

Executive Producer

aka Executive in Charge of Production

The traditional role of the Executive Producer is to supervise the work of the Producer on behalf of the studio, the financiers or the distributors, and to ensure that the film is completed on time, and within budget, to agreed artistic and technical standards. The term often applies to a producer who has raised a significant proportion of a film's finance, or who has secured the underlying rights to the project. Typically, Executive Producers are not involved in the technical aspects of the filmmaking process, but have played a crucial financial or creative role in ensuring that the project goes into production.

Responsibilities

As there may be several Executive Producers on a film, it is difficult to define their exact responsibilities. However, they usually fall into one or more of the following categories:

- Development - the Executive Producer secures the rights to a story and develops the screenplay, but then hands over to the lead Producer, and has no direct involvement in the physical production of the film.
- Packaging - the Executive Producer authorises and supervises the packaging of the film.
- Financing - the Executive Producer raises a significant proportion of funding for the film, assists with presales, or helps to secure distribution agreements. On smaller independent films, a well-known Producer, Director or star may also be accorded this title because their association with the project helps to facilitate contacts with financiers and Distributors.
- Production - the Executive Producer acts as a mentor to the Producer and supervises production for the financiers. This type of Executive Producer is almost always involved in short film production schemes, where they typically co-ordinate the film's production from initial financing through to final distribution.

Skills

Executive Producers must be consummate negotiators. They need a keen business sense, and an intimate knowledge of all aspects of film production, financing and distribution. They are usually very well connected both within the industry and with investors and investment groups. They should have a strong sense of the market for films, and of the developing trends in production and audience tastes. When packaging a project, they must have a keen understanding of which packages will earn more than they cost.

Qualifications/Experience

Executive Producers may be well established Producers, who are able to strengthen a production package and attract money to the project. Alternatively, they may have a more specialised background, as a Distributor, Sales Agent or financier, and possess specific skills or contacts that make them critical to the success of the film.

Executive Producer (EP) ist ein Begriff, der in letzter Zeit in der TV- und Filmindustrie verwendet wird ohne eine klare Definition aufzuweisen. In den USA bezeichnet dieses Wort einen Produktionsleiter, der aufgrund vertraglicher Besonderheiten neben der Verantwortung für Kalkulation, Planung, Durchführung und Kostenkontrolle auch ein Mitspracherecht bei programminhaltlichen Fragen erhält. Dies zumeist durch eine Kostenbeteiligung am Projekt. Unter allen Umständen ist der EP dem (geldgebenden) Produzenten bzw. dem Herstellungsleiter (Line Producer) weisungsmäßig unterstellt. In Deutschland ist eine solche Konstellation unüblich, die Bezeichnung wird in der Regel allein aus Prestige Gründen verwendet.