

INTRO DECK

**NPACT**

# Background

"NPACT has been a deeply valuable and reassuring resource for us throughout the pandemic. From remote filming webinars to COVID regulations on a state-by-state basis to advice on applying for small business loans, we were constantly going to NPACT with questions and for information. It really felt like NPACT was there for us just when we needed the support most."

**Tony Tackaberry**  
Station 6 Productions

## Who is NPACT?

- NPACT is the U.S. trade organization for nonfiction production companies, comprised of 100+ member companies who produce the majority of unscripted content for U.S. broadcast, cable and streaming platforms

## What does NPACT do?

- NPACT unifies, educates and advocates for the nonfiction production industry

## When was NPACT founded?

- NPACT was formed in 2017 through the merging of the Nonfiction Producers Association (NPA) and PactUS -- the two major trade organizations formed to serve the producers of non-fiction entertainment content in the U.S.

## NPACT Leadership Team



**Leslie Oren**  
Media and Public Relations



**Ed Wilson**  
Executive Consultant



**J. Patrick Butler**  
Legal Counsel



**Michelle Van Kempen**  
Interim General Manager  
Head of Policy and Development



**BALL**  
ENTERTAINMENT

MAGICAL EYES  
m

1895  
films

all3 media  
america

PROPAGATE

JUPITER  
ENTERTAINMENT

A. SMITH & CO.  
PRODUCTIONS

MY  
MYENTERTAINMENT  
elevenFIVE  
productions

IM

cineflix  
Media

Bunim/Murray  
Productions  
A Banijay Company

E

Ugly Brother  
Studios

Intuitive Entertainment

WHEELHOUSE  
ENTERTAINMENT

SUPER DELICIOUS

EQ MEDIA  
GROUP

INDIGO  
FILMS

INDUSTRIAL  
MEDIA

B17

ATLAS  
INDUSTRIES

1895  
ANVIL 1895 ENTERTAINMENT INC.

THE  
CONTENT  
GROUP

LOVE  
PRODUCTIONS USA  
IPC

grb  
studios

CJ ENM

ATLAS MEDIA CORP  
TV • FILM • DIGITAL

Lion  
television

WORLD  
OF  
WONDER

SKR  
SARA REA PRODUCTIONS

ARROW  
MEDIA

EndemolShine  
North America  
A Banijay Company

MAIN  
EVENT  
MEDIA

THIS  
MACHINE  
FILMWORKS  
- LOS ANGELES - NEW YORK CITY -  
EST. 2010

CRITICAL  
CONTENT  
19

LIME  
PICTURES

TENFOLD

OBJECTIVE  
MEDIA  
GROUP

PAINLESS  
PRODUCTIONS

MIX TAPE

Cream  
MME  
film pool

SPOKE  
STUDIOS

truly  
original  
A Banijay Company

MAGILLA  
ENTERTAINMENT

story•street  
[entertainment]

lighthearted®  
ENTERTAINMENT

JUKIN  
MEDIA

SHARP  
entertainment  
IM  
AN INDUSTRIAL MEDIA  
COMPANY

WOODMAN PARK  
PRODUCTIONS

VULCAN  
PRODUCTIONS

PSG FILMS

THUMB  
CANDY

STUDIO  
LAMBERT

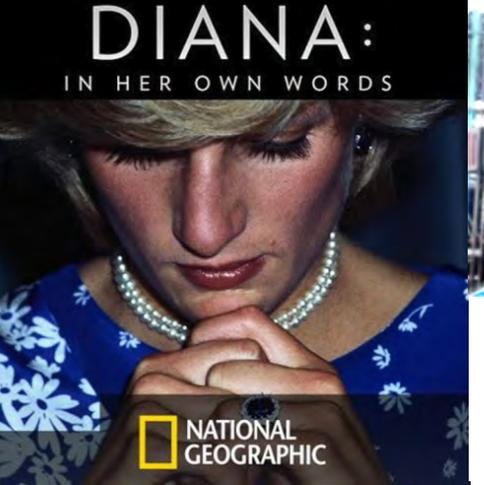
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an entertainment.com company

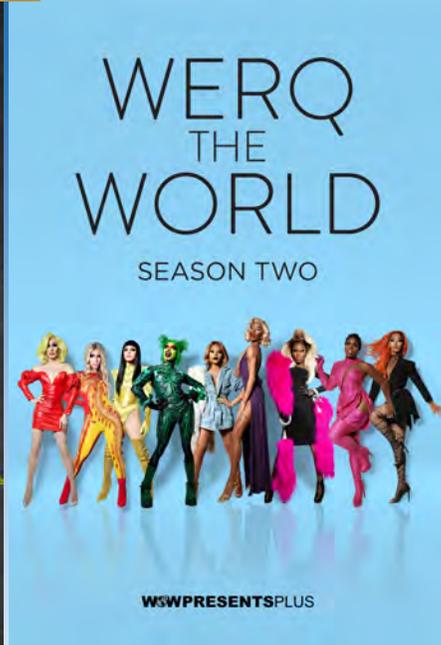
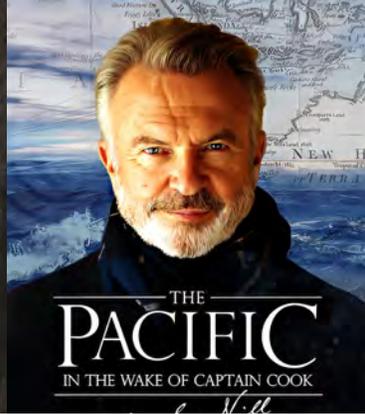
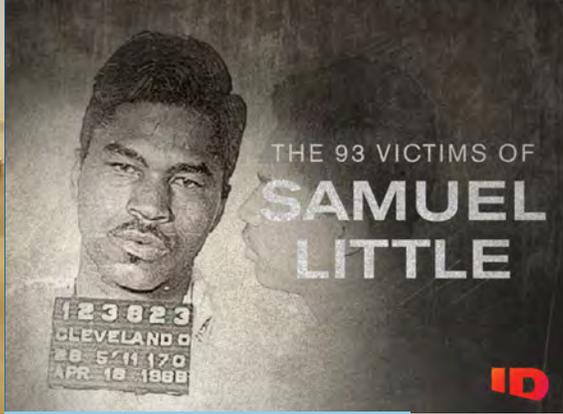
m maverick  
tv

NOBLE  
SAVAGES

# TOP CHEF LISTING

NEW YORK







## NPACT Mission Statement

"NPACT has proven to be a game-changer during COVID by pulling member companies together to share production techniques, providing frequent insider updates about network and streamer COVID policies, and by lobbying state and federal governments on issues that matter to members, like financial relief and pandemic insurance. Great job!"

**Bruce David Klein**  
**Atlas Media Corp**

- To advocate for the advancement of nonfiction production; serve as the voice of nonfiction producers to content partners, the press, and government agencies; and provide resources and information to help improve business conditions and profitability.



## NPACT accomplishes this mission by:

"The bond NPACT has created amongst our member companies, as we share information and best practices, is critical to our success as individual companies."

**Jon Murray**  
**Bunim/Murray Productions**

- Cultivating a balanced relationship among producers and content partners
- Establishing and promoting best practices in nonfiction production
- Fostering and mentoring the next generation of nonfiction production leaders
- Increasing diversity through our Opportunity Initiative
- Ensuring that NPACT and nonfiction producers have a seat at the table on national, state and local issues affecting production
- Providing forums for shared information
- Obtaining discounts on products and services for members



## Recent Accomplishments

"Being a part of NPACT allows me access to insight on the different ways my peers are conducting business and also opens the door for me to build relationships that create strategic momentum in our industry through collaboration."

Jenny Daly  
Critical Content Studios

- Involved in discussions with Discovery resulting in Discovery changing their producer lock policy across all Discovery networks
- Launched Opportunity Initiative to provide tools for member companies to increase Diversity & Inclusion, including hiring, training, and mentorship programs
- Joined the Industry Coalition for Pandemic Risk Insurance Solutions as a founding member
- Established relationships with offices of California Governor, LA Mayor, and LA Film Czar to represent nonfiction production interests
- Hosted informational webinars for members, providing guidance on safely returning to production and reopening offices during pandemic
- Created NPACT COVID Online Hotline to promote best practices in nonfiction production
- Created COVID information resources, including Guidelines for Nonfiction Production Health and Safety
- Co-presented annual Critics Choice Real TV Awards with Critics Choice Association
- Continued expanding member savings in production and post services, employee benefits, publications, trade shows, travel costs, and more



## Short-Term Priorities

"There is great power in being able to learn from NPACT's other successful member companies. Each one of us has a different creative strength and weaving them together under one banner is a very effective strategy for growth and change."

**Laura Palumbo Johnson**  
**Magilla Entertainment**

- Pursue Legislation and Government Relationships to benefit nonfiction producers, including pandemic insurance coverage, state tax credit solutions, and programming quota regulations
- Continue to promote diversity within the industry through NPACT Opportunity Initiative programs
- Pursue portable health care options for member company employees
- Introduce alternative business models and revenue sources for member companies by connecting with leaders in related industries
- Continue department-specific meetings and information sessions and updates, addressing future trends/disruptions
- Create introductions to and resources for new tech info, products and solutions that support production, including hosting virtual Content Tech events
- Plan NPACT Virtual Conference event
- Continue to negotiate cost savings and member benefits for T&E, medical, insurance, industry events/publications, allied services, etc.

# Annual Membership Fees

## Tier 1: \$10,000

- Annual company revenue over \$10 million

## Tier 2: \$5,500

- Annual company revenue under \$10 million

## Tier 3: \$2,000

- Annual company revenue under \$1 million (three employees or less)

## Tier 3 International: \$2,000

- HQ outside U.S. with annual U.S.-based revenue under \$1 million

## Conglomerate: \$27,500

- Companies with two or more subsidiaries

## Associate Members

- Service companies allied with the industry are also welcome at these levels:
  - Gold: \$25,000
  - Silver: \$12,500
  - Bronze: \$6,500



"NPACT for me formalizes the opportunity for us, as producers, to be the authors of our own destiny and lay the groundwork for future producers to enjoy this great industry."

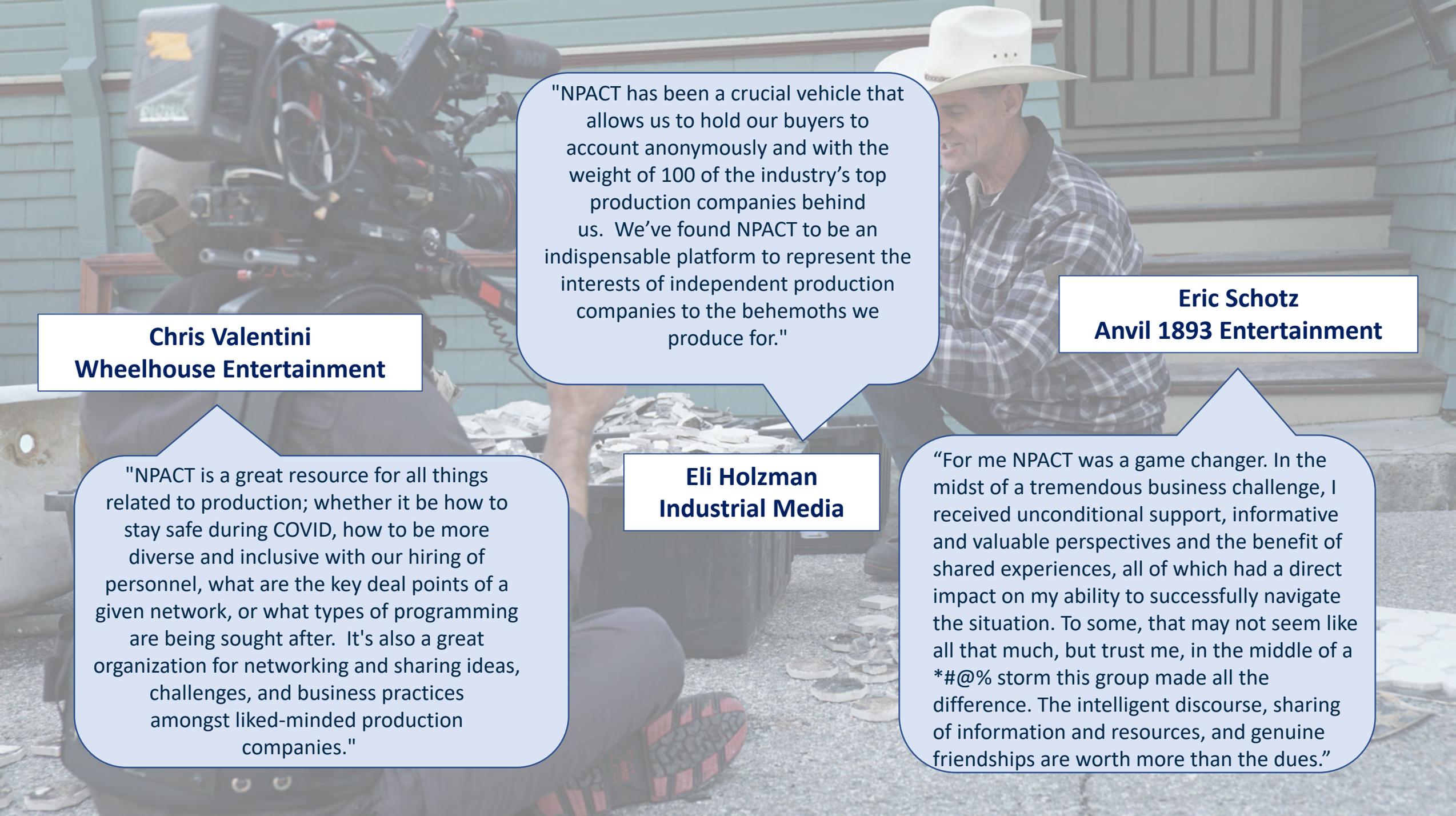
**Gary Benz**  
**GRB Studios**

"As the TV industry re-invents itself, production companies of all shapes and sizes need all the support we can get. NPACT is singularly focused on providing us with the insight and intelligence we need to build our business so it will grow and thrive for years to come."

**Brent Montgomery**  
**Wheelhouse Entertainment**

"We find great value in the insightful discussion of industry trends, including our daily struggles to meet tighter budgetary guidelines. We thoroughly respect the talented group of NPACT producers who deliver the majority of today's TV content, and thereby understand the challenges we face every day to stay on top."

**Tim Duffy**  
**Ugly Brother Studios**



**Chris Valentini**  
**Wheelhouse Entertainment**

"NPACT is a great resource for all things related to production; whether it be how to stay safe during COVID, how to be more diverse and inclusive with our hiring of personnel, what are the key deal points of a given network, or what types of programming are being sought after. It's also a great organization for networking and sharing ideas, challenges, and business practices amongst liked-minded production companies."

"NPACT has been a crucial vehicle that allows us to hold our buyers to account anonymously and with the weight of 100 of the industry's top production companies behind us. We've found NPACT to be an indispensable platform to represent the interests of independent production companies to the behemoths we produce for."

**Eli Holzman**  
**Industrial Media**

"For me NPACT was a game changer. In the midst of a tremendous business challenge, I received unconditional support, informative and valuable perspectives and the benefit of shared experiences, all of which had a direct impact on my ability to successfully navigate the situation. To some, that may not seem like all that much, but trust me, in the middle of a \*#@% storm this group made all the difference. The intelligent discourse, sharing of information and resources, and genuine friendships are worth more than the dues."

**Eric Schotz**  
**Anvil 1893 Entertainment**

**100+**

*member companies strong*

**Are You In?**

**NPACT**

Join now at [npact.org](http://npact.org)