

NEEDaFIXER

The Local Solution To A Global Situation

(Press Release)

COVID-19 reshapes the film production industry with NEEDaFIXER reporting a sudden increase in business of local film fixers

In just over ten weeks COVID-19 has devastated the global economy. Tourism has collapsed. Italy is in lock down. Financial markets have fallen to their lowest levels since the 2008 financial crisis. Sporting and cultural events have been cancelled. Travel has been curtailed.

Filming of Mission: Impossible 7 has been halted. CBS has suspended The Amazing Race. The release of the latest Bond spectacular No Time to Die has been postponed until November. The Indian film and TV industry has been suspended in its entirety. And travel restrictions are forcing production houses worldwide to abandon location shoots.

Broadcasters and producers around the world who are currently unable to conduct their film shoots abroad themselves are seeking to outsource their scheduled shoots to local film production companies. In fact, there has been a reported 30% rise in business requests. In particular, in-country film fixers are being increasingly tasked to produce content for broadcasters and companies internationally.



Global production house NEEDaFIXER is one of the companies which has reported a spike in demand for its international film production services, receiving an unprecedented number of requests for their services to help out on location with shoots abroad.

NEEDaFIXER is a global network of the very best directors and production crews based in over 100 countries across six continents. NEEDaFIXER is being repeatedly called upon to assist in time-critical productions, ranging from ad shoots and promos, to corporate video, tv series and raw news gathering.

The show must go on - there is no need for COVID-19 to put a halt to your international production. If you have any projects in the pipeline you were thinking of postponing, or if you are considering cancelling your shoot abroad due to concerns over the Coronavirus, don't.



One of the NEEDaFIXER expert local teams, already based in the location of your shoot, can take on any or all aspects of your production and deliver for you the best possible quality, both affordably and efficiently. Leave it to the experts - with NEEDaFIXER you don't need to travel!

"The impact of the virus on the film industry is huge. On average, NEEDaFIXER produce 150 projects a month via their network of film fixers around the world. With the coronavirus outbreak, almost half of our agreed projects were either cancelled or postponed" said NEEDaFIXER CEO, Sofia Panayiotaki. "But the need for international film content has made production teams reconsider their plans. Recently, we have been increasingly contacted by new and past clients, asking us to appoint local directors, fixers and production teams willing to film all that was needed and share the content with the end clients abroad, via online platforms".

Sofia added, "We have experienced a surge of requests, which we accommodated efficiently and affordably for our clients thanks to the remote working model we have used for years now, communicating daily in different time zones with our local directors and fixers in 100+ countries around the world. What appears as an 'outside the box' way of working is business as usual for us; and while we hope that the virus will soon disappear, we are happy to allow productions to run as planned without suffering repercussions brought about by COVID-19".

To get started with us, use our budgeting tool to estimate the first budget of your shoot ASAP.