

So Many Films, So Little Time **(My Adventures at TIFF)**

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So Many Films, So Little Time

- **The Toronto International Film Festival (“TIFF”)**
 - **Annual event, 11 days in September**
 - **In 2012, there were over 300 films, with multiple screenings of each**
- Too many choices!**

Wide ranging choices

GALA PRESENTATIONS GALA Movie stars. Red carpet premieres. Major audience interest.	MASTERS MAST The latest from the world's most influential arthouse filmmakers.	SPECIAL PRESENTATIONS SP High-profile premieres and the world's leading filmmakers.	MAVERICKS MAV Engaging on-stage conversations with leaders in the film industry and beyond.
DISCOVERY DISC Directors to watch. The future of world cinema.	TIFF DOCS DOC Candid and unscripted: the best non-fiction cinema from around the world.	CONTEMPORARY WORLD CINEMA CWC Compelling stories, global perspectives.	CONTEMPORARY WORLD SPEAKERS CWS Watch, experience, and participate in post-screening discussions with film directors and subject experts. Presented in cooperation with the University of Toronto's Munk School of Global Affairs
WAVELENGTHS WL Daring, visionary and autonomous voices. Films that expand our notions of cinema.	TIFF KIDS KID Family films from around the world: entertaining and illuminating.	CITY TO CITY CTC Bringing international cities to Toronto audiences. A snapshot of where's hot right now. This year's city is Athens.	SHORT CUTS CANADA SCC The best short films from emerging and established Canadian filmmakers.
TIFF CINEMATHEQUE CTQ Curated gems from the history of Canadian and international cinema.	FUTURE PROJECTIONS FP Taking the moving image from the cinema to the gallery — and beyond.	VANGUARD VAN Provocative, sexy... possibly dangerous. This is what's next.	MIDNIGHT MADNESS MM The wild side: midnight screenings of the best in action, horror, shock and fantasy cinema.

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A sample day of offerings

54	TIFF.NET/FESTIVAL	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM	12:00 AM	
	Roy Thomson Hall						1:30 PM - 3:49 PM THERMÆ ROMÆ H. Takeuchi, JPN GALA PG pg. 59	PREMIUM			6:30 PM - 9:00 PM SILVER LININGS PLAYBOOK D. O. Russell, USA GALA 14A pg. 61	PREMIUM		9:30 PM - 12:08 PM THE RELUCTANT FUNDAMENTALIST M. Nair, IND/PAK/USA GALA PG pg. 63	PREMIUM			
	Princess of Wales						2:30 PM - 4:31 PM HOTEL TRANSYLVANIA G. Tartakovsky, USA KID PG pg. 355				6:00 PM - 9:14 PM CLOUD ATLAS A. Wachowski, L. Wachowski, T. Tykwer, GER SP 14A pg. 113	PREMIUM		9:45 PM - 12:04 AM END OF WATCH D. Ayer, USA SP 14A pg. 149	PREMIUM			
	VISA Screening Room (Elgin Theatre)			11:00 AM - 1:22 PM ARGO B. Affleck, USA GALA 14A pg. 55			2:30 PM - 4:47 PM MUCH ADO ABOUT NOTHING J. Whedon, USA SP PG pg. 135	PREMIUM			6:00 PM - 8:37 PM AMOUR M. Haneke, AUT/FRA/GER MAST, 14A pg. 97			9:00 PM - 11:30 PM SOMETHING IN THE AIR O. Assayas, FRA MAST 14A pg. 102				
	Winter Garden Theatre				12:00 PM - 1:56 PM FRANCES HA N. Baumbach, USA SP 14A pg. 169				4:30 PM - 6:58 PM EVERYBODY HAS A PLAN A. Piterberg, ARG/ESP/GER SP 14A pg. 134				8:00 PM - 10:30 PM THE LAST SUPPER Lu C., CHN SP PG pg. 171					
SATURDAY SEPT. 8	Ryerson Theatre			11:00 AM - 1:50 PM THE PLACE BEYOND THE PINES D. Cianfrance, USA SP 14A pg. 114			2:30 PM - 5:36 PM WEST OF MEMPHIS A. Berg, USA MAV PG pg. 199	PREMIUM			6:15 PM - 8:28 PM THE PERKS OF BEING A WALLFLOWER S. Chbosky, USA SP 14A pg. 139			9:00 PM - 11:20 PM THANKS FOR SHARING S. Blumberg, USA SP 18A pg. 170	PREMIUM		11:59 PM - 1:55 AM NO ONE LIVES R. Kitamura, USA MM 18A pg. 439	
	Bloor Hot Docs Cinema	9:00 AM - 11:05 AM REINCARNATED A. Carper, USA DOC 14A pg. 267			12:00 PM - 1:47 PM 979* D. Gordon, UK DOC G pg. 249			3:00 PM - 5:10 PM IMOGENE R. Palom, S. Springer Berman, USA SP 14A pg. 146			6:00 PM - 8:10 PM PAINLESS J. Carlos Medina, ESP/FRA/POR VAN 14A pg. 427			9:00 PM - 11:38 PM LONDON - THE MODERN BABYLON DOC PG pg. 243				
	Isabel Bader Theatre	9:15 AM - 11:45 AM PARADISE: LOVE U. Seidl, AUT/GER/FRA CWC 18A pg. 284			12:15 PM - 2:55 PM ANNA KARENINA J. Wright, UK SP 14A pg. 130			3:30 PM - 5:40 PM THE BRASS TEAPOT R. Moseley, USA DISC PG pg. 229			6:30 PM - 8:50 PM NIGHT ACROSS THE STREET R. Ruiz, FRA/CHI MAST 14A pg. 109			9:45 PM - 11:37 PM MUMBAI'S KING M. Singh, IND CFC PG pg. 381				
	Jackman Hall (AGO)					1:00 PM - 3:20 PM TABU M. Gomes, POR/GER/BRA/FRA WL 14A pg. 345			4:00 PM - 5:51 PM DIFFERENTLY, MOLUSSIA N. Rey, FRA WL 14A pg. 350			7:00 PM - 9:03 PM THE GIRL FROM THE SOUTH J. Garcia, ARG DOC PG pg. 262			10:00 PM - 11:08 PM WAVELENGTHS 2: DOCUMENTA WL PG pg. 342			
	TIFF Bell Lightbox 1				12:45 PM - 2:48 PM WHAT MAISIE KNEW D. Siegel, S. McGehee, USA GALA 14A pg. 57			3:15 PM - 6:15 PM THE MASTER P. Anderson, USA SP 14A pg. 121			6:45 PM - 9:01 PM EVERYDAY M. Winterbottom, UK MAST 18A pg. 108			9:45 PM - 11:37 PM A LIAR'S AUTOBIOGRAPHY: THE UNTRUE STORY OF MONTY PYTHON'S GRAHAM CHAPMAN B. Jones, E. Lambert, J. Simpson, UK SP PG pg. 159				
TIFF Bell Lightbox 2				11:45 AM - 2:03 PM STORIES WE TELL S. Polley, CAN SP 14A pg. 175			3:00 PM - 5:00 PM SATELLITE BOY C. McKenzie, AUS DISC PG pg. 227			6:00 PM - 8:30 PM INCHALLAH A. Barbeau-Lavalette, CAN SP 18A pg. 178			9:00 PM - 11:12 PM THE ATTACK Z. Doueiri, LIB/FRA/QAT/EGY/BEL SP 14A pg. 161					
TIFF Bell Lightbox 3				12:45 PM - 2:45 PM TGOR & THE CRANES' JOURNEY E. Ruman, ISR/POL/GER KID PG pg. 368			3:15 PM - 5:29 PM BLANCANIEVES P. Berger, ESP/FRA DISC PG pg. 210			6:30 PM - 8:40 PM THE LEBANESE ROCKET SOCIETY J. Hadithones, K. Joreige FR/LB/LUA/EG/QT WL PG pg. 357			9:30 PM - 11:40 PM WATCHTOWER P. Esmer, TUR/GER/FRA CWC 14A pg. 279					
TIFF Bell Lightbox 4				1:15 PM - 3:01 PM SHORT CUTS CANADA: PROGRAMME #1 SCC 14A pg. 369			3:45 PM - 5:35 PM BITTER ASH L. Kent, CAN CFC PG pg. 405	FREE		6:15 PM - 8:11 PM SHORT CUTS CANADA: PROGRAMME #2 SCC 14A pg. 391			9:15 PM - 11:15 PM THE CREMATOR Peng T., CHN CWC 14A pg. 321					

CWS extended O&A which may run up to 40 minutes past the end-time of the film | **FREE** first-come, first-served ticketed free screening | **PREMIUM** red carpet premiere

Where do we begin?

**There are ticket packages available:
more tickets → lower cost per ticket**

- **How many films per day can you see?**
- **How many films per day can you *enjoy*?**

**We made some basic assumptions in order to
make the festival enjoyable AND keep things
simple**

The Festival's (2012) ticket acquisition process:

- **Determine total number of tickets required; purchase (online) a block of vouchers for tickets**
- **Wait (weeks)**
- **Receive notification of earliest randomly-assigned time for the magic HOUR to convert vouchers into tickets for specific screenings**
- **Wait again (days)**
- **Log in to TIFF system to convert vouchers into ticket orders for specific screenings; need alternate scenarios in case some of our preferences are Off Sale**
- **Wait some more until ticket pick-up begins**
- **Stand in line-up; wait while tickets are printed**

Some Decision Rules for our group:

- **See 10 films in 11 days**
- **Everyone in the group would see the same films at the same time**
- **We wouldn't see more than two films per day and we'd take some days off**
- **We'd break the day into rough sessions (morning, afternoon, evening) and not plan for more than one film in each**

Some Sample Data

std_date	std_time	film_name
2012-09-08	8:30	The Place Beyond the Pines (14A)
2012-09-08	8:45	Roman Polanski: Odd Man Out (PG)
2012-09-08	8:45	What Maisie Knew (14A)
2012-09-08	9:00	In the Name of Love (14A)
2012-09-08	9:00	My Awkward Sexual Adventure (18A)
2012-09-08	9:00	Out in the Dark (14A)
2012-09-08	9:00	Perret in France and Algeria (PG)
2012-09-08	9:00	Reincarnated (14A)
2012-09-08	9:00	The Master (14A)
2012-09-08	9:15	Ginger and Rosa (14A)
2012-09-08	9:15	Love is All You Need (14A)
2012-09-08	9:15	Paradise: Love (18A)
2012-09-08	9:15	Quartet (PG)
2012-09-08	9:15	The Deep (14A)
2012-09-08	9:15	Zabana! (PG)
2012-09-08	9:30	Far Out Isn't Far Enough: The Tomi Ungerer Story (14A)
2012-09-08	9:30	Janeane from Des Moines (PG)
2012-09-08	9:30	Me and You (14A)
2012-09-08	9:30	Mea Maxima Culpa: Silence in the House of God (14A)
2012-09-08	9:30	Shanghai (14A)

Why use SAS?

- **Excel spreadsheet of all screenings (from data on website)**
- **Data needed to be scrubbed**
- **Survey of who wanted to see which films**
- **Assemble the results; weight the responses and rank priorities**
- **Develop possible scenarios based on priorities**
- **Have the ability to adjust (data) and rerun *quickly***

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SCHEDULE	Morning	Afternoon	Evening
September 6			
September 7			
September 8			
September 9			
September 10			
September 11			
September 12			
September 13			
September 14			
September 15			
September 16			

The imperative slide of SAS code

```
data SCHEDULE(keep=schedule:);
  array schedule[11,3] $80;
  retain;
  set POSSIBILITIES end=last;
  do i = 1 to 11;
    do j = 1 to 3;
      ** Determine whether a different screening of this **;
      ** film has already been scheduled.  If it has, then **;
      ** ignore this occurrence. **;
      if film = schedule[i, j] then do;
        return;
      end;
    end;
  end;
  if schedule[FESTIVAL_DAY, SESSION] = " " and
  ticket_count < 10 then do;
    ** select this screening **;
    schedule[FESTIVAL_DAY, SESSION] = film;
    ticket_count +1;
  end;
  if last;
  output;
run;
```

Lessons Learned

To get the most out of the TIFF experience:

- **Be flexible**
- **Be prepared**
 - **With some decision support for ordering**
 - **For comfort during TIFF**
 - **For serendipitous opportunities**

→ *Very simple SAS code provided a huge advantage in selecting screenings*

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For more details, check out the related conference paper:

<http://support.sas.com/resources/papers/proceedings13/247-2013.pdf>

... and now, for your own adventures:

tiff.net