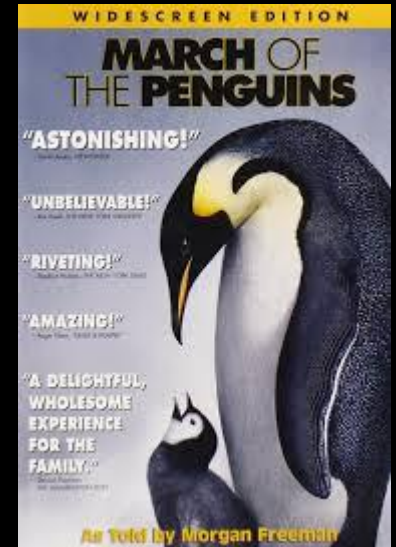
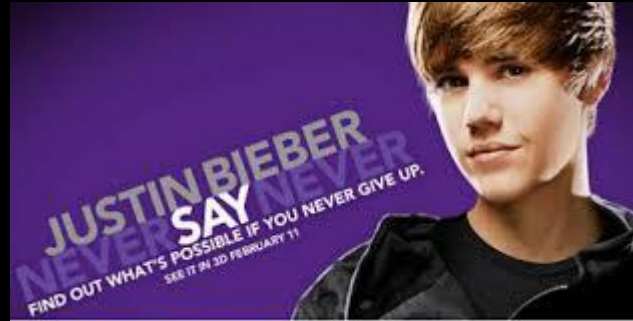


# Documentary Film/TV



Form-Evolution-Approaches

# The EXPLOSION of the Documentary Form

## 1. Tools of Creation:

a. **Editing Systems:** Adobe, Final Cut, Vegas, Avid, iMovie, MovieMaker



## b. Cameras:

- Digital Video Tape → Card → Stream
- DSLR
- 4K-Black Magic, [RED](#)
- GoPro
- Drones, [DJI Phantom](#)



## 2. Distribution Outlets:

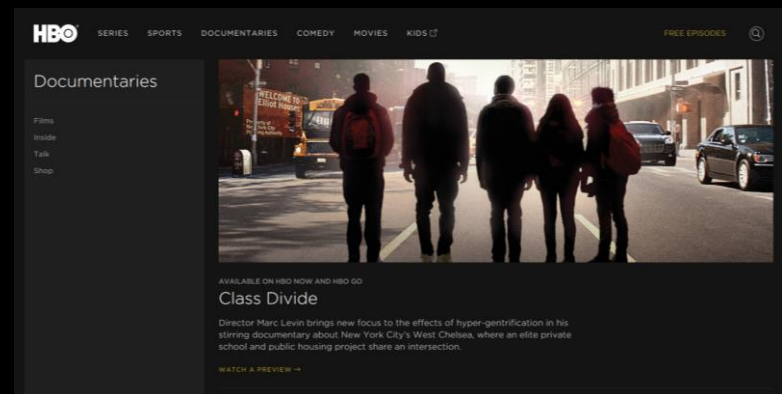
- TV: HBO, NatGeo, Discovery, TLC, PBS, Animal Planet, Food Network, etc.
- YouTube
- Vimeo
- Netflix-Amazon-Hulu
- Social Media—FB, INSTAGRAM,
- Festivals: Toronto, Amsterdam, Tribeca, Sundance, Banff, Telluride,



## 3. Funding: Kickstarter, et.al.

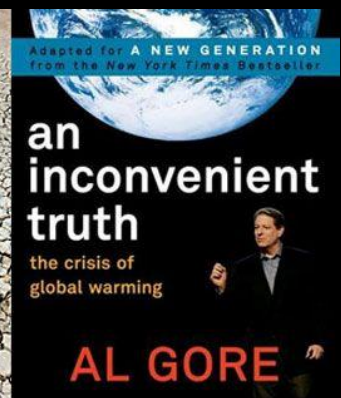
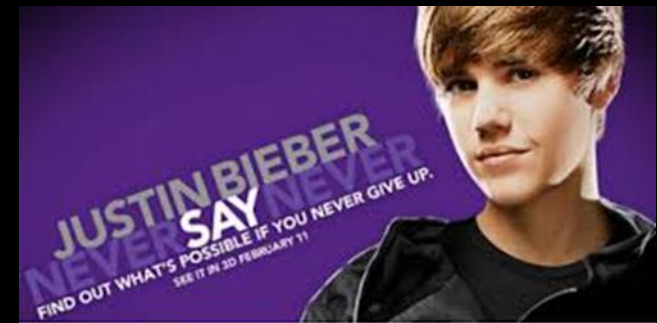
## 4. Marketing and Crowd-sourcing options:

## 5. Hi Profits vs. low cost of Production (small crews)



# Highest Grossing Documentaries of ALL TIME

Rank	Title (click to view)	Studio	Lifetime Gross / Theaters	Opening / Theaters	Date
1	Fahrenheit 9/11	Lions	\$119,194,771 2,011	\$23,920,637 868	6/23/04
2	March of the Penguins	WIP	\$77,437,223 2,506	\$137,492 4	6/24/05
3	Justin Bieber: Never Say Never	Par.	\$73,013,910 3,118	\$29,514,054 3,105	2/11/11
4	2016 Obama's America	RM	\$33,449,086 2,017	\$31,610 1	7/13/12
5	Earth (2009)	BV	\$32,011,576 1,804	\$8,825,760 1,804	4/22/09
6	Chimpanzee	BV	\$28,972,764 1,567	\$10,673,748 1,563	4/20/12
7	One Direction: This is Us	TriS	\$28,873,374 2,735	\$15,815,497 2,735	8/30/13
8	Katy Perry: Part of Me	Par.	\$25,326,071 2,732	\$7,138,266 2,730	7/5/12
9	Sicko	LGF	\$24,540,079 1,117	\$68,969 1	6/22/07
10	An Inconvenient Truth	ParC	\$24,146,161 587	\$281,330 4	5/24/06
11	Bowling for Columbine	UA	\$21,576,018 248	\$209,148 8	10/11/02
12	Oceans	BV	\$19,422,319 1,232	\$6,058,958 1,206	4/22/10
13	Bears	BV	\$17,780,194 1,790	\$4,776,267 1,720	4/18/14
14	African Cats	BV	\$15,428,747 1,224	\$6,003,200 1,220	4/22/11
15	Madonna: Truth or Dare	Mira.	\$15,012,935 652	\$543,250 51	5/10/91
16	America (2014)	LGF	\$14,444,502 1,105	\$38,608 3	6/27/14
17	Capitalism: A Love Story	Over.	\$14,363,397 995	\$231,964 4	9/23/09
18	Religulous	LGF	\$13,011,160 568	\$3,409,643 502	10/1/08
19	Winged Migration	SPC	\$11,689,053 202	\$33,128 1	4/18/03
20	Super Size Me	IDP	\$11,536,423 230	\$516,641 41	5/7/04



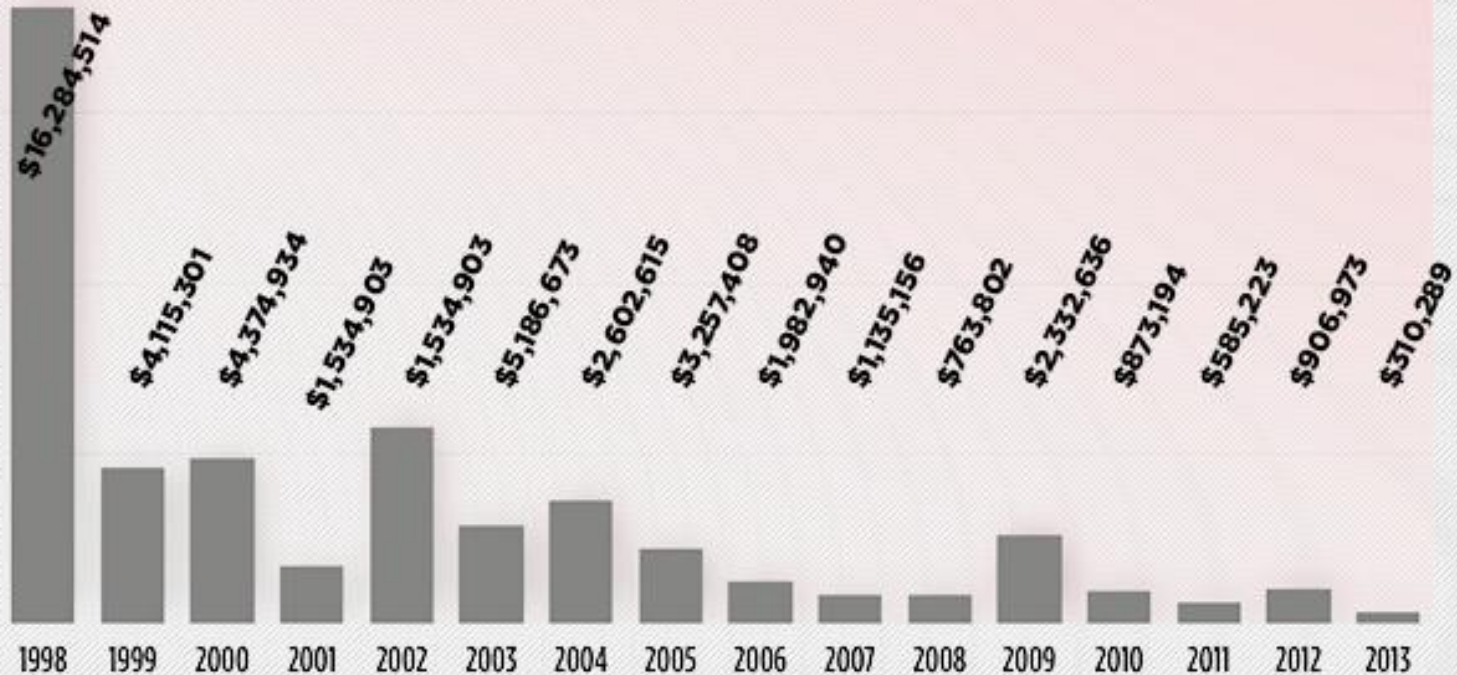
# Market Share of Documentary Films (1995-2016)

Year	Movies in Release	Market Share	Gross	Tickets Sold	Inflation-Adjusted Gross	Top-Grossing Movie	Gross that Year
<a href="#">1995</a>	<a href="#">9</a>	<a href="#">1.54%</a>	\$81,994,311	18,849,263	\$158,899,287	<a href="#">Hoop Dreams</a>	\$5,758,625
<a href="#">1996</a>	<a href="#">6</a>	<a href="#">0.11%</a>	\$6,549,634	1,481,814	\$12,491,692	<a href="#">Snowriders</a>	\$2,035,470
<a href="#">1997</a>	<a href="#">9</a>	<a href="#">0.16%</a>	\$10,372,500	2,259,800	\$19,050,114	<a href="#">When We Were Kings</a>	\$2,666,118
<a href="#">1998</a>	<a href="#">12</a>	<a href="#">1.27%</a>	\$85,954,501	18,327,179	\$154,498,119	<a href="#">Everest</a>	\$66,877,098
<a href="#">1999</a>	<a href="#">24</a>	<a href="#">1.20%</a>	\$88,091,366	17,340,810	\$146,183,028	<a href="#">Mysteries of Egypt</a>	\$27,042,366
<a href="#">2000</a>	<a href="#">39</a>	<a href="#">1.68%</a>	\$126,503,895	23,470,090	\$197,852,859	<a href="#">Dolphins</a>	\$54,000,000
<a href="#">2001</a>	<a href="#">21</a>	<a href="#">0.26%</a>	\$21,741,633	3,841,268	\$32,381,889	<a href="#">Shackleton's Antarctic Adventure</a>	\$6,683,025
<a href="#">2002</a>	<a href="#">24</a>	<a href="#">0.78%</a>	\$71,043,258	12,227,743	\$103,079,873	<a href="#">Space Station</a>	\$30,460,417
<a href="#">2003</a>	<a href="#">47</a>	<a href="#">0.99%</a>	\$90,795,051	15,057,198	\$126,932,179	<a href="#">Space Station</a>	\$15,713,110
<a href="#">2004</a>	<a href="#">89</a>	<a href="#">2.54%</a>	\$235,480,966	37,919,594	\$319,662,177	<a href="#">Fahrenheit 9/11</a>	\$119,114,517
<a href="#">2005</a>	<a href="#">99</a>	<a href="#">1.88%</a>	\$165,886,230	25,879,242	\$218,162,010	<a href="#">March of the Penguins</a>	\$77,437,223
<a href="#">2006</a>	<a href="#">108</a>	<a href="#">1.11%</a>	\$102,279,769	15,615,177	\$131,635,942	<a href="#">An Inconvenient Truth</a>	\$24,146,161
<a href="#">2007</a>	<a href="#">108</a>	<a href="#">0.72%</a>	\$70,723,219	10,279,479	\$86,656,008	<a href="#">Sicko</a>	\$24,538,513
<a href="#">2008</a>	<a href="#">125</a>	<a href="#">0.89%</a>	\$87,430,743	12,176,919	\$102,651,427	<a href="#">Sea Monsters: A Prehistoric Adventure</a>	\$14,144,251
<a href="#">2009</a>	<a href="#">89</a>	<a href="#">1.75%</a>	\$185,973,288	24,796,401	\$209,033,660	<a href="#">Michael Jackson's This Is It</a>	\$72,091,016
<a href="#">2010</a>	<a href="#">108</a>	<a href="#">0.89%</a>	\$93,477,069	11,847,480	\$99,874,256	<a href="#">Hubble 3D</a>	\$20,149,829
<a href="#">2011</a>	<a href="#">136</a>	<a href="#">0.81%</a>	\$83,001,034	10,466,642	\$88,233,792	<a href="#">African Cats</a>	\$15,428,747
<a href="#">2012</a>	<a href="#">148</a>	<a href="#">1.19%</a>	\$131,679,592	16,542,593	\$139,454,059	<a href="#">2016: Obama's America</a>	\$33,349,941
<a href="#">2013</a>	<a href="#">159</a>	<a href="#">0.45%</a>	\$49,323,438	6,066,774	\$51,142,905	<a href="#">Justin Bieber's Believe</a>	\$5,962,982
<a href="#">2014</a>	<a href="#">150</a>	<a href="#">0.85%</a>	\$88,022,130	10,773,751	\$90,822,721	<a href="#">Bears</a>	\$17,780,194
<a href="#">2015</a>	<a href="#">144</a>	<a href="#">0.58%</a>	\$65,101,731	7,722,558	\$65,101,164	<a href="#">Monkey Kingdom</a>	\$16,432,322
<a href="#">2016</a>	<a href="#">129</a>	<a href="#">0.50%</a>	\$42,619,352	5,055,613	\$42,618,818	<a href="#">Hillary's America: The Secret History of the Democratic Party</a>	\$13,086,824

# Avg. Gross \$\$/Documentary

## AVERAGE GROSS PER DOCUMENTARY

YEAR BY YEAR



# Gross vs. Production Costs

1. Fahrenheit 9/11 (\$222.5 million gross **vs. \$6 million production**/\$18 million total budget)
2. Bowling for Columbine (\$58 million gross **vs. \$3.5 million production**/\$6.5 million total budget)
3. An Inconvenient Truth (\$49.8 million gross **vs. \$1 million production**/\$8 million total budget)
4. Sicko (\$36.1 million gross **vs. \$9 million production**/\$20 million total budget)
5. 2016: Obama's America (\$18+ million projected gross **vs. \$2.5 million production**/\$8 million total budget)
6. Capitalism: A Love Story (\$17.4 million gross **vs. \$20 million total budget**)
7. Inside Job (\$8.1 million gross **vs. \$2 million production budget**)
8. Roger & Me (\$7.7 million gross **vs. \$140,000 production budget**)
9. Expelled: No Intelligence Allowed (\$7.7 million gross **vs. \$3.5 million production**/\$12 million total budget)
10. The Fog of War (\$5 million gross) (Unknown budget)



Michael Moore



Davis Guggenheim



Luc Jacquet



# The Documentary Interview

1. **MUCH** different than a news interview
  - ☑ More than quote-gathering!
  - ☑ More than “fact” finding
  - ☑ Don’t be EXPLOITIVE!
  - ☑ Don’t be presumptuous!
2. **Conversational Approach** — An exchange
3. In-Depth Interview— **QUALITY!**
4. Questions — Far Ranging, Directed, OPEN-ENDED! **Grouped/Themed!**
5. Be realistic in what you expect and how you **DIRECT** your interviewee.
6. Time commitment (Always plan on it taking longer)

# Preparation

- **Background RESEARCH!**
  - You need to be **informed about: (1) the person; (2) their organization AND (3) the topic/story at hand**
  - Nearly all of your questions **memorized**
  - Project Answers for **Q#1 → to stimulate Round#2 Questions**
- **Provide you interviewee with:**
  1. a brief intro to you,
  2. the **FOCUS** of your film project,
  3. your interests in them (or their work/perspective),
  4. and a **SHORT** list of questions (with the caveat that you might have additional ones).
- **Making Contact. Courteous/Professional AND Genuinely Interested.** Don't be a pain!
- 50% of Requests for Interviews are **NOT** granted!
- So, HAVE **2-3 different BACK-UP OPTIONS!!!**



# The Approach

- **Insatiable Curiosity & a GENUINE Interest**
- **The Messages YOU are giving off!**
  - You must be extremely aware of your demeanor (dress, gender, age, education, economic, race, religion, etc.)
  - Other Directedness — Emotional Reads
  - Energy– But At Ease
  - **Nonverbals**—Eye Contact, Expression, Body Language
  - **Verbals**--Tone of voice, Approach of a question
- Do **THEY** have any particular questions that they think is important to be addressed?
- **B-roll + Natural Sound!**



Maria Conlon  
UCONN Senior





Classic



# Balanced-Classic





# Color Key Light





# Med Shot



Centered



# Glasses/Optics



# Skin Color



# Side/Back Light



# Interview Follow-ups

- Quick and sincere Thank yous!
- Check back in (up-date them on progress)
- **Assess:**
  - Shadow?
  - ReEnact?
  - B-roll and Natural Sound?
  - Additional Things to say? Based on additional findings.
  - Spoken with other people (Reactions)
  - Other sources → Different perspectives?
- Provide a copy of the final project or interview segments!

# Making your Doc CINEMATIC!

- CONTEXT!!! HOW will you make this engaging for your LEAST INTERESTED AUDIENCE?
- Unique/Different SETTINGS or LOCATIONS → visually interesting
- **Shadow or Ride-Along** interviews
- **Rounding OUT** your interviews with **INTERESTING/Charismatic people!** Friends, Relations, Those impacted?
- Editing *Style*—
  1. Story Threads & Parallel Stories which COLLIDE
  2. SHORT Segues between ACTS or CHAPTERS
  3. Aesthetically moving MONTAGE SEQUENCES
  4. COMPRESION of Time & Motion —Time Re-Mapping→ Time Lapse

# Great B-roll!

10 different sources

1. Before and After an interview
2. **Marketing materials** provided by them (?)
3. **Archive images?**
4. Community images—Facebook, Instagram, Web site?
5. Shadowing a person (ride along → the job)
6. Media representations (previous interviews?)
7. Camtasia
8. Audiences who are connected to the issue?  
Ethnographic observations.
9. **Impact?! CAN YOU ACTUALLY SEE IT?**
10. **Re-enactments**



# TOP GROSSING DOC FILMS 1995-2016

## Top-Grossing Documentary Movies 1995-2016, Adjusted for Ticket Price Inflation




2	<a href="#">Everest</a>	<a href="#">Mar 6, 1998</a>	<a href="#">MacGillivray Freeman Films</a>	<a href="#">PG-13</a>	\$87,178,599	\$153,683,452
3	<a href="#">Space Station</a>	<a href="#">Apr 19, 2002</a>	<a href="#">IMAX Films</a>	<a href="#">Not Rated</a>	\$93,215,424	\$122,637,760
4	<a href="#">March of the Penguins</a>	<a href="#">Jun 24, 2005</a>	<a href="#">Warner Independent</a>	<a href="#">G</a>	\$77,437,223	\$101,840,217
5	<a href="#">Dolphins</a>	<a href="#">Oct 20, 2000</a>	<a href="#">MacGillivray Freeman Films</a>	<a href="#">Not Rated</a>	\$54,000,000	\$84,456,393
6	<a href="#">Michael Jackson's This Is It</a>	<a href="#">Oct 28, 2009</a>	<a href="#">Sony Pictures</a>	<a href="#">PG</a>	\$72,091,016	\$81,030,298
7	<a href="#">Mysteries of Egypt</a>	<a href="#">Jul 16, 1998</a>	<a href="#">Sony Pictures</a>	<a href="#">Not Rated</a>	\$40,593,286	\$66,053,459
8	<a href="#">Deep Sea 3D</a>	<a href="#">Mar 3, 2006</a>	<a href="#">Warner Bros.</a>	<a href="#">G</a>	\$46,215,728	\$56,649,187
9	<a href="#">Hubble 3D</a>	<a href="#">Mar 19, 2010</a>	<a href="#">Warner Bros.</a>	<a href="#">G</a>	\$51,706,737	\$54,421,745
10	<a href="#">Magnificent Desolation</a>	<a href="#">Sep 23, 2005</a>	<a href="#">IMAX Films</a>	<a href="#">Not Rated</a>	\$34,126,126	\$41,888,080
11	<a href="#">Under the Sea 3D</a>	<a href="#">Feb 13, 2009</a>	<a href="#">Warner Bros.</a>	<a href="#">G</a>	\$35,089,878	\$38,412,964
12	<a href="#">Earth</a>	<a href="#">Apr 22, 2009</a>	<a href="#">Walt Disney</a>	<a href="#">G</a>	\$32,011,576	\$35,981,010
13	<a href="#">2016: Obama's America</a>	<a href="#">Jul 13, 2012</a>	<a href="#">Rocky Mountain Pictures</a>	<a href="#">PG</a>	\$33,349,941	\$35,319,095
14	<a href="#">Thrill Ride: The Science of Fun</a>	<a href="#">Jul 11, 1997</a>	<a href="#">Sony Pictures Classics</a>	<a href="#">G</a>	\$18,798,682	\$32,311,339
15	<a href="#">An Inconvenient Truth</a>	<a href="#">May 24, 2006</a>	<a href="#">Paramount Vantage</a>	<a href="#">PG</a>	\$24,146,161	\$31,076,655
16	<a href="#">Bowling for Columbine</a>	<a href="#">Oct 11, 2002</a>	<a href="#">MGM</a>	<a href="#">R</a>	\$21,576,018	\$31,012,107
17	<a href="#">Chimpanzee</a>	<a href="#">Apr 20, 2012</a>	<a href="#">Walt Disney</a>	<a href="#">G</a>	\$28,965,459	\$30,675,725
18	<a href="#">Sicko</a>	<a href="#">Jun 22, 2007</a>	<a href="#">Lionsgate</a>	<a href="#">PG-13</a>	\$24,538,513	\$30,066,809
19	<a href="#">NASCAR: The IMAX Experience</a>	<a href="#">Mar 12, 2004</a>	<a href="#">Warner Bros.</a>	<a href="#">PG</a>	\$21,550,235	\$29,169,815
20	<a href="#">Michael Jordan to the MAX</a>	<a href="#">May 5, 2000</a>	<a href="#">Giant Screen Films</a>	<a href="#">Not Rated</a>	\$18,642,318	\$28,836,358
21	<a href="#">Sea Monsters: A Prehistoric Adventure</a>	<a href="#">Oct 5, 2007</a>	<a href="#">National Geographic Entertainment</a>	<a href="#">Not Rated</a>	\$23,746,066	\$27,973,598
22	<a href="#">Galapagos</a>	<a href="#">Oct 29, 1999</a>	<a href="#">IMAX Films</a>	<a href="#">Not Rated</a>	\$18,563,468	\$27,097,341
23	<a href="#">Born to be Wild 3D</a>	<a href="#">Apr 8, 2011</a>	<a href="#">Warner Bros.</a>	<a href="#">G</a>	\$24,958,725	\$26,376,265
24	<a href="#">Bugs!</a>	<a href="#">Mar 14, 2003</a>	<a href="#">SK Films</a>	<a href="#">Not Rated</a>	\$19,084,280	\$25,746,687
25	<a href="#">Ghosts of the Abyss</a>	<a href="#">Apr 11, 2003</a>	<a href="#">Walt Disney</a>	<a href="#">G</a>	\$17,093,668	\$23,803,108

[Complete List](#)


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20M Plays




**Robins: 4 Eggs, 4 Weeks**  
9.7M Plays




**Webcam [Short Film]**  
5.7M Plays




**The City Limits**  
5.5M Plays




**Landscapes: Volume Two**  
4.3M Plays




**AFTERGLOW - Lightsuit Segment**  
3M Plays




**Birds on the Wires**  
2.6M Plays




**Alma**  
2.5M Plays



**Into The Mind - Official Teaser**  
2.4M Plays



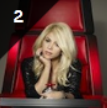





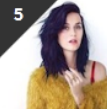







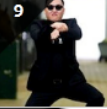

























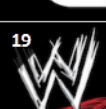





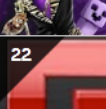
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**ALL I CAN**

# YouTube Channels

1		<b>PewDiePie</b> Views This Month: 351,077,945 <span>↑13%</span> Subs This Month: 809,355   Position Last Month: 1 All-Time Views: 5,037,684,174   All-Time Subs: 28,193,727   Slate Score: 681	
2		<b>shakiraVEVO</b> Views This Month: 287,929,529 <span>↑39%</span> Subs This Month: 535,906   Position Last Month: 3 All-Time Views: 3,405,791,492   All-Time Subs: 4,729,193   Slate Score: 634	
3		<b>DisneyCollectorBR</b> Views This Month: 225,035,226 <span>↑12%</span> Subs This Month: 168,617   Position Last Month: 4 All-Time Views: 2,343,004,604   All-Time Subs: 1,625,463   Slate Score: 614	
4		<b>PitbullVEVO</b> Views This Month: 203,615,779 <span>↑47%</span> Subs This Month: 359,136   Position Last Month: 10 All-Time Views: 2,803,980,473   All-Time Subs: 4,544,761   Slate Score: 655	
5		<b>KatyPerryVEVO</b> Views This Month: 195,019,843 <span>↓-8%</span> Subs This Month: 225,853   Position Last Month: 2 All-Time Views: 3,533,141,004   All-Time Subs: 12,843,873   Slate Score: 639	
6		<b>stampylonghead</b> Views This Month: 181,813,470 <span>↑10%</span> Subs This Month: 260,608   Position Last Month: 5 All-Time Views: 1,337,131,917   All-Time Subs: 3,043,531   Slate Score: 755	
7		<b>EnriqueIglesiasVEVO</b> Views This Month: 161,849,390 <span>↑33%</span> Subs This Month: 291,061   Position Last Month: 13 All-Time Views: 1,856,470,424   All-Time Subs: 2,769,260   Slate Score: 636	
8		<b>latenight</b> Views This Month: 158,465,283 <span>↑2%</span> Subs This Month: 292,652   Position Last Month: 6 All-Time Views: 1,148,730,301   All-Time Subs: 3,838,460   Slate Score: 795	
9		<b>officialpsyp</b> Views This Month: 154,364,260 <span>↑219%</span> Subs This Month: 249,184   Position Last Month: 99 All-Time Views: 3,859,090,436   All-Time Subs: 7,264,622   Slate Score: 607	
10		<b>SpinninRec</b> Views This Month: 147,485,084 <span>↑3%</span> Subs This Month: 264,380   Position Last Month: 8 All-Time Views: 2,888,074,261   All-Time Subs: 5,906,556   Slate Score: 831	
11		<b>WatchMojo</b> Views This Month: 139,468,664 <span>↑5%</span> Subs This Month: 322,108   Position Last Month: 12 All-Time Views: 1,381,310,663   All-Time Subs: 4,287,239   Slate Score: 815	
12		<b>TheDiamondMinecart</b> Views This Month: 135,539,138 <span>↑17%</span> Subs This Month: 275,539   Position Last Month: 14 All-Time Views: 815,141,149   All-Time Subs: 2,783,933   Slate Score: 716	

11		<b>WatchMojo</b> Views This Month: 139,468,664 <span>↑5%</span> Subs This Month: 322,108   Position Last Month: 12 All-Time Views: 1,381,310,663   All-Time Subs: 4,287,239   Slate Score: 815	
12		<b>TheDiamondMinecart</b> Views This Month: 135,539,138 <span>↑17%</span> Subs This Month: 275,539   Position Last Month: 14 All-Time Views: 815,141,149   All-Time Subs: 2,783,933   Slate Score: 716	
13		<b>SevenSuperGirls</b> Views This Month: 133,577,335 <span>↑96%</span> Subs This Month: 111,381   Position Last Month: 49 All-Time Views: 753,278,596   All-Time Subs: 1,030,409   Slate Score: 681	
14		<b>tseries</b> Views This Month: 132,489,825 <span>↑21%</span> Subs This Month: 166,108   Position Last Month: 18 All-Time Views: 2,086,010,692   All-Time Subs: 5,144,984   Slate Score: 766	
15		<b>gmmgrammyofficial</b> Views This Month: 121,107,939 <span>↓-11%</span> Subs This Month: 109,954   Position Last Month: 11 All-Time Views: 2,403,703,449   All-Time Subs: 5,543,620   Slate Score: 732	
16		<b>NikeFootball</b> Views This Month: 119,547,880 <span>↑114%</span> Subs This Month: 329,529   Position Last Month: 75 All-Time Views: 418,138,660   All-Time Subs: 1,658,367   Slate Score: 698	
17		<b>TheFineBros</b> Views This Month: 118,265,779 <span>↑22%</span> Subs This Month: 399,865   Position Last Month: 23 All-Time Views: 1,821,360,966   All-Time Subs: 8,926,417   Slate Score: 802	
18		<b>VanossGaming</b> Views This Month: 117,337,687 <span>↑21%</span> Subs This Month: 353,940   Position Last Month: 22 All-Time Views: 923,750,172   All-Time Subs: 7,637,191   Slate Score: 793	
19		<b>WWEFanNation</b> Views This Month: 116,560,275 <span>↑33%</span> Subs This Month: 121,362   Position Last Month: 25 All-Time Views: 1,521,339,412   All-Time Subs: 3,558,480   Slate Score: 843	
20		<b>JasonDerulo</b> Views This Month: 112,642,950 <span>↑110%</span> Subs This Month: 329,505   Position Last Month: 82 All-Time Views: 1,216,386,051   All-Time Subs: 2,191,457   Slate Score: 640	
21		<b>vegeta777</b> Views This Month: 104,976,984 <span>↓-8%</span> Subs This Month: 290,647   Position Last Month: 15 All-Time Views: 975,993,445   All-Time Subs: 5,972,441   Slate Score: 778	
22		<b>getmovies</b> Views This Month: 103,726,314 <span>↓-9%</span> Subs This Month: 53,795   Position Last Month: 16 All-Time Views: 2,189,866,143   All-Time Subs: 1,910,603   Slate Score: 594	