



**CALL FOR FEATURE FILMS TO
NORDIC DISTRIBUTION BOOST -
APPLY NOW!**

www.nordiskfilmogtvfond.com/funding/special-initiatives

Application deadline: 27 February 2018, 9am CET



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**NORDIC
DISTRIBUTION
BOOST**

SHAPE AND SHARP TO BE A SHARK

WHAT?

A residential lab for producers and distributors of second or third time feature film directors to develop knowledge of Nordic distribution territories and put a focus on marketing and audience outreach strategies of their film.

WHERE AND WHEN?

Hotel Katajanokka, Helsinki (FI). 16 - 18 April 2018.

EXPENSES?

Nordic Distribution Boost is free for the selected participants – travel, meals, accommodation are covered by Nordisk Film & TV Fond!

WHY NORDIC DISTRIBUTION BOOST?

Statistics and our experience prove that the so called "middle-size films" are struggling to get an audience. Often these films have good cinematic values and interesting themes, and rather new directors, but somehow the audience does not seek or find this kind of films as actively as before – or get access to them. This is especially true when the film gets distribution outside its home country.

To strengthen the chances of these films abroad, Nordisk Film & TV Fond has decided to initiate Nordic Distribution Boost! Our aim is to assist Nordic producers and distributors in identifying their audiences and developing their marketing strategies in the neighbouring countries.

THE LAB, GOALS AND FOLLOW-UP

Five to seven films (currently in development) will be chosen to a residential Lab of two days. All teams selected arrive with a preliminary international/Nordic audience outreach plan. During the Lab the film's producer and local distributor will, through case studies and one on one meetings, engage in developing this audience strategy further. The selected teams will also give feedback to one another. At the end of the workshop the goal is that they will be able to present a more complete outline for their plans.

The distributors will share their local market knowledge with the producers, in order for them to gain insight. Nordic case studies will be presented to shed a light on the best practises. All participants will benefit from the small-scale workshop that provides natural networking possibilities. Nordisk Film & TV Fond will also give hands on advice on our outreach requirements and support possibilities.

Together with established markets and showcases we are building partnerships with a goal to get these projects presented for a public. Stay tuned for announcements!

An evaluation report from the participants is required after the workshop.

CRITERIA

We are looking for films in a development phase, that fulfil the following criteria:

- Second or third film of a director
- New or established production company (new meaning at least one successful production that shows potential of the people in the company)
- A film that aims for an international release and has potential (and will) to be distributed in the Nordics
- A film that needs help with distribution and marketing planning abroad, and is willing to participate in a creative process already at a development stage

APPLICATION AND DEADLINE

Deadline to apply is 27 February 2018, 9am CET.

The application is submitted electronically via www.ndb.nordiskfilmogtvfond.com and must contain:

- Link to the previous film(s) of the director and producer's report on distribution and audience outreach of that film
- Producer's statement on the company's international strategy
- Synopsis and treatment of the film in English language
- Proof of development support from the National film institute
- A local distributor must be attached with a Letter of Commitment.
- Preliminary audience outreach and marketing plan of the film in at least one neighbouring Nordic country and internationally – by the producer and/or distributor
- Confirmation from both the producer and the local distributor that they will (if selected) attend the workshop.