



Below the Line

# POST PRODUCTION

## Content Creation. Digital Technology. Worlds Collide.

Over the past three years **Below the Line** has emerged as the leading trade publication for the film, TV and commercial production community. It is the definitive vehicle for breaking news stories and riveting features that inspire the collaborative spirit of the industry.

A year ago, *Below the Line* expanded its post section into a publication-within-a-publication called *Below the Line* Postproduction, giving us more scope to cover important developments in the critical final stage of the production process. With the adoption of digital technology throughout the production and post chain there has never been a greater demand for information.

The industry is struggling to examine how the entire content creation paradigm is changing as new digital tools are deployed on set. *Below the Line* recognizes the need for communication and understanding among filmmakers, craftspeople, post facilities and vendors.

Independent reporting is the key and *Below the Line* Postproduction digs for the answers with an energy and focus that has simply been lacking in older industry publications.

A fundamental seachange is underway.



## Below the Line gets it. Reports it. Defines it.



**“Hey, first I want to say what a valuable publication *BTL* is here in New Zealand. I read my copy front to back and back to front, and then it gets to go the rounds of my crew, also much appreciated.”**

*Three-time Oscar winner, Alex Funke, ASC,  
from the set of King Kong, June 2005*

***Below the Line* is distributed at the following  
national and **international** stages & post facilities**

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