



NATIONAL
FILM AND
TELEVISION
SCHOOL

Course outline: The Business of Film, TV & Games Certificate

Practical business skills for progressing in the screen and interactive media industries.

A six-month, hybrid, part-time course that teaches you the business of stories and storytelling across film, television, and games. Learn how compelling narratives become profitable entertainment businesses and develop the skills to advance within an organisation or build and scale your own storytelling venture. This course gives you essential business knowledge to develop your career, transform existing organisations, or create innovative entertainment businesses in today's rapidly evolving digital landscape.

The programme combines storytelling, entrepreneurship, and innovation with the practical skills of project management, business affairs, and leadership you need to turn ideas into reality. Finance and legal knowledge are built up systematically week by week, starting with single project fundamentals and progressing to company-level expertise. The focus areas are:

- **Industry Foundations & How the Business Works**
- **Intellectual Property & Legal Essentials**
- **AI, Innovation & Technology**
- **Business Models & Ways to Make Money**
- **Finance & Business Affairs: From Project Budgets to Company Planning**
- **Project Management & Creative Problem-Solving**
- **Distribution & Rights Management**
- **Business Plans, Investment & Fundraising**
- **Communication, Pitching & Presentation Skills**
- **Leadership & Scaling Entertainment Businesses**

You'll learn from producers, studio executives, games publishers, distributors, investors, and entertainment entrepreneurs who've built successful storytelling businesses across traditional and emerging platforms, sharing insights into how entertainment businesses really work - from green-light decisions to global distribution. You'll also create your own business library of industry-specific financial models, deal templates, and frameworks, helping you fast-track the implementation of ideas and innovations.

By the end, you'll either have produced a polished business plan and investor-ready

pitch deck to launch your own storytelling venture or a fully formed report to propose new revenue streams or business models for your existing organisation - a practical, professional outcome to strengthen your career, seize new opportunities, or launch something new.

Programme Structure

The certificate programme features a unique blend of in-person learning and online seminars to fit around your working life, with integrated finance and legal training building throughout the five months.

- **Three In-Person Summits** (2 days each): Hands-on learning at the NFTS campus in Soho, London, with networking and collaboration.
- **Weekly Evening Online Seminars:** Interactive seminars and industry guests.
- **Four 1:1 Tutorials:** Personalised guidance for your goals and projects.
- **Four optional sessions:** covering topics the group wants to explore in greater depth

You're also supported by:

- A peer network of professionals from across the different industries
- A toolkit of business templates, contracts, and financial models
- Case studies drawn from real creative businesses
- Weekly tasks that build progressively towards your business plan and/or strategy report
- Recommended reading for deeper exploration of key topics like investment, project management and emerging technology.

Expect a commitment of about 7-10 hours per week, with weekly tasks building toward your final business plan and pitch.

Assignments:

You'll complete two assignments that build progressively towards your final business plan or strategy report:

- **Company Case Study Presentation** – your analysis of an existing entertainment company you admire
- **Investor Pitch Deck** and Presentation for your own venture, or a **Strategic Plan and Presentation** for your existing organisation

Course Breakdown

The programme consists of five modules delivered over 23 teaching weeks across approximately 6 months, alternating between intensive in-person summits and online learning series. Finance and legal knowledge build systematically throughout the course.

Module 1: Introducing the Business (Summit - Week 1)

Module 2: Understanding the Value Chain (Online Sessions - Weeks 2-11)*

Module 3: AI, Innovation & Case Studies (Summit - Week 12)

Module 4: Investment & Leadership (Online Sessions - Weeks 13-22)*

Module 5: Investor-Ready Pitching (Summit - Week 23)

*Online sessions may extend over a longer calendar period to accommodate Easter and other holiday periods.

Kick-Off Summit (In-Person, 2 Days)

Module 1: Introducing the Business

The programme begins with an in-person summit that gives an overview of film, TV and games businesses, plus opportunities to connect with your new peers through sharing your values and choosing companies to analyse for your first assignment. The course then progresses to study each section of the value chain in more detail through subsequent online sessions.

Mission, Values & Entertainment Leadership: By examining successful companies' journeys, this opening workshop explores how value-based leadership sustains and grows storytelling businesses.

The Film Business: Understanding how movies move from script to screen to profit in today's changing landscape - who makes decisions, how financing is evolving, and where money flows from development through to audiences.

The TV Business: How television shows get commissioned, produced, and distributed as streaming and digital platforms transform the industry - from pitching to broadcasters and platforms through to global format licensing and new audience monetisation approaches.

The Games Business: Game development, publishing, platform relationships, and the rapidly evolving revenue models that are reshaping the gaming industry.

How Businesses Solve Problems: How entertainment businesses identify problems and create solutions that make money. Introduction to your first assignment - analysing an existing entertainment company you admire.

Module 2: Understanding the Value Chain

Online Seminars: Weeks 2-11

Following the opening summit, you'll dive deeper into each part of the entertainment value chain through ten weekly online sessions. Finance and legal knowledge build incrementally through weekly readings and tasks before the dedicated seminars.

Ideation & Development: How entertainment projects begin - from initial concepts through development processes, understanding what makes ideas commercially viable and how to structure development deals.

IP Fundamentals & Chain of Title: Introduction to intellectual property basics - understanding copyright, ownership, and chain of title essentials that underpin all entertainment transactions.

Pre-Production & Packaging: Bringing projects together - attaching talent, securing key relationships, and creating packages that attract financing and distribution partners.

Financing & Investment: How entertainment projects get funded - from development money through production finance, understanding different funding sources including grants, tax credits, equity funding, and what different types of investors look for.

Project Management for Creatives: The business realities of making content - managing budgets, schedules, and stakeholder relationships while maintaining creative vision. Using established methods adapted for entertainment contexts, including Agile and Scrum approaches for tech integration and new platform development.

Sales & Distribution: How entertainment content reaches audiences - understanding distribution strategies, sales processes, and the evolving landscape of theatrical, streaming, and digital platforms.

Marketing, Audience Development & Analytics: Building audiences and driving revenue - from traditional marketing through social media and audience engagement across platforms. Understanding key metrics, audience data, and performance indicators that drive business decisions and measure success.

Revenue Streams & Monetisation: How entertainment generates income through box office, subscriptions, licensing, merchandising, and emerging revenue models.

Rights & Licensing: How intellectual property is structured, licensed, and exploited across territories, platforms, and time periods.

Business Models & Platform Strategy: Comparing different approaches - from traditional models to streaming platforms and cross-media strategies.

Midpoint Summit: (2 Days, In-Person)

Module 3: AI, Innovation & Case Studies (Summit - Week 12)

The midpoint summit focuses on AI, technology, innovation, and business analysis, bringing participants together to present their learning:

AI, Innovation & Technology: How AI, virtual production and other emerging technologies transform business models and create new revenue opportunities while improving operational efficiency. Explore opportunities to identify market gaps and build businesses that serve the entertainment ecosystem beyond traditional production.

Sustainability & Innovation: Understanding how to assess return on investment (ROI) for new technologies and build sustainable business models that balance creative vision with commercial viability.

Company Case Study Presentations: This is where you'll split into teams of 4 to present your analysis of existing entertainment businesses you admire, examining their values, mission, projects, team structure, financing, and business model. Look at examples across the full entertainment ecosystem - from production companies to technology platforms, distribution services, and creative service businesses that support the industry. Understanding how stories can build audiences across film, TV, and games even when people don't necessarily engage with all three platforms. Assessment of commercial structure and sustainability with peer feedback and cross-sector comparison.

The Investable Entrepreneur: Building on your company analysis, this workshop unpacks the essential characteristics that attract financial backing in entertainment industries. Examining frameworks that investors use to evaluate opportunities and learning to craft compelling propositions that address key investor concerns.

Business Planning Introduction: Briefing for Investment Deck or Business Report assignment, with frameworks for business planning and growth thinking. Understanding how to translate your learning into investor-ready propositions.

Online Seminars: Phase 2

Module 4: Investment & Leadership (Online Sessions - Weeks 13-22)

Building on your foundational knowledge, these ten sessions focus on scaling entertainment ventures and preparing for investment:

Company-Level Finance & Investment: Advancing to business-level financial expertise including company funding, SEIS and EIS schemes, forecasting, and investment evaluation. Understanding tax credits, profit participation, and how multiple projects create company value.

Business-Level Legal Frameworks: Scaling legal knowledge for growing businesses including distribution agreements, co-production structures, and company governance.

Global Distribution & Rights Management: How entertainment rights are structured and licensed across territories, including windowing and platform strategies.

Entertainment Leadership & Team Building: Building high-performing creative teams through inclusive recruitment, effective feedback processes, and managing the balance between creative freedom and commercial objectives.

AI Legal & Ethical Challenges: Navigating complex legal and ethical considerations around AI adoption, addressing copyright implications and ethical responsibilities.

Cybersecurity & Risk Management: Practical approaches to digital security for entertainment ventures, protecting intellectual property and personal data efficiently.

Crisis Management & Business Resilience: Frameworks for anticipating, managing, and recovering from business crises, emphasising risk assessment and contingency planning.

Branding & Storytelling: Developing authentic brand narratives that communicate your value proposition to investors, partners, and customers.

Investment Readiness & Professional Pitching: Creating compelling investor presentations, developing pitch decks, and understanding what different investors look for, with structured practice and detailed feedback.

Business Plan Development & Tutorials: Integrating all learning into comprehensive, investor-ready business plans through workshops and one-to-one mentoring.

Optional Deep Dives: Additional sessions exploring topics in greater depth based on group interests, such as financial modelling, project management methodologies, and other specialized areas.

Final Summit: Strategy, Pitching & Graduation

Module 5: Investor-Ready Pitching (Final Summit - Week 23)

The programme culminates with a final summit focused on presenting your business plans and preparing for your next steps:

Growth, Exit & Leadership: Company growth models, reinvestment vs sale options, exit planning including IPO and acquisition opportunities, and leadership principles in entertainment industries.

Partnerships & M&A: How entertainment companies create value through co-production partnerships, joint ventures, and merger and acquisition activity.

Investor Deck Clinic & Final Rehearsals: Final refinement opportunities for pitch materials and presentations, with experienced coaches optimising slide decks and presentation techniques for maximum investor engagement.

Live Pitch Presentations: Formal presentations to a panel of industry professionals and investors, receiving comprehensive feedback on both presentation effectiveness and business case viability.

Mini Graduation & Next Steps: Each participant creates a 10-year vision with personal project plan, while establishing foundation for continued alumni connection and mutual support.

How You'll Learn

The Business of Film, TV & Games Certificate combines structured seminars with self-directed study, recognising that you need to balance learning with professional commitments in the entertainment industry.

Each session is supported by:

- **Curated readings and practical exercises** that extend learning beyond live meetings for deeper exploration
- **Progressive weekly assignments** building systematically from individual project skills to company-level expertise, culminating in two assignments: Company Case Study and Investment Pitch Deck or Strategic Plan
- **Integrated finance and legal training** building confidence in manageable chunks - each week adds one new concept, progressing from project budgeting and basic IP protection through to investment structures and commercial agreements
- **Practical tools and frameworks** that you can immediately apply to your projects and ventures

This balanced approach creates a minimum commitment of 7-10 hours weekly with recommendations for deeper exploration of topics important to you.

Learning Support

Throughout the certificate programme, you have access to:

- Four one-to-one tutorials to work on individual plans
- Peer Learning Community for feedback and collaboration
- Business library of templates, tools, and frameworks

Recent Success Stories

This Certificate is run by the Creative Business Department that oversees the NFTS MA programme and specialist courses for entertainment professionals. Graduates have successfully applied their learning to create meaningful impact across film, TV, and games:

- Launched independent production companies with sustainable business models across multiple platforms
- Secured investment for innovative digital entertainment platforms connecting creators with global audiences
- Transformed existing entertainment organisations through strategic innovation and new revenue stream development
- Developed cross-platform IP strategies extending content across film, TV, games, and emerging interactive media
- Pioneered new distribution models for underserved audience segments and emerging markets

The Business of Film, TV & Games Certificate provides an introduction to the business ecosystem, learning from professionals who've built successful careers across traditional and emerging platforms. You'll finish the course with either a comprehensive business plan and investor pitch deck or a strategic report for your workplace, plus more confidence to navigate the rapidly evolving entertainment landscape whether you're advancing your career or launching something new.