



Virtual Town Square

COVID Doesn't Care.

Resuming Live-Action Production: Considerations & Learnings

June 17, 2020





APR RESOURCE HUB

www.resourcehub.aprco.com



COVID-19 Production Resources

Here's where you can find all of our COVID-19 resources created for our global client-partners, made available for public-use. Live-updated Shooting-Location Trackers, Market Research, Global Trends, & more.

[VIEW RESOURCES](#)



Virtual Town Squares

Our Virtual Town Squares aim to address, predict, and create innovative Production methods utilizing the most brilliant thought-leaders across the globe. During COVID-19, we're offering this information on production capabilities entirely free.

[VISIT OUR TOWN SQ](#)



Ask Our Subject Matter Experts

Our Subject Matter Experts are here to help you navigate the uncertainties of Production during COVID-19. Whether it's insurance coverages, shooting locations, or budgeting concerns – we can help.

[START A CONVO](#)

With the limits of COVID-19 demanding new adaptations in the world of production, we're here to provide you with the expertise necessary to not only continue creating quality content – but to thrive while doing so.



COVID Doesn't Care. Resuming Live-Action Production: Considerations & Learnings



Alan Sadler
Director of Production



Anne Marie Lasher
Brand Executive Producer



Brent Perlman
Brand Executive Producer



Gaytana Carrino
Brand Executive Producer



Ron Hacoen
Brand Executive Producer



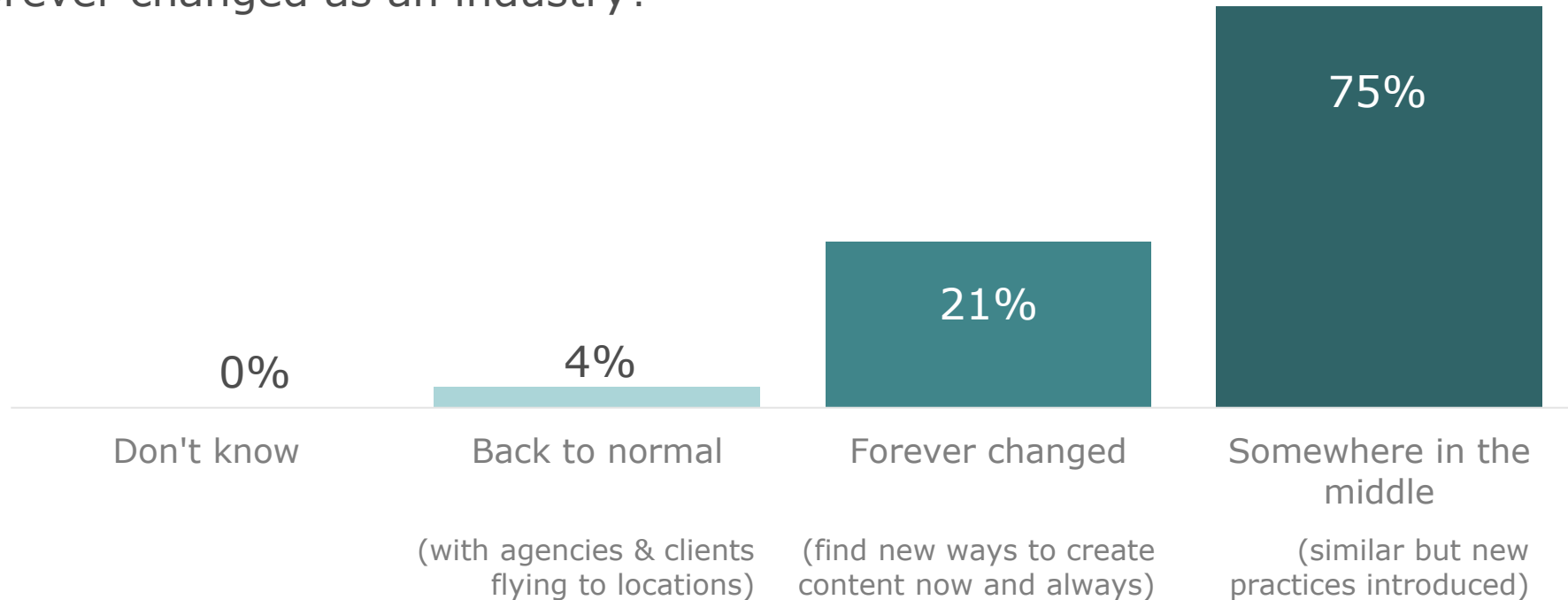
Jillian Gibbs
CEO & Founder



Sue De Lopez
Managing Director

Recent APR Poll

Q: Do you think that content production, experiences, and shoots will go back to normal or are we forever changed as an industry?



3/4 respondents believe we will introduce & adopt new practices

Source: APR & Ebiquity Webinars: COVID-19 Impact on Content Production & What's Next;

Base = 79 respondents; May 13 & 14, 2020

What's Happening?

Plan Effectively

1. Plan effectively
2. **Extended timelines due to restrictions**
3. Anticipate bottlenecks and areas of low inventory on production resources (casting, locations, production services, equipment, sound stages)
4. Limited availability of Directors & Photographers
5. Safety measures will continue to be in place – expect ongoing COVID compliance protocols
6. Production costs may increase (high demand/limited supply)
7. Increased offshore production
8. High levels of virtual engagement
9. Heightened review of liability and insurance practices and documentation



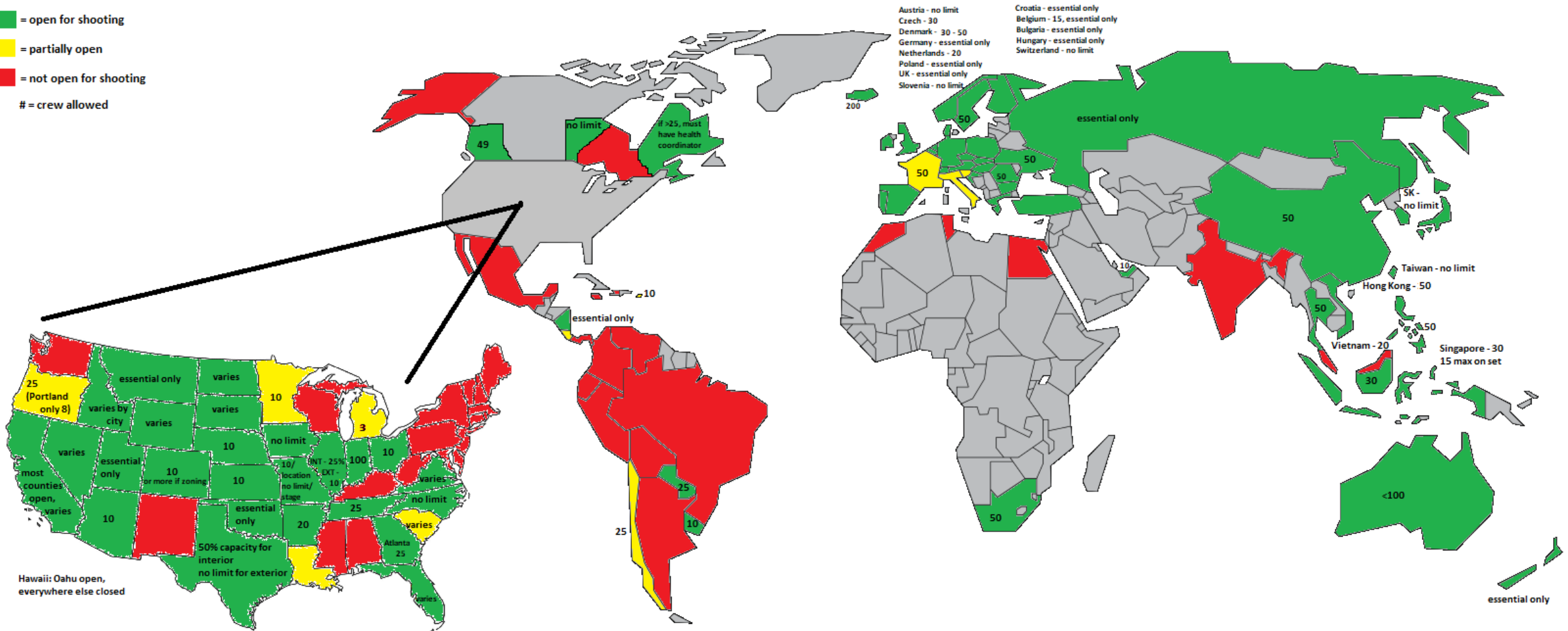
👁️ APR Insight:

As every country is impacted differently by the virus, we need to track the changing implications at country & city level, not regionally.

Please access our global location tracker for the latest data on Live Action and Events Execution during COVID-19

Global Production Is Opening Up With Limitations


- = open for shooting
- = partially open
- = not open for shooting
- # = crew allowed



INSIGHT:

APR's Global Location Tracker is updated daily to provide production guidance & insight by market & crew size

APR's Global Location Tracker

A	B	C	D
	6/9/2020	<p>COVID-19 has greatly impacted the ability to shoot live-action productions. The ability to shoot will continue to be fluid and may be further restricted by federal and/or local government and/or union safety and health rules.</p> <p>Discuss resuming live-action filming with your legal department and APR contact prior to contracting any project, and also regularly during the production.</p> <p>Updates are made to this tracker as they become publicly available, and while every effort has been made to ensure accuracy, APR cannot accept responsibility for any loss incurred by any person acting or refraining from action as a result of the material in this tracker. If you require any specific advice concerning workplace health and safety, or other expert assistance, we recommend that you consult a competent professional adviser and the local health authorities.</p>	
REFERENCE LINKS>	NYT State Link	AICP Guidelines	TV/Film Alliance Doc
States in Green are OPEN		Most states require 14-day quarantine for all out-of-state travelers. Check with each state in advance as these restrictions may be easing closer to intended travel.	
STATE	STATUS		DATE UPDATED
Arkansas	OPEN FOR BUSINESS	<ol style="list-style-type: none"> All permits issued by state film office Production must follow governor safety guidelines All productions must submit their own covid-19 action plan to state film office 	6/2/2020
Arizona	OPEN FOR BUSINESS	Arizona is open for filming and issuing filming permits, as long as the filming complies with Governor's current Executive Order - see link	5/16/2020
Colorado	OPEN FOR BUSINESS	<ol style="list-style-type: none"> DENVER - The Office of Special Events is accepting film applications for productions with crews 10 people or less, per phase 1 restrictions. * IF production provides plan to keep groups of 10 separated on set (zones or pods) additional cast/crew will be allowed. All film permits in State are handled locally 	6/2/2020
Florida	OPEN FOR BUSINESS	<ol style="list-style-type: none"> Contact individual area film office for specific city details Orlando issuing film permits Miami issuing permits on case by case basis - see link to Miami specific protocols Film FL link details specific safe set protocols 	6/3/2020
Idaho	OPEN FOR BUSINESS	Permits vary by city	6/1/2020
Indiana	OPEN FOR BUSINESS	Gary and Indianapolis issuing permits on case by case basis	5/27/2020
Iowa	OPEN FOR BUSINESS	<ol style="list-style-type: none"> Permits not required - see link for more details Social distancing guidelines required 	

Latest Updates:

Significant increase in the number of locations fully or partially open for business:

- **Los Angeles, CA** and **Chicago, IL** are open and issuing permits
- In total, 33 **US states** are open or partially open
- In Canada: **Montreal, Vancouver & Winnipeg** are open
- 12 countries in **APAC**
- 5 countries in **LATAM**
- 31 countries in **EMEA**

Production Liability & Insurance

Highlights from our May 26th COVID-19 Production Liability & Insurance Implications release:

1. Most policies no longer cover claims related to COVID-19 or communicable diseases.
2. Standard guidelines/protocols are still in development.
3. Risk assessments should be made on a project level.

You can find this document through [APR's Resource Hub](#)



POLL

Do you think that content production, experiences, and shoots will go back to normal or are we forever changed as an industry?



2020 CONTENT CREATION TRENDS



1
The Reunion:
The Convergence
of MC&P



2
#nofilter
Client Control Over
Content Creation &
Distribution



3
**It Takes a
Village**



4
**The Tax(On)
Me**



5
**Untangle
the Talent**



6
**Game
On!**



7
**Real-Time
Virtual
Production**



8
The Eco Echo
Sustainable
Production
Best Practices



9
**Is D&I In
Your DNA?**



10
**Regional
Spotlight:
Vietnam**



Key Takeaways

1. Challenge Legacy Thinking
 2. Address Production Early
 3. Develop Contingency Plans
-



Virtual Town Square



Thank you
for joining.



productionhelpline@aprco.com