

MODULE 2 – DISTRIBUTION–WHO AND WHAT TO SUPPORT



Nordisk Film & TV Fund – General Overview

www.nordiskfilmantvfund.com

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Why and how?

- Nordisk Film and TV Fund (NFTVF) was **set up in 1990**. The Nordic Council of Ministers, established after the WWII with the mission to unite the Nordic countries that had been on warring sides, recognized culture as a unique amalgamator of Nordic values, and made political decision to start a public film and TV fund.
- Extensive talks with public service channels and film institutes had preceded the establishment of the fund during the 1980s. The negotiations resulted in the first **5-year co-operative agreement** whereby all Nordic film institutes, public service channels and cultural ministries contribute to the fund's budget.
- **Private TV stations** started partnering up as well at certain point. However, commercial stations come and go, while public service channels stay permanently with the fund.
- The fund is usually the **top financier**.
- **Only Nordic companies** can apply to the fund

Aims

- The major aim is to support **film and TV content** of high quality and big distribution and **audience potential** primarily within the Nordic region and secondarily internationally. In line with that, the fund supports films and TV series that have at least two partners, either TV stations or distribution companies from different Nordic countries, attached.
- Special priority is given to content for **youngsters and children**.

Budget

- The new 5 year co-operative agreement (2015-2019) has been passed securing the budget for the next cycle of the fund.
- Financial contributions to the fund are made according to the GNP key. The budget is approximately 10.3 million euro every year. Currently, there are 17 partners and financial contributors to the budget:
 - The Nordic Council of Ministers (1/3 of the budget)
 - Five Nordic film Institutes: DFI, SFI, NFI, IFC, SES (1/3 of the budget)
 - 11 Nordic public and private TV stations: DR, TV2 Denmark, YLE, RUV, 365 Media, NRK, TV2 Norge, SBS Discovery AS, SVT, TV4, SBS Discovery TV AB (1/3) of the budget.
- There are the following support categories:
 - Feature Films, Documentaries, TV-Dramas, Cultural Initiatives, Distribution.

- In 2013, support for fiction content was 82%, documentary content 11%, distribution/dubbing 3%, film cultural initiatives (industry events) 4%.
- In 2014, significant changes have been made to the distribution support scheme

Standard distribution schemes

Distribution support for single projects:

- Distribution support goes to the projects that are going to be released in Nordic countries outside the national country. For example, a Swedish film released in Finland, Norway, Denmark or Iceland.
- This scheme covers **traditional distribution costs**: P&A and marketing support.
- Supported films need to be well received by national audience and have satisfactory audience potential in other Nordic countries.
- Commercial films that get automatic support from their national funds, like the Swedish film “Hundaaringen”(2013) by Felix Herngren (over 2 million admission in 5 Nordic countries), finance the cost on their own so they never apply to distribution scheme despite the fact that they are entitled and that most of them got production support form the NFTVF.
- In 2013, the budget was 430,000 euro for single projects.
- The support is **non-recoupable**.

Distribution support for slate projects:

- Slate project scheme appeared in 2011 after the fund did not use the entire distribution budget due to the lack of applications and in response to the fact that there was hardly any distribution support for Nordic arthouse films.
- The beneficiaries are **5 medium-sized distributors**, one in each Nordic country, with whom we set the deal that they would come out with **3 Nordic titles** every year and show commitment to bring Nordic arthouse films outside their national territory.
- Every selected distributor gets approximately 50, 000 euro per year and it is **non-recoupable**.
- In 2014, the budget allocated to slate projects amounts to 350, 000 euro.