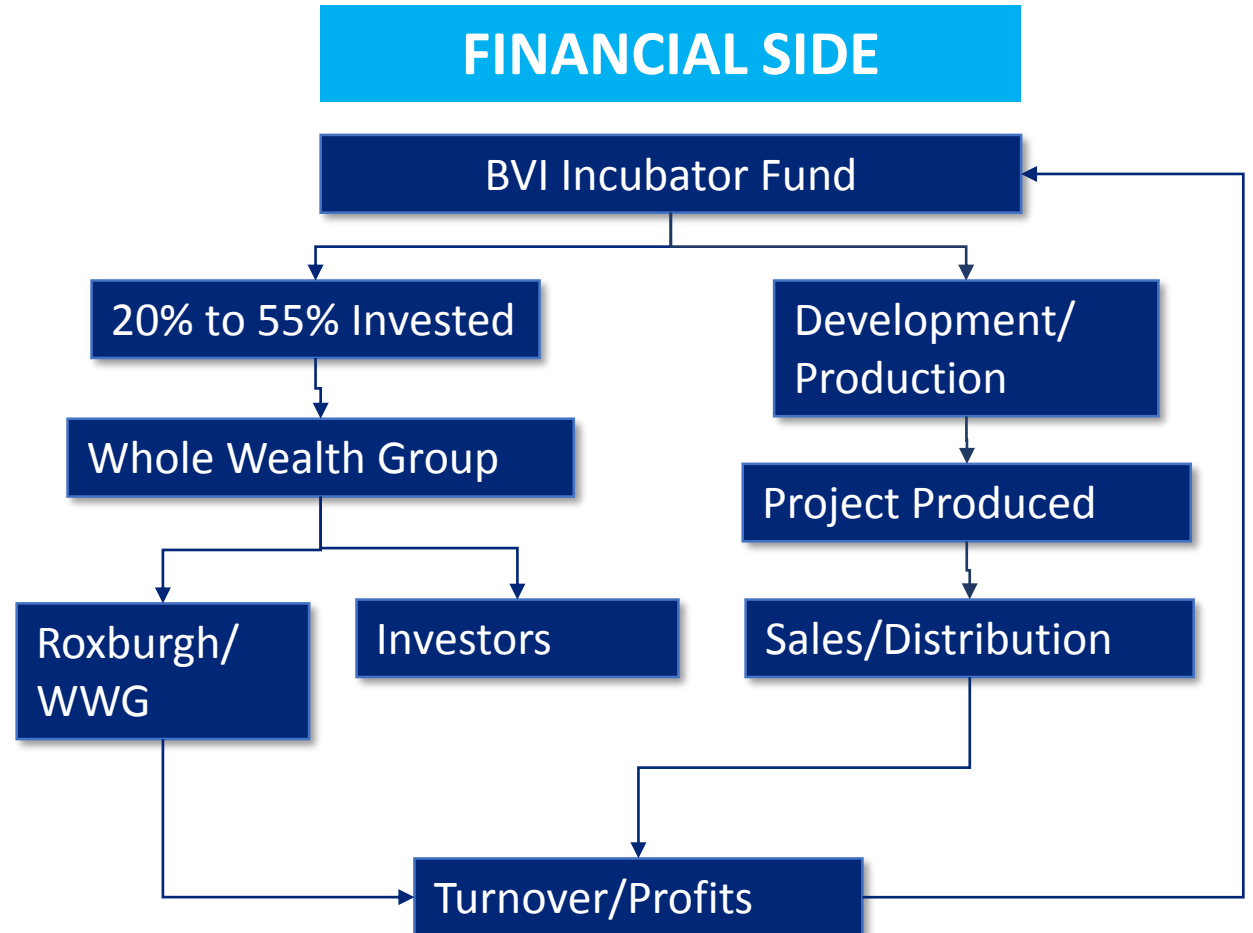
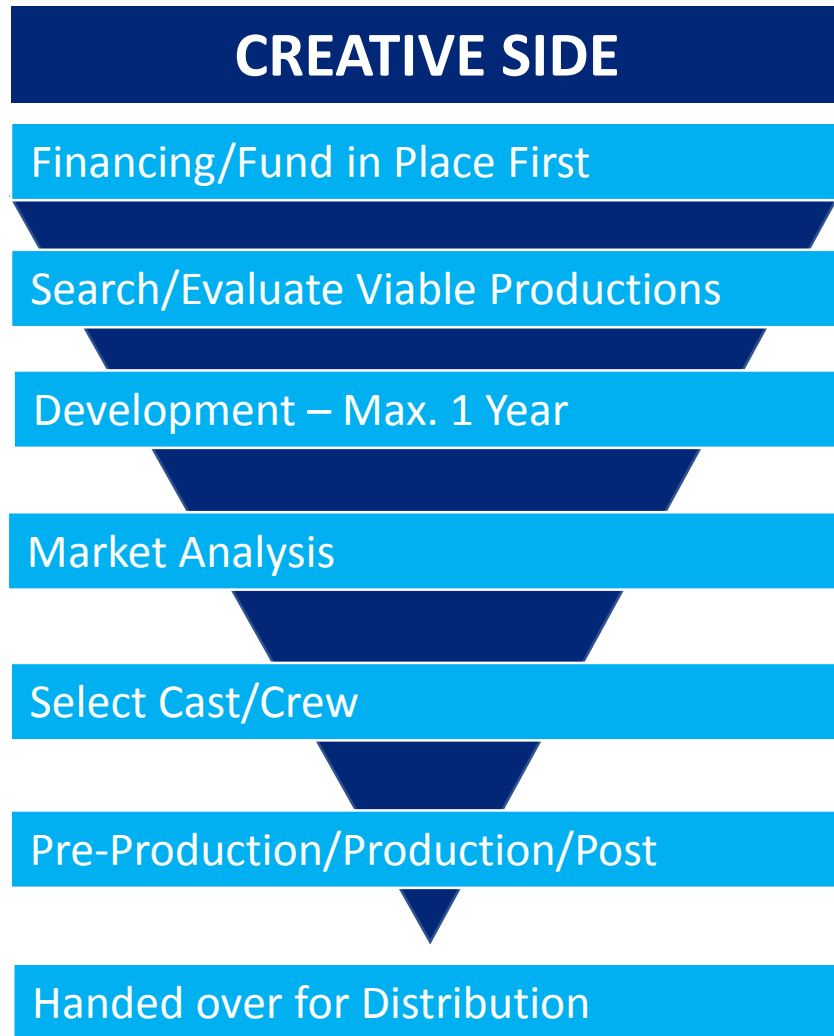


- ❖ No Studio System
- ❖ Limited amount of Finance
- ❖ Poor Business Sense
- ❖ Weak Bargain Power
- ❖ Poor Development
- ❖ Far too many freelancers
- ❖ Like a cottage industry



- ❖ World Domination
- ❖ Studio System
- ❖ Access to finance
- ❖ Talent Development
- ❖ Strong Bargaining and Purchasing Power
- ❖ Fewer Freelancers; More Stable Companies
- ❖ Strong Business Sense
- ❖ Like a factory assemble line

THE ROXBURGH PROCESS





Contact Details



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