

The film industry need to face up to the reality of change!

Cine-Regio launch it's 3rd Digital Revolution Report at the 61st edition of Berlin International Film Festival. The report is named DIGITAL REVOLUTION Engaging Audiences.

This 3rd Digital Revolution report from Cine-Regio argues that the European industry and public policy-makers at regional, national, European and international levels need to face up to the reality of changes.

The reality of the European film industries is that they are facing genuine threats. An example of these threats is over-production in relation to available conventional distribution. Between 2005 and 2010 the number of feature films produced in Europe increased by more than 28%, while admissions for the same period fell, DVD declined and film was pushed to the outer edges of the programme schedules.

This lesson is already learned in the music- and other media industries, who now has concluded that release windows, territorial rights etc in order to controlling the tide of demand in relation to the market, is doomed.

Furthermore the global economic downturn has sucked private finance and investment out of the market. This means that public funds have become a life-support system for the European film industries, which was not a role many governments had anticipated.

More than ever there is now a struggle to create long-term sustainable businesses, nurture new talent, and most important: develop audience interest.

The internet has fundamentally changed the relationship between customer and content, between people and brands – the music- and other media industries has already demonstrated the awareness of these changes in order to engage their audience. But what about the European film industries?

Charlotte Appelgren, General Secretary of Cine-Regio: *“European Film industries needs more than ever a holistic view of strategy, a changed mindset, new skills and a sense of direction which is all together missing today”*. The alternative lies in innovation and a greater understanding of a new highly demanding active audience. Charlotte Appelgren continues: *“The aim with our 3rd Digital Revolution report is to initiate a serious debate about the shape of the European industry. The European Film industry needs to change and innovation needs to be put into action. We hope DIGITAL REVOLUTION Engaging Audiences will guide this process”*

Cine-Regio is a non-profit association of regional film funds in Europe. The members exhibit a range of support schemes and services to the film sector. At the 61st edition of the Berlin International Film Festival 27 films has been supported by the Cine-Regio members.

This state the importance of the work of Cine-Regio that acts as a lobby and network organisation encouraging cross-border and interregional co-operation and co-productions.

The network is continuously expanding and today represents 35 regional film funds from 16 European countries. Cine-Regio was established in May 2005 as an independent non-profit association.

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Berlinale 2011

Main Competition

- Schlafkrankheit / Sleeping Sickness - Film Fund Hamburg Schleswig-Holstein
- Wer wenn nicht wir / If Not Us, Who - Film Fund Hamburg Schleswig-Holstein; MFG Baden-Württemberg
- Les Contes de la Nuit – Ile-de-France Film Fund
- Mein bester feind / My Best Enemy – Filmfonds-Wien (out of competition)

Generation Kplus

- Den kæmpestore bjørn / The Great Bear – Film i Väst
- Une vie de chat / A Cat in Paris – Flanders Audiovisual Fund
- Jørgen+Anne=Sant / Totally True Love – Film Fund FUZZ
- Knerten gifter seg / Twigson Ties the Knot – Film3

Generation Kplus – Shorts

- Land of the Heroes – Flanders Audiovisual Fund

Generation 14plus

- Frit Fald / Rebound – Film i Väst
- Apflickorna / She Monkeys – Film i Väst
- Skyskraber / Skyscraper – FilmFyn
- Mit dem Bauch durch die Wand / Against All Odds – Zürcher Filmstiftung

Panorama

- Off Beat – Zürcher Filmstiftung
- Tomboy – Ile-de-France Film Fund

Panorama Special

- Über uns das all / Above Us Only Sky - Film Fund Hamburg Schleswig-Holstein
- Die vaterlosen / The Fatherless – Filmfonds-Wien
- Rundskop / Bullhead – Flanders Audiovisual Fund; Wallimage
- Amador – ICIC Catalonia
- Medianeras – ICIC Catalonia

Panorama Dokumente

- Khodorkovsky – Mitteldeutsche Medienförderung
- The Big Eden – Mitteldeutsche Medienförderung
- How Are You – West Danish Film Fund

Panorama Supporting Film

- Spring – Film London

Berlinale Shorts

- Back by 6 – Flanders Audiovisual Fund

Forum

- Brownian Movement – Rotterdam Media Fund
- Day is Done – Zürcher Filmstiftung