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New Strategy Comes Into Effect in 2016

Recognizing the growing quality and ambition of the projects from the Nordic region and the on-going change in the production and financing reality, Nordisk Film & TV Fond wants to highlight its position as a top financier in the region and has at its Board of Directors meeting decided on policy changes, effective as of January 2016.

- The Fond intends to grant higher than average support amounts to 2-4 selected fiction projects yearly. These should be ambitious projects of high quality, corresponding budget and big audience potential, primarily in the Nordic region and secondarily on the international market. Support decisions are subject to qualifying applications.
- The support percentage generally is between 5 to 10% of the average budget in fiction and around 10% in documentary films. It is expected that somewhat fewer number of projects yearly will qualify for support from the Fond.
- The Fond recognizes a growth in quantity and quality of applications for TV-fiction during recent years. Support for feature films will nevertheless be at least 50% of Fond's yearly support budget for fiction production.
- The Fond also recognizes a substantial growth in the qualities and needs of documentary projects, and increases its support allocation for documentary films as of 2016 to NOK 9,5 million. The sum available will thus increase by almost 20 %.
- The Fond will have a focus on new talent primarily through its cross-national Nordic Talents initiative. The Fond can also launch strategic development support initiatives (e.g. Nordic Genre Boost) and contribute to talent development through its support for Film Cultural Initiatives.

The above changes do not require amendments in the Fond's current formal support criteria.

The Board of Directors has also undertaken a process of readjusting the statutes / objectives of the fund, which will be set for approval of the Nordic Council of Ministers and the Agreement partners in 2016. The proposed changes are related to distribution requirements for the Fond's production support, introducing platform neutrality but emphasizing audience potential of the project.

The following policies in force are being continued:

- The Fond may participate in the financing of high-quality Nordic audiovisual productions (including all forms of fiction: features, TV fiction, TV series, animation and creative documentaries) with big audience potential primarily in the Nordic region and, secondarily, on the international market. Only as an exception may the Fond participate in the financing of productions that are judged not to have significant audience potential but otherwise lie within the Fond's area of operation.
- Assessment of whether a production lies within the Fond's stated objectives is based on an overall evaluation of the project on the background of artistic and audience criteria. Furthermore, it must be assessed whether the financial conditions for carrying out the production are realistic, in terms of production, marketing and distribution. There are no particular requirements for common Nordic themes, national quotas or the composition of the artistic or technical staff.
- The Fond will continue to give special consideration to applications for grants for production, distribution, versioning and film-cultural initiatives aimed at the target group of children and youth.
- The Fond primarily supports projects in which the driving forces are persons / corporations that have proven themselves capable of producing a high level of quality for a broad audience. In this way, the Fond wishes to emphasize that talent development is primarily a national responsibility.
- Distribution support from the Fond is available for distribution of films in cinemas and on-line.
- The Fond will continue to fund Film Cultural Initiatives aimed at the professional film and TV industry.

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