




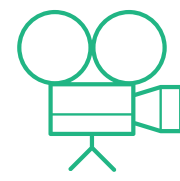
The Top Challenges Facing Filmmakers in 2017

The study with American Cinematographer, a publication of the American Society of Cinematographers, was commissioned by Bluescape and conducted online between October 20 and November 15, 2016 with more than 460 total respondents

Mission Impossible

Respondents say their top challenges are:

-  **32% say: Bandwidth**
Needing to be in more than one place at a time
-  **28% say: Singular Vision**
Keeping everyone focused on the creative vision
-  **26% say: Creativity**
Maintaining originality



Setting the Scene



The film industry's biggest problem? **Pressure to deliver with shrinking budgets.**



Readers of American Cinematographer reveal their #1 challenge: **Delivering great films for less.**

“☆☆☆☆☆”

Oscar Worthy

54% say: Producing higher quality output is most important to them.



Old School

Respondents are still using the same decades-old collaboration and communication methods.



86% use: Email



60% use: Physical Meetings

The most commonly used file formats are PDF and video.



Something's Gotta Give

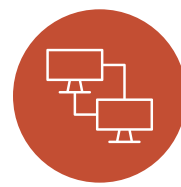
“...The process of filmmaking has to evolve with not only new technologies like visual collaboration but also with a mindset open to change.”

- Scott Poulton, Bluescape CEO

Look Who's Talking



The most common way of learning about industry innovations? **Word of mouth**



Only 39% say they have heard of visual collaboration software and **only 7%** are using it now.

B



Visual collaboration software allows filmmakers to storyboard, collaborate, and evolve hundreds of pre-production movie frames all in one place, resulting in better films faster.



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