

How to design funding programs today?

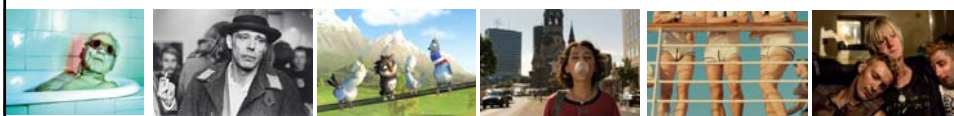
- The FFA's new approach to film funding -

Oslo, 28 September 2017

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Agenda

1. Analysis of causes
2. The new guiding principles
3. Modules



Rising number of released feature films

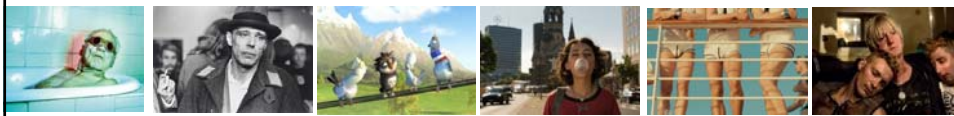
- First Release of German Films (in Germany):

2016	2015	2014	2013	2012	...	2007	2006
244	226	229	223	220	...	174	174

- First Release total (in Germany):

2016	2015	2014	2013	2012	...	2007	2006
610	596	570	563	551	...	484	487

- Also: Lower quality of movies



Declining admissions

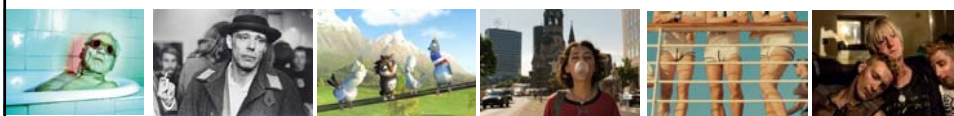
- Admissions (in mio.):

2016	2015	2014	2013	2012	...	2007	2006
121.1	139.2	121.7	129.7	135.1	...	125.4	136.7

Stable/declining market share

- German market share (in %):

2016	2015	2014	2013	2012	...	2007	2006
22.7	27.5	26.7	26.2	18.1	...	18,9	25,8



First conclusion:

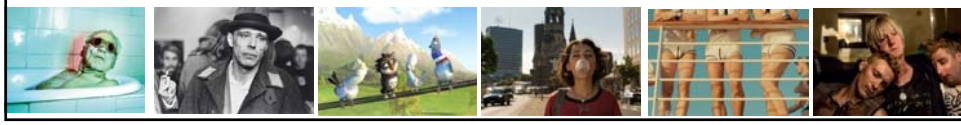
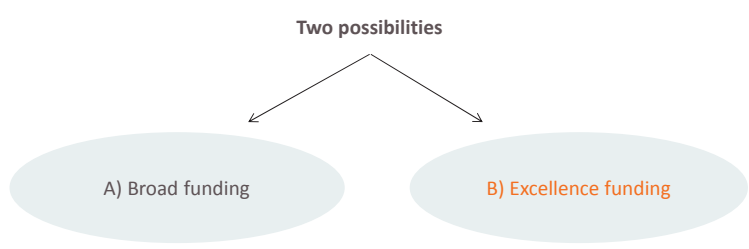
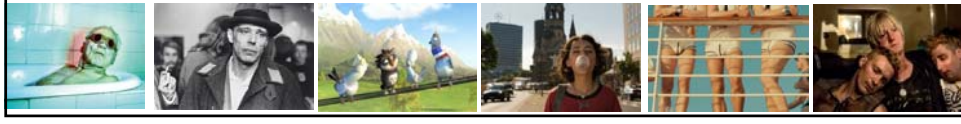
- More movies...
- ... but not more admissions

New federal funding landscape in Germany


- Need to distinction on a federal level

New German film funding law (01.01.2017)


- Smaller selection committee
- Rotation of committee members
- Minimum funding quota




Agenda



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The new guiding principles




Aims of the new principles

- **Quality increase** of German feature films
- Clearly positioned and predictable **funding profile**
- Secondary:
 - relief of the funding budget and of the committee workload

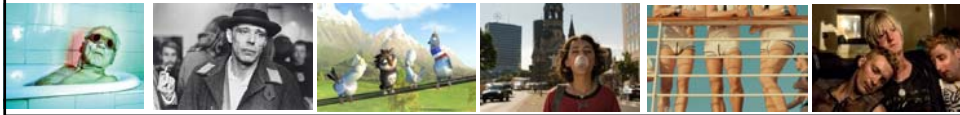
Character of the subsidized films

- **Higher-budgeted** and **qualitatively demanding top films**, which meet the expectations of the audience and can be economically successful



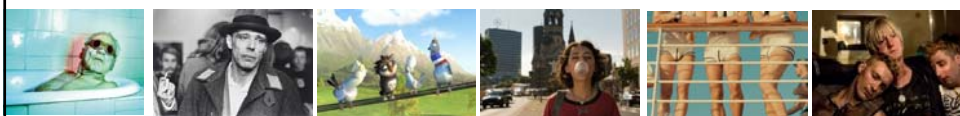
1.

The FFA should support cinema films which have a **high qualitative standard**.



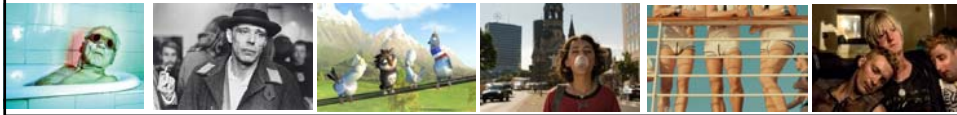
2.

The quality standard of FFA-supported projects should **stand out of the crowd of the submitted projects** and lead to a **successful theatrical release and exploitation** in German cinema.



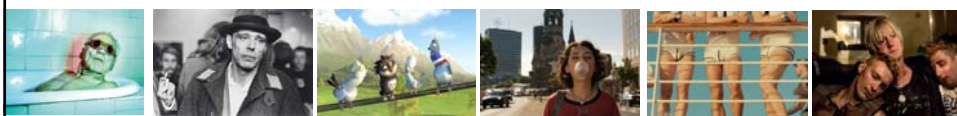
3.

In its funding decisions, the FFA should focus on a creative, artistic, aesthetic and dramatic **distinction from other media forms.**



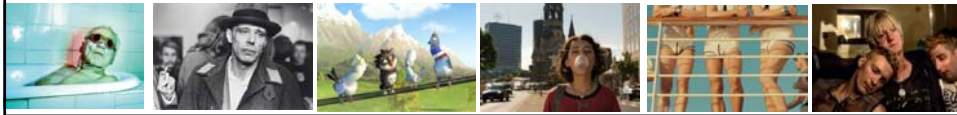
4.

The FFA should support **fictional long film projects** only with a total **budget of at least 2.5 million Euros** and a **medium-sized audience potential** (250,000 admissions).



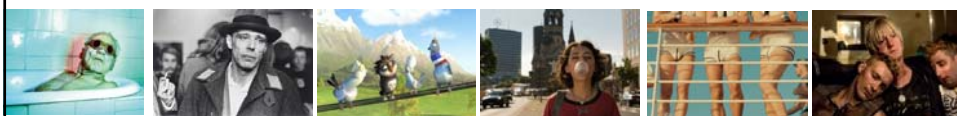
5.

The FFA should support **documentary films** only with a total **budget of at least 500.000 Euros** and a **medium-sized audience potential** (50,000 admissions).



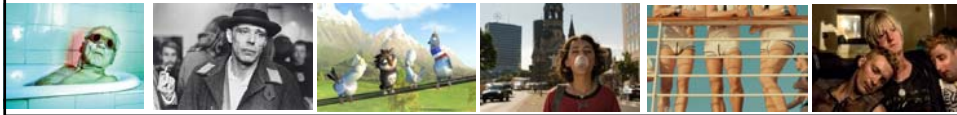
6.

The FFA should also support films, which have the chance to be represented at **internationally significant festivals** and at the same time have an **economic minimum relevance**. They should **serve the reputation of the German film in Germany and abroad** and have a potential of at least 150,000 admissions.



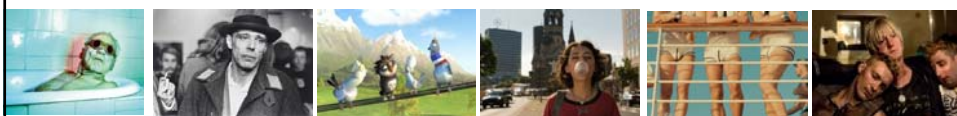
7.


The FFA should support films of the
"talented offspring".




8.


In its funding decisions, the FFA should **mirror**
the variety and diversity of German
filmmaking.



■ ■ ■ Agenda **FFA** 

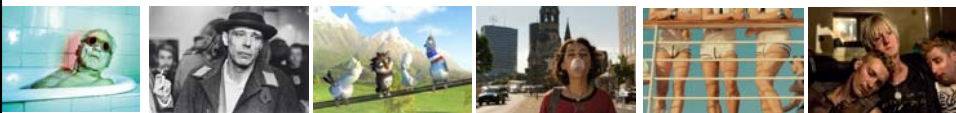
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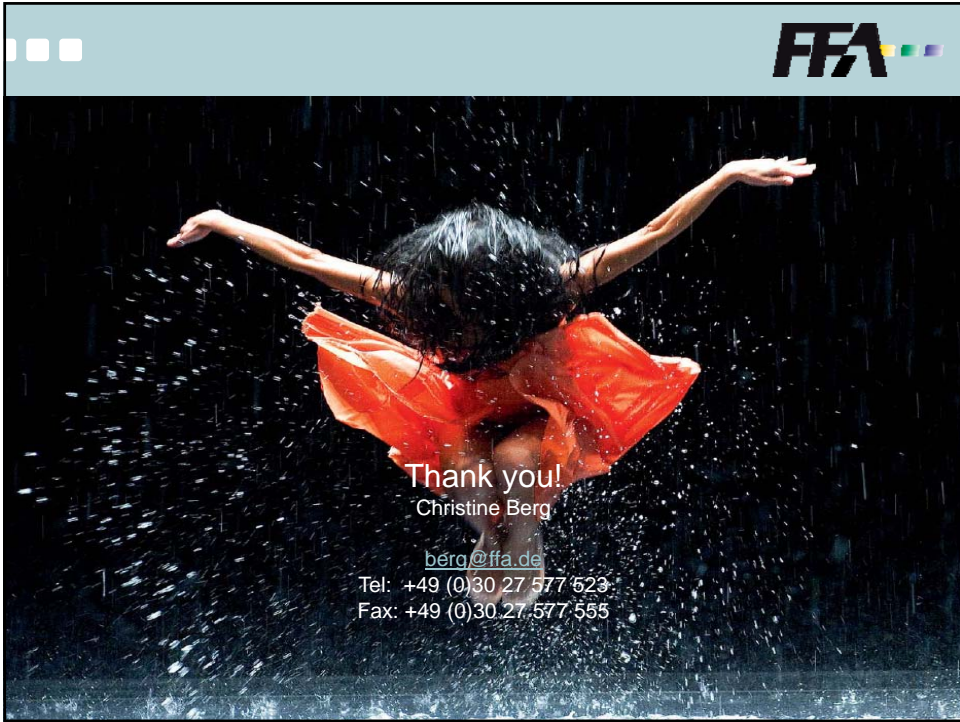


■ ■ ■ Modules **FFA** 

A) Revision of the Offspring Funding

B) Revision of Cinema Funding





Thank you!

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