

## MEDICI – THE FILM FUNDING JOURNEY – 12TH EDITION

Date 27-30 September 2023  
Place Madrid (Alcalà de Henares), Spain  
Hotel Paradores de Alcalà de Henares

### GENERAL REMARKS

The programme starts at 6 pm on September 27 and ends at 6 pm on September 29. Q&A sessions follow all presentations, conversations, and keynotes. The final schedule will be sent to the participants in September.

### BLOCK ONE

Audience Development: The Role of public film funds in supporting better outreach

#### **Putting the audience on top of the agenda**

Keynote speech by Sanne Juncker Pedersen, Strategic Leader at Danish Film, followed by a Q&A moderated by Petri Kempainen.

Outline: The initiative 'Closer to the Audience' from the Danish Film Institute targets audience research. It starts during development, long before an actual film exists. It helps to understand and build audiences early and allows creators to get closer to audiences.

Format: Keynote speech, followed by Q&A

#### **Building audience awareness through AI-enhanced anthropology**

Presentation by Rikke Flodin, Partner at Will & Agency, followed by a Q&A moderated by Petri Kempainen

Outline: The presentation provides insights into the work of PUBLIKUM, a Danish-based company specialising in audience development, focusing on the European audio-visual sector. Using a unique combination: of artistic, anthropological, and artificial intelligence, PUBLIKUM helps filmmakers get closer to their audience, from an early stage of script development to the launch of the film. The presentation demonstrates the audience development approaches, tools, methods, and key learnings. It explains the collaborations between national film funds and production companies who have applied audience insight in developing their work.

#### **MEDICI Mapping: Audience Development**

Group work moderated by Neil Peplow

Outline: Participants will be divided into several working groups to identify the key results necessary to increase audience engagement and brainstorm practical ways to measure the effectiveness of these initiatives. The group will create a "logic model" that outlines the cause-and-effect relationships between the discussed initiatives and the desired outcomes.

## BLOCK TWO

Collaboration of film funding bodies with streamers

### **How can streamers and public film funding agencies co-exist?**

Keynote by Tomas Eskilsson, Head of Strategy, Film i Väst, in conversation with Petri Kempinen

Outline: What is the relationship between public film funds and streaming giants? How can they cooperate, and on what terms? What are public film agencies' pros and cons, and is there a Grey Zone? Can we agree on sustainable definitions in the transformed ecosystem? Do we need principles regarding this? What does it mean that independent producers are the 'sole beneficiaries', taking creative and artistic control? Do we need regulations for the relationship with streaming giants? Can collaboration principles be harmonised?

### **MEDICI Mapping: Forming the relationship with streamers**

Group work, moderated by Neil Peplow

## BLOCK THREE

Change management in the audiovisual sector

### **Impactful leaders choose their lenses wisely - Leading change in volatile times.**

Keynote and interactive exercise by Masha Ibeschitz, Founder & Chairperson of Think Beyond Group

Outline: As a manager in the film funding industry, your working environment is highly volatile: Relationships and collaboration with media platforms, creatives, stakeholders, and audiences are constantly changing. And whilst everyone in your sector is looking in your direction to make it all work, the critical question is: How can you make yourself more future proof? What can you do to ride the wave of change in your institutions instead of being washed away?

### **Demonstrating the public benefits of the film production sector**

Keynote by Jonathan Olsberg, CEO of Olsberg SPI

Outline: In an environment of tight government resources, it is a constant challenge for film agencies to produce convincing evidence of the positive economic and cultural impacts that a healthy film production sector can (and does) deliver in return for funding from the public purse. The session identifies and discusses the many benefits and describes how to collect, analyse, and present them to a government, especially departments with a more sceptical view. The session shows arguments that 'subsidy' is an 'investment' that delivers returns.

### **If it isn't broken, don't fix it!**

Keynote by Koen van Bockstal, CEO of VAF, and case study presentation by An Feyfer, Talent Coordinator VAF

Outline: Van Bockstal shares his experience of a successfully implemented change in the VAF, updating its mission statement and objectives. He showcases how these changes were implemented and transformed the organisation's approach and work. Through presenting the case study of the series "Ket & Doc", An Feyfer can illustrate the impact of the change.

### **Developing a fund in a low production-capacity context**

Keynote by Valentina Iusuphodkaev, CEO of the National Film Center of Moldova, in conversation with Tamara Tatishvili

Outline: The session gives insight into a nation on an accelerated track to EU membership. It discusses the importance of films in Moldova's broader cultural landscape and what reforms are progressing to raise their profile domestically and internationally. We will hear how Valentina Iusuphodkaev is approaching developing and building a film policy framework for an organisation still at an early stage within a low-production capacity context.

### **Innovation without overhaul**

Keynote by Kjersti Mo, CEO of the Norwegian Film Institute

Outline: Kjersti Mo shares her experience of transitioning from the commercial sector into a public role, taking on a change mandate from the government to steer the institute through the challenges of rapid digitalisation and globalisation, all just as Covid-19 hit.

She is convinced that in an environment where commercial players seek to divide and conquer, public funders must be the guardians of artistic freedom, provide risk capital and keep the long perspective. Therefore, the NFI's approach is to fund works of cultural importance that market forces fail to supply and make brave choices to carry out their public mandate.

### **MEDICI Mapping: Change management**

Group discussions moderated by Tamara Tatishvili, Petri Kemppinen and Neil Peplow

Outline: During this session, participants will engage in small group discussions, sharing their experiences, insights, and burning questions related to the day's presentations. Through these conversations, they will build a framework for creating long-term, meaningful change.