

11th Edition of MEDICI – 28–30 September 2022

PROGRAMME

GENERAL REMARKS

The programme starts at 6pm on September 29 and ends at 6pm on September 30. All presentations, conversations and keynotes are followed by Q&A sessions. The final schedule will be sent to the participants in September. The final programme will include various timeslots for thematic exchanges in smaller groups.

BLOCK ONE

Film funds as proactive enablers – elements of change

PART 1

Turning new ecosystems' realities and needs into a competitive advantage

Keynote by Juliane Schulze, Strategic Creative Economy Expert in business, finance investment and sustainability

Outline: In an ideal world, independent European films will not only become greener but more sustainable. Virtual production leads to more independence from shooting locations. The territorial allocation of funds will change. The filmmakers of the future will develop authentic content that is relevant to our societies. They will be inclusive, will employ interdisciplinary teams and train young talent. With the help of AI-based technologies, they will get to know their audience better at the beginning of a project. Their niche community is global by design: spectators who are reached via streaming services and who enjoy the event character of a film in the cinema. Their goal: outstanding, creative European content with universal appeal. This is attractive for streaming platforms, public funds, and private investors. Which role do public funds want to play in this scenario? How can they best contribute and collaborate with industry players who have their own, often rather different objectives?

PART 2

Streamers expanding in Europe – a new role for public film funders?

Presentation by Johanna Koljonen, Media Industry Analyst, Participation Design Agency

Outline: Global streamers such as Amazon and Netflix are investing large sums in Europe through acquisition, production, and rights ownership. They offer filmmakers new opportunities, but possibly at a long-term cost to the production ecosystem. How are the streaming providers' attitudes towards local production, rights acquisition and theatrical release evolving? How should public film funding bodies respond?

PART 3

Exploring cooperation with multinational streamers

Presentation by Katrine Schluter Schierbeck, Entertainment & intellectual property lawyer

Outline: An increasing number of European countries require streamers to invest part of their revenue in national film and television productions. This cooperation is subject to various legal regulations and has different objectives depending on the country involved. In general, film and television financing is changing due to the streamers and their demand for commissioned content and the acquisition of rights. How does this affect the (legal) framework for the respective productions? What can we learn from each other? In this module, the legal perspective of working with streamers will be presented. We will then discuss and explore the opportunities and challenges of this new collaboration.

BLOCK TWO

The ethos of talent development

PART 1

Redefined responsibilities: finance talent or innovation?

Keynote by Orwa Nyrabia Artistic Director, International Documentary Film Festival Amsterdam

Outline: The past and the future of film funding, and indeed of the entire film industry, seems to be at odds today. New talent may well be the key to balance. But in which direction should the new talents go? How should they be supported?

PART 2

Revamping producing strategies and looking into new collaborations

Presentation and a case study by Erik Glijnis, producer & partner at Lemming Film (NL, BE, DE)

Outline: This presentation gives insights into the daily work of Lemming Film – one of the successful European production companies that are constantly reinventing their role in the changing audiovisual sector. It will show how talent and story development are approached and nurtured. The positions of the streamer and the public film fund in film and television financing are questioned and discussed.

This talk will include reflections on the future role of an independent producer. Moreover, it will explore the partnership model of "The Creatives" – an alliance of ten independent production companies in which they will forge co-productions and strategic partnerships, sharing information and combining networks. The companies are: Haut Et Court (France), Good Chaos (UK), Lemming Film (Netherlands), Versus Production (Belgium), Maipo Film (Norway), Razor Film (Germany), Spiro (Israel), Unité (France), Masha (US) and Komplizen Film (Germany).

PART 3

The Writers Lab Europe – towards unseen perspectives

Presentation by Julia Berg, founder, development producer at Untamed Stories & Elizabeth Kaiden, co-founder of The Writers Lab (US, UK, Ireland, Europe)

Outline: The Writers Lab Europe is the only programme aimed at female and non-binary screenwriters over 40. Launched in 2021, the Writers Lab Europe supported 16 women from 13 countries – highly skilled women from diverse backgrounds, ethnicities and perspectives, who represent our world and offer powerful stories and perspectives in a new light. TWL Europe has attracted the interest and support of both public and private financiers and has developed a unique multinational, hybrid approach to funding and development support from a carefully selected range of sources.

PART 4

Discovering and nurturing talent – future core task of public film funders?

Keynote by Claus Ladegaard, CEO of Danish Film Institute and Mette Damgaard-Sørensen, Head of New Danish Screen

Outline: This module explores complex questions around the reshaped key role of public film financiers in discovering and supporting young talent. Who is supporting talent in the new funding ecosystem and how is this done efficiently?

The strategic importance and issues surrounding talent development will be discussed through the methods and experiences from the Danish talent developing scheme "New Danish Screen".

SPOTLIGHTS

New approaches & new players in public film financing

SPOTLIGHT 1

Change and continuity at Eurimages: first reflections on the reform

Conversational exchange with Susan Newman Baudais, Eurimages

Outline: January 2022 marks the beginning of a new era at Eurimages. For the first time since its inception in 1988, the Fund has started to use external experts to select the co-production projects to be funded. This Spotlight session will first look at the considerations that led to this change and then consider the implications for the Fund and its administration. There will also be a first look at the impact of this new system so far, as well as an outlook on further innovations.

SPOTLIGHT 2

New leadership at the BFI Film Fund (United Kingdom)

Keynote by Mia Bays, Director of the BFI Film Fund

Outline: This intervention will offer insights into the recovery period of public film funding – pathways of collaboration, new connections, and improved advocacy. It will highlight the importance of talent development in the age of streamers, directly addressing two key topics that will be explored in depth in the 2022 edition of MEDICI. Focusing on the quality of difference, the speaker will reflect on diversity and inclusion in the creative sector and how BFI is responding to and developing it.

SPOTLIGHT 3

New international player – Azerbaijan Launches ARKA

Presentation by Rufat Hasanov, Head of the Audiovisual and Interactive Media Department at the Ministry for Culture of the Republic of Azerbaijan.

Outline: This session will highlight recent developments in the public film domain in Azerbaijan. In April 2022, ARKA (Cinema Agency of the Republic of Azerbaijan) was established. This is a brand new public legal entity with the mission to finance and promote Azerbaijani talent, support production and develop a wider audiovisual offer from Azerbaijan. How is this organisation structured? What is its main task and what kind of international cooperation is envisaged? This module will explain all these questions and provide more about the future of this ambitious project.