Technical Sciences

UDC 004.4

Arkhanhelskyi Mykyta
Student of the
Faculty of Informatics and Computer Science of the
National Technical University of Ukraine
"Igor Sikorsky Kyiv Polytechnic Institute"

OPTIMIZATION OF THE PROCESS OF SELLING SCRIPTS TO FILM COMPANIES USING INFORMATION TECHNOLOGY

Summary. *Information technology seemed to be used in almost every area of our lives, but there are still places where they are sorely needed, namely, when selling screenplays to movie companies. This article discusses the features and issues of the process of selling scripts by authors.*

Key words: *pitching, scriptwriter, information technology, system for purchasing scripts.*

Today, the process of selling scripts by authors takes place during so-called pitches or through agents.

What is pitch?

Pitch is a short verbal (sometimes visual) presentation of a motion picture idea, a kind of presentation [1].

This process looks like a certain movie company is announcing a script contest and inviting all authors with scripts. The screenwriter comes and talks to a film company representative about his idea. Then, based on this story, the representative decides whether the script is worth something.

There seemed nothing difficult about pitch for the author, but there are several problems:

1. You need to look for such pitches yourself, and they do not occur every day.

2. It is difficult for many authors to come up with their own idea, especially for those who first wrote the script, that is, they may get nervous at a meeting with a film company representative, thus not taking their chance to sell the script.

3. Correct estimate of the cost of the script. This is the problem for authors who are trying to sell their script for the first time. From the point of view of a film company, if they want to buy a script and see that it is the first script for the author, they will not give a particularly high price even if it is worth it.

4. The problem of protecting your work. The author cannot be certain that his idea of the script will not be stolen during the same pitch. Every year, such scandals occur and they do not decrease.

Sales through agents

The author here hires an agent to represent his interests in this process. In turn, the agent must find potential buyer for his script, that is, to communicate with representatives of film companies. In the case of a script sale, the agent receives a certain percentage of the sale.

Just as pitch sales through agent has its drawbacks. Including:

1. The agents themselves. Agents happen to be different, both those who really think about the client's interests and those who think first and foremost about their financial interests.

2. The likelihood that the script will be sold in this way is also not very high. It all depends on how high professional skills of the agent, but if the author finds one, then these services will not be cheap.

What is the way to choose?

After analyzing and highlighting the problems of both methods of sale, we can conclude that these methods are not perfect enough for the author.

Alternative

Alternatively, it is proposed to use a sophisticated IT technology to create a dedicated scripting system that optimizes the process as for scriptwriters as for film companies.

This system must meet the following requirements:

1. The ability to add new scripts for sale in a few simple steps.
2. The interface must be clear and easy to use.
3. The ability to purchase screenplays by movie companies.
4. Copyright protection of the author of the script.

The author himself determines the price for which he wants to sell his script, and in what way or for the price specified in the script profile or through the auction. The author will not need to meet personally with representatives of companies, all questions can be solved from the comfort of home.

All the information that movie companies will need when selecting a script to buy should be in the profile of each scenario, namely:

1. The very scenario that every interested buyer can read.
2. Additional materials for visual presentation of the script: video presentation of the script, images.
3. Other materials: script title, short story and slogan.

In terms of software, there are all the tools to create a similar system. The only thing that is needed first is the interest of the authors themselves in this system, and the rest is in the hands of professional programmers.

Conclusion. Definitely information technologies make our lives easier, so we should apply them in those areas of life where they are not yet available, in this case it is the field of film production. Having analyzed the existing ways of selling scripts, it became clear that these are not the best options for the author, so you need to create the above system, which has the potential to optimize the process of selling scripts to authors and protect their rights, as well as to

optimize the process of purchasing these scripts by film companies and reduce the number scandals related to plagiarism.

References

1. Подання. URL: https://uk.wikipedia.org/wiki/%D0%9F%D0%BE%D0%B4%D0%B0%D0%BD%D0%BD%D1%8F