



**ENTERTAINMENT LEADERS DEEPAK NAYAR, SANDY GRUSHOW  
LAUNCH FILMAKA, A GLOBAL DIGITAL ENTERTAINMENT STUDIO FOR  
ASPIRING FILMMAKERS**

***FX and SAB Miller Enlist Company to Produce Content***

***Signs with William Morris Agency***

Los Angeles – April 21, 2008 – A new model for developing entertainment properties, and identifying and rewarding talent launches today with Filmaka ([www.Filmaka.com](http://www.Filmaka.com)), a global digital entertainment studio and robust online creative community. Founded by acclaimed film producer Deepak Nayar (*Bend it Like Beckham*, *Buena Vista Social Club*) and led by renowned industry executive, former FOX Television Entertainment Group Chairman Sandy Grushow, Filmaka is committed to inspiring, celebrating, and rewarding creativity and talent by providing professional opportunities for undiscovered filmmakers and writers from all corners of the world through a variety of competitions that are juried by industry leaders.

The panel includes Colin Firth (*Bridget Jones Diary*), Werner Herzog (*Rescue Dawn*), Neil LaBute (*Nurse Betty*), John Madden (*Shakespeare in Love*), Zak Penn (*X-Men: The Last Stand*), Paul Schrader (*Raging Bull*), Bill Pullman (*Independence Day*) and Wim Wenders (*Wings of Desire*). The winner of that final competition, to be announced on April 28, will direct a feature film produced by Filmaka. William Morris Agency will represent Filmaka and, each year, the top finalists will be flown to Hollywood for a chance to meet with the agency for possible representation.

“Having worked with filmmakers like David Lynch, Paul Schrader, and Wim Wenders, the quality of work and contribution from Filmaka members continues to impress me,” said Nayar.

Grushow, responsible for hit shows like *American Idol*, *24*, *Party of Five*, *The Simpsons* and *The X-Files*, will leverage his experience and relationships to further the Filmaka vision as president of the company.

“The need for high-quality, low cost content for new and traditional distribution platforms has never been greater. Through Filmaka’s unique and innovative competition engine, we continue to discover talent from around the world that is capable of servicing the needs of the marketplace in an extraordinarily efficient and effective way.”

On board for launch, FX and SAB Miller have enlisted Filmaka to create content for traditional and digital media and integrated marketing campaigns. Filmaka has also entered into revenue-sharing agreements with several distribution partners. YouTube™ and Vuze will have Filmaka-branded VOD Channels and Play TV UK will have a branded VOD and 24/7 linear channel. Filmaka’s branded YouTube and Vuze Channels can be found at [www.youtube.com/user/FILMAKA](http://www.youtube.com/user/FILMAKA) and [www.vuze.com/filmaka](http://www.vuze.com/filmaka) respectively.

Filmaka community members submit content in response to requests from the Filmaka studio for either live action comedy or drama, animation or branded entertainment. Content may be featured on [www.filmaka.com](http://www.filmaka.com), other distribution channels and online, mobile or traditional platforms.

Filmaka conducted a year-long beta prior to the official launch to develop and mentor the community and to begin generating content. During that time, Filmaka amassed an active community of more than 3,600 aspiring filmmakers from 95 countries on six continents who created more than 80 hours of content. Additionally, a wide range of over 40 Web series are in production with filmmakers in ten countries.

## **ABOUT FILMAKA**

Filmaka ([www.filmaka.com](http://www.filmaka.com)) is a global digital entertainment studio and robust on-line creative community for aspiring filmmakers. Filmaka is committed to inspiring, celebrating and rewarding creativity and talent by providing professional opportunities for undiscovered filmmakers and writers from all around the world. The unique mechanism is a series of competitions which are juried by industry leaders. Each month, Filmaka challenges its community to create original, professionally produced high-quality scripted and unscripted films, webisodes and branded entertainment, ranging from funny or provocative, to dramatic or animated. Rewards range from cash prizes to the opportunity to create series for traditional and digital media. Filmaka will also produce at least one feature film and documentary directed by community members.

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