



The Guild of Location Managers

P O Box 58010 • London • W10 6UZ

www.golm.org.uk • info@golm.org.uk

IMDb and the Internet Revolution

Useful tool or another area of the web that needs control ?

IMDb has managed over the years to establish itself as the prime source of information for film and television production to the media industry. While this is a commendable position to be in it comes with very real responsibility. It is the now nearly always the first place that people in the industry go to check up on possible crew for their productions. Given this it is extremely important that the information is correct and up-to-date. As well as this there is a further issue which in particular affects Location Managers.

The single heading Location Manager covering everything from Second Unit Location Manager, Location Assistant, Unit Managers etc. is simply insufficient and can even be misleading. There are examples where people list themselves as a Location Manager on a production when they have in fact worked as a Location Assistant or only contributed to a very small part of it and sometimes not even as a Location Manager. Other instances have Second Unit Location Managers listing themselves as a Location Manger implying that they were the main Location Manager on the film when they simply were not. This does matter. The result is that a producer checking the crew listings has no actual idea of who did what and that can affect people's chances of employment!

IMDb has informed me in the past that its 'listings do not necessarily reflect film credits'. This has nothing in fact to do with the issue at hand. It is a requisite that the site gives more options to crew to provide accurate information on the actual contribution that they have made to a production which in turn will strengthen its reputation as a reliable source of information. I am not accusing those using the heading Location Manager of deliberately misleading people, indeed as I say they are given little alternative, but clearly there is scope for abuse.

I hope that given IMDb's commanding position, in what is becoming a truly 'international marketplace', it will endeavour to address the unfairness of misleading crew headings and better police the credits people supply.

If you have experienced similar issues (under any crew heading), do let the Guild know and better still write to IMDB expressing your concern through their Help Desk or Message Boards (you need to register to do so). Registration is free. IMDb is an Amazon.Com Company.

Manus Home
The Guild of Location Managers
2007