



How do public policies affect film financing in Europe?

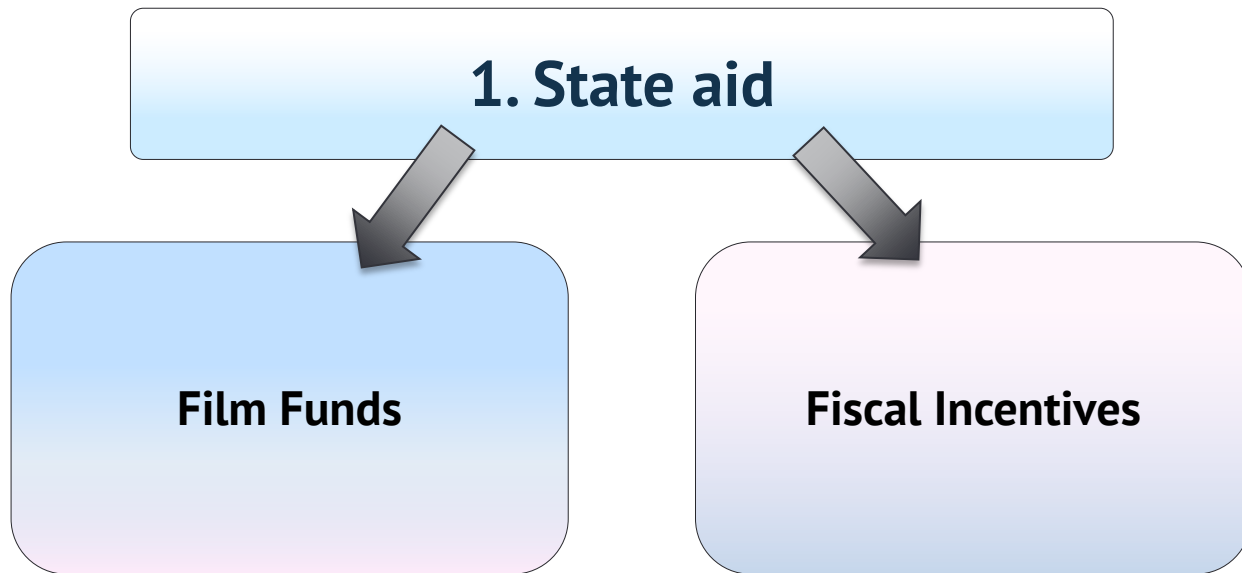
Maja Cappello

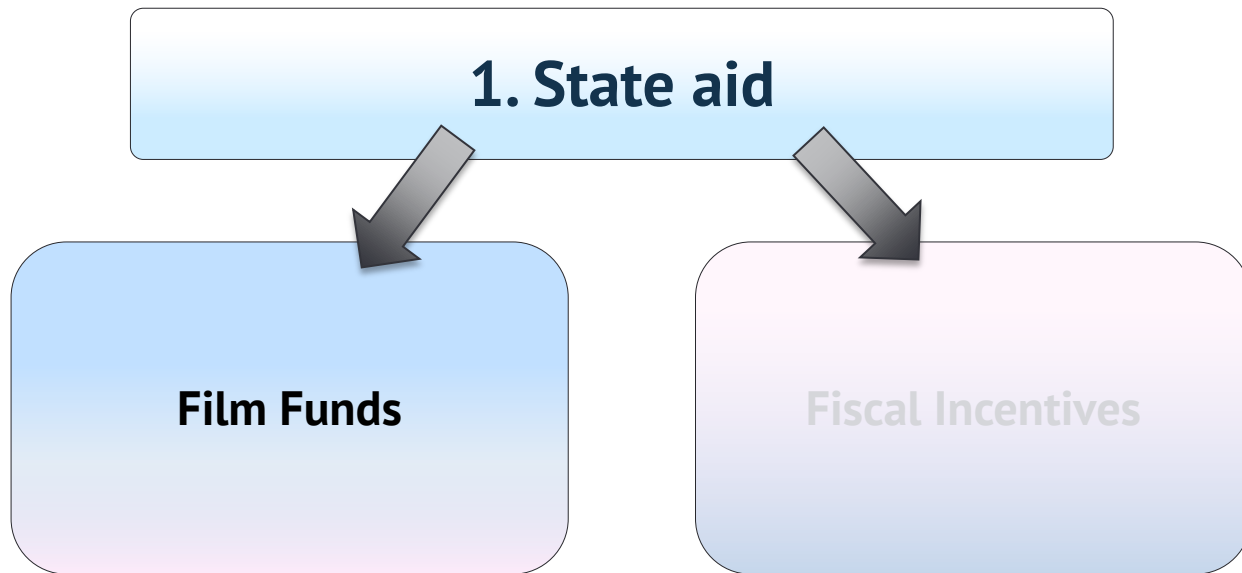
Head of the Observatory's Department
for Legal Information



The WHY and the HOW...

1. State aid





Mapping of film and audiovisual public funding criteria 6

- **Project launched upon request from**  **Creative Europe MEDIA**
- **Inventory of the different funding criteria used by**
 - National/federal funds and
 - Main regional funds
- **Geographical scope: 28 EU member states**
- **Temporal scope: Picture by the end of 2018**

➤ **Get it here: <https://go.coe.int/tegFg>**

Awarded amount

According to the Cinema Communication, **aid intensity** should be within the following limits:

- **Pre-production support** → No aid intensity limits
- **Production support** → 50% in general
60% for EU cross-border co-productions
Up to 100% for difficult films
- **Distribution support** → Equivalent to aid intensity for production

Culture v. success?

Definition of cultural criteria (1/3)

According to the Cinema Communication:

- Member states have “*the primary cultural aim of ensuring that the national and regional cultures and creative potential are expressed in the audiovisual media of film and television*”.
- Effective verification mechanism to avoid manifest error.

Definition of cultural criteria (2/3)

No concrete definition of culture. Criteria include:

- Language
- Nationality of talent and cast
- Share of financing/participation of a local producer
- Link between the content and the country/region:
 - History
 - Pre-existing works
 - Landscape and architecture

Definition of cultural criteria (3/3)

Two common mechanisms:

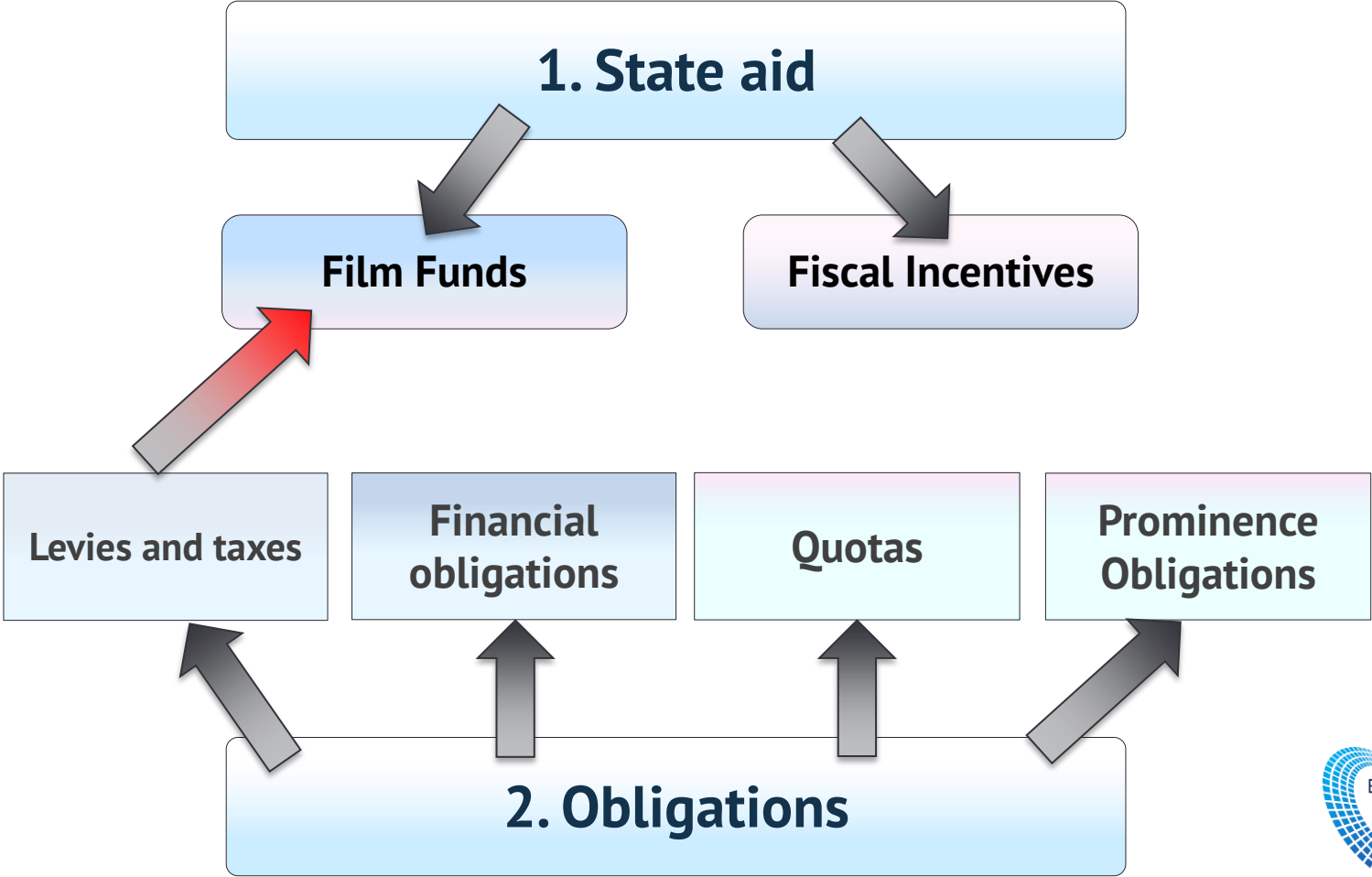
- Cultural profile: mandatory eligibility conditions.
Identified in funds in 18 countries.
- Cultural test: individual non-mandatory evaluation criteria with a minimum number of conditions or score required.
Identified in funds in 17 countries.

I know it when I see it?

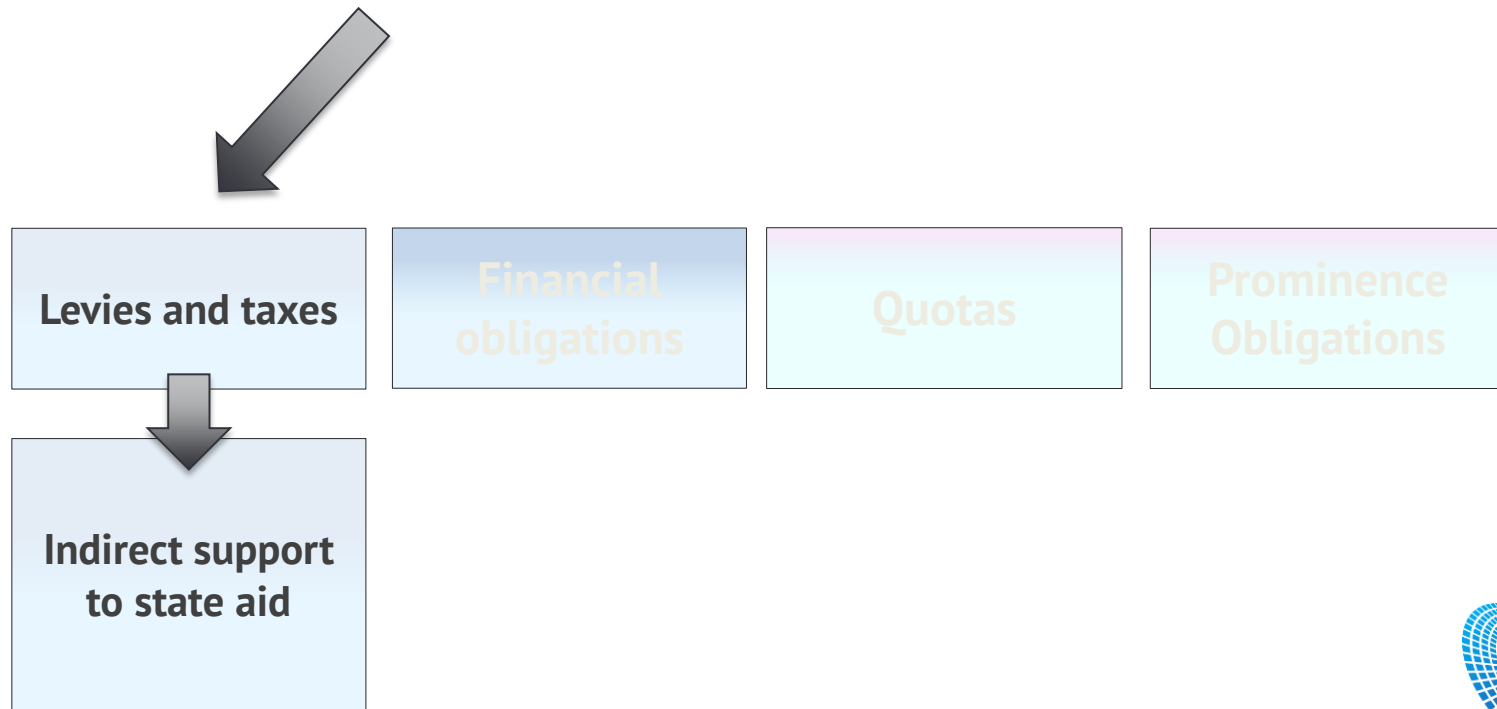


The World Is Not Enough
007

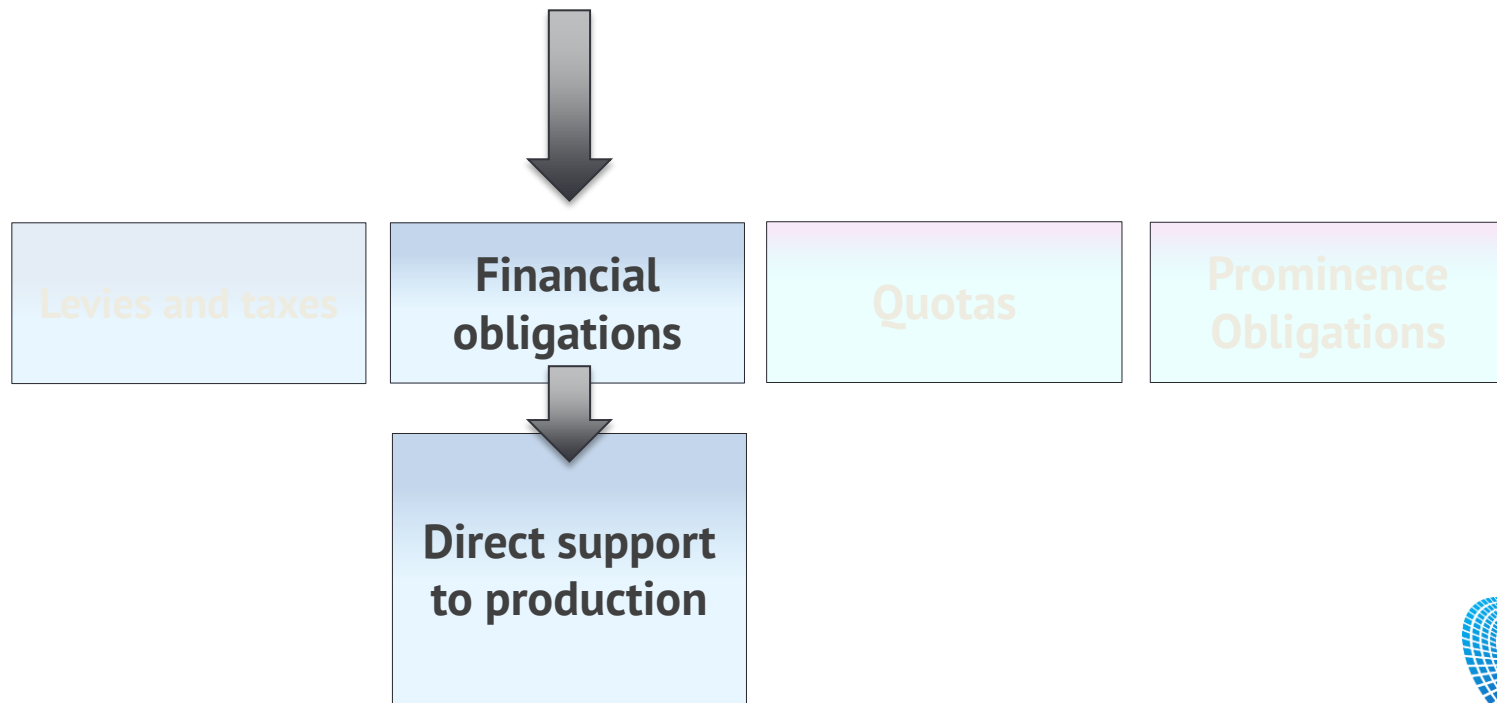
2. Legal obligations



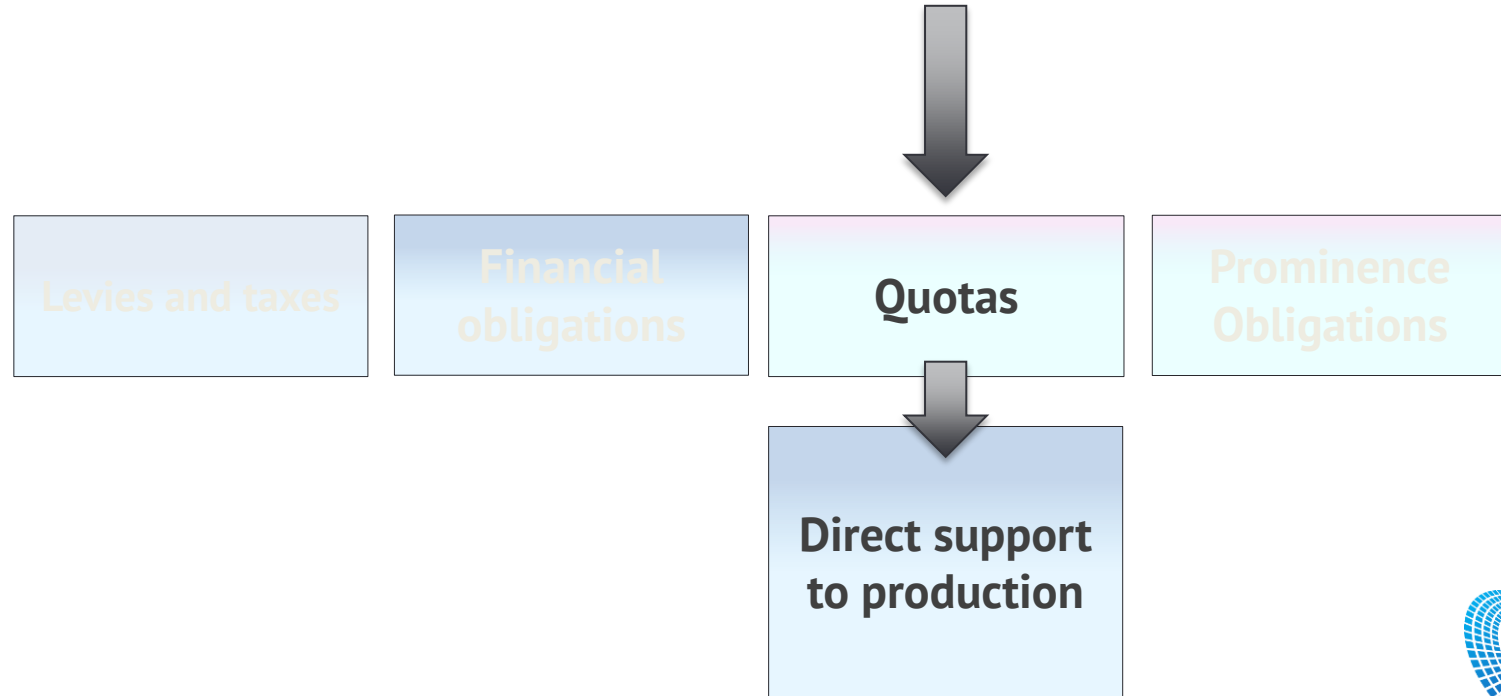
Legal obligations > TV & VoD



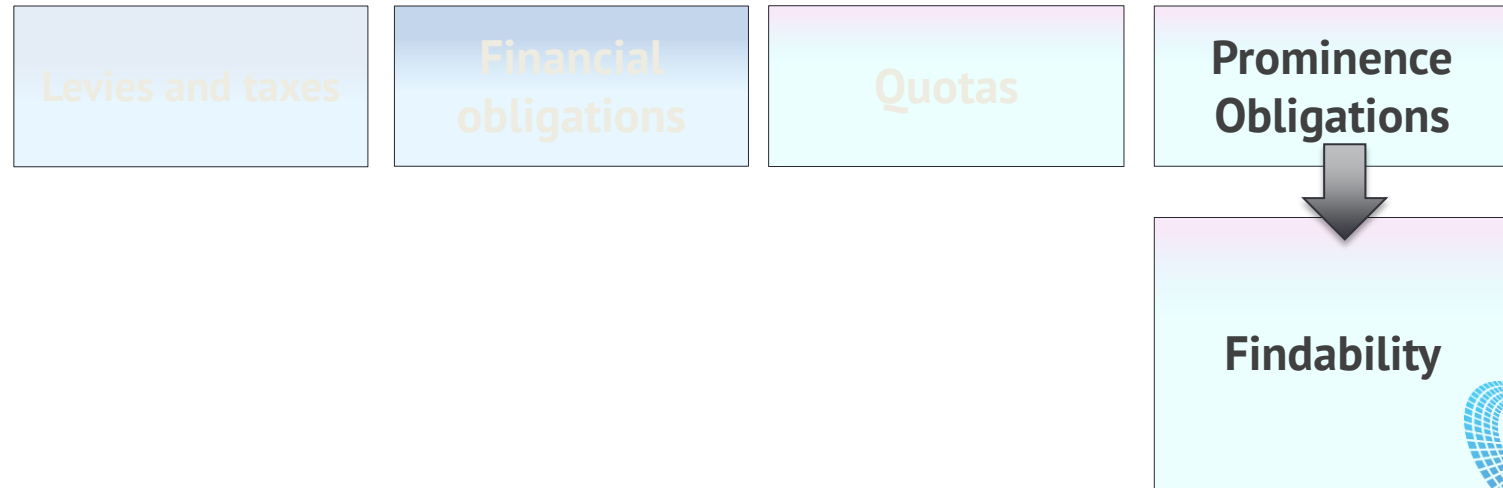
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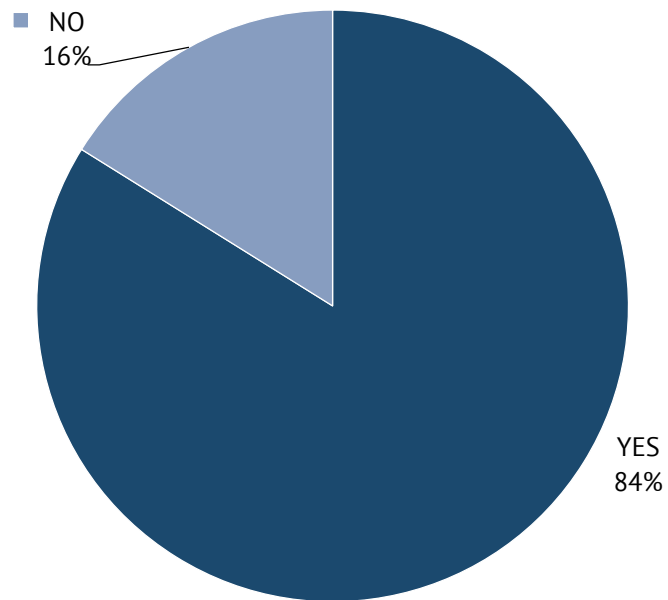
Legal obligations > TV & VoD







Mapping of national rules for the promotion of European works 20

- **Project launched upon request from** 
- **Overview of the chosen “regulatory mix”**
 - comparative analysis
 - set of national factsheets
- **Geographical scope: 31 EFADs countries (EU-28, IS, NO, CH)**
- **Temporal scope: Picture by the end of 2018**
- **Get it here: <https://go.coe.int/yXblx>**

Financial obligations on broadcasters



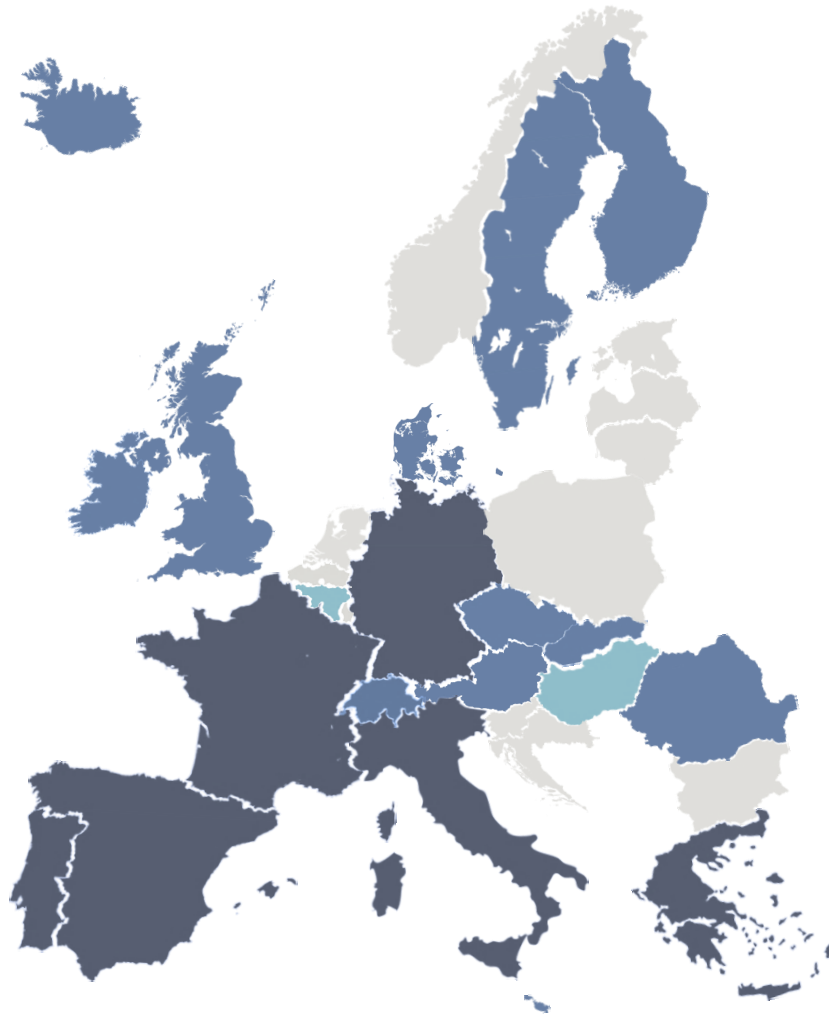
Financial investment by public service broadcasters in independent European works

-  Mandatory
-  Optional (or quota)
-  Optional (or levy)
-  No obligation

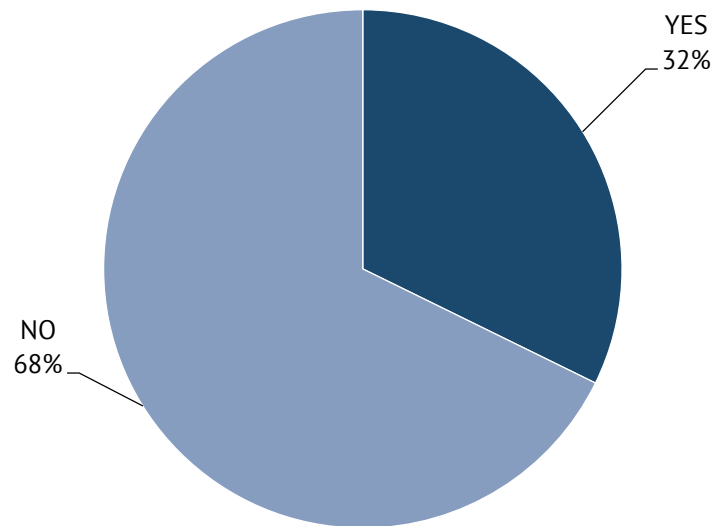


Financial investment by commercial broadcasters in independent European works

-  Mandatory
-  Optional (quota)
-  Optional (levy)
-  No obligation

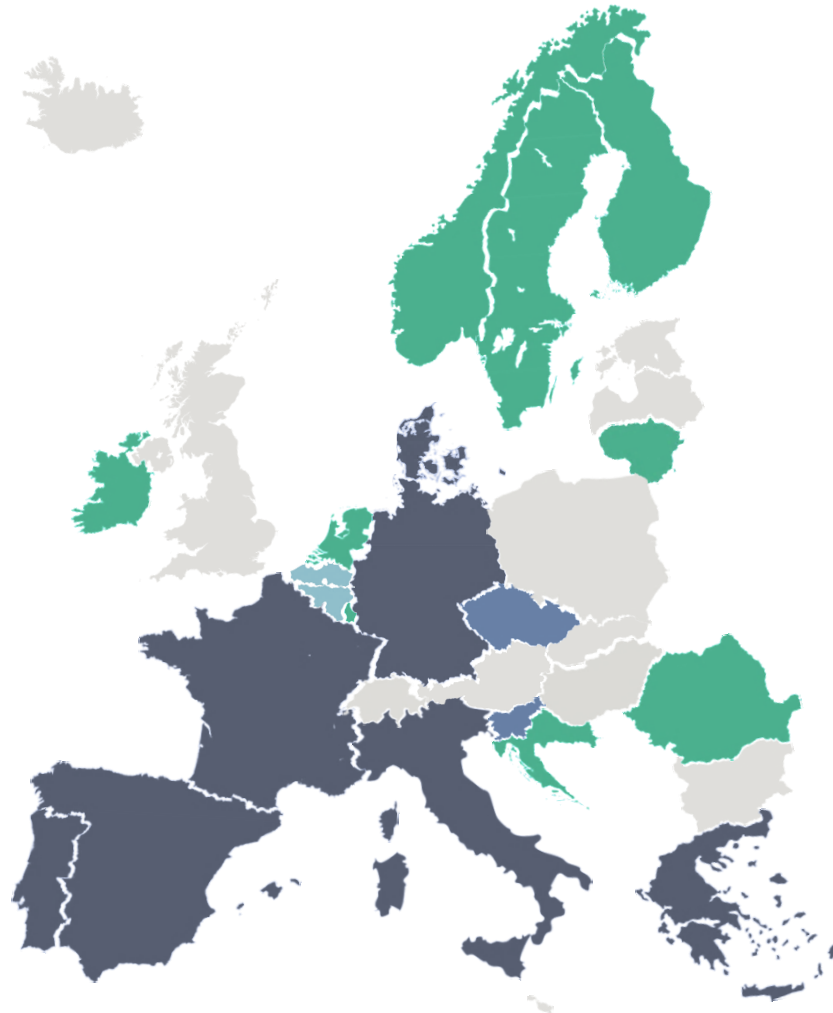


Financial obligations on VOD services

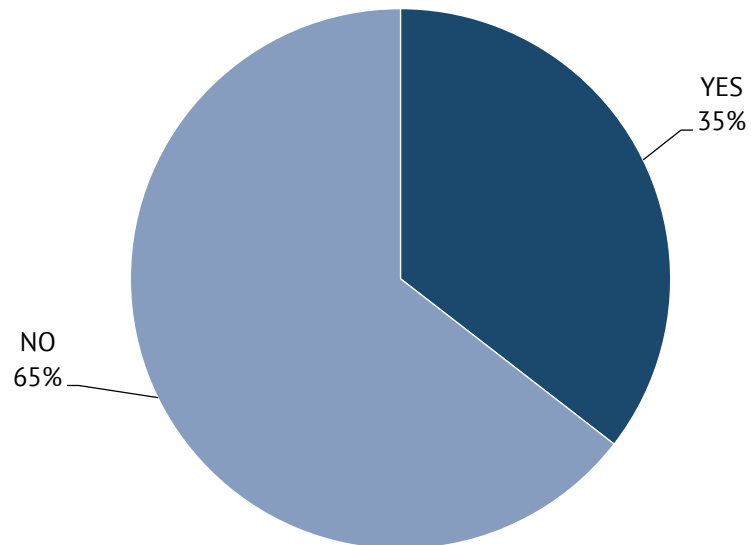


Financial investment by VOD services in European works




-  Mandatory Investment
-  Optional (quota)
-  Optional (levy)
-  General obligation
-  No obligation



Levies on broadcasters



Levies on **public service** broadcasters

-  Mandatory
-  Optional
-  No obligation

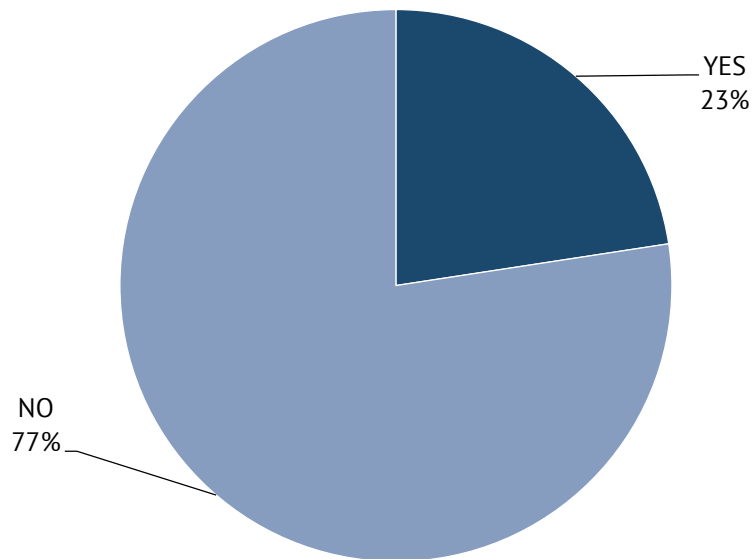


Levies on **commercial** broadcasters




-  **Mandatory**
-  **Optional**
-  **No obligation**



Levies on VOD services

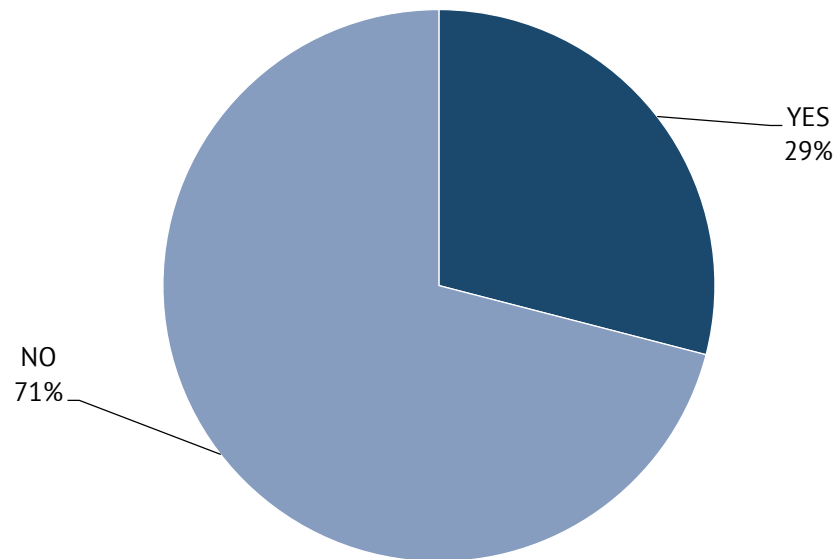


Levies on VOD services

-  **Mandatory**
-  **Optional (or investment for private)**
-  **No obligation**



Levies on theaters



Taxes on cinema tickets

 Yes

 No obligation



Go and get the two mapping reports!



<https://go.coe.int/tegFg>



<https://go.coe.int/yXblx>

Thank You!

For any queries:

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www.obs.coe.int