



## **PRESS RELEASE**

### **NORDISK FILM & TV FOND LAUNCHES NORDIC DISTRIBUTION BOOST**

**Two-day residential lab to be held April 16-18 2018  
Deadline for submissions is February 27, 2018, 9 am CET.**

**FOR IMMEDIATE RELEASE: Oslo January 23, 2018.**

Nordisk Film & TV Fond is launching today the NORDIC DISTRIBUTION BOOST film lab to help Nordic producers and distributors of medium-sized films, hone their skills in audience outreach and marketing in the neighbouring Nordic countries.

Five to seven producers and their local distributors will be selected for the two-day residential lab to be held April 16-18 2018, under the guidance of Nordisk Film & TV Fond and film sales and marketing experts. Participants will benefit from one-to-one mentoring, case studies, networking opportunities within the small-scale workshop, and will give their feedback to one another.

To be eligible, the projects in development and filmmaking teams must fulfil the following criteria:

- Second or third feature film
- Established production company or new company with at least one successful production
- Film aiming at an international release with a strong potential in the Nordics
- Film requiring support for its international launch, with a team open for creative and marketing input at development stage.

Petri Kemppinen, CEO at Nordisk Film & TV Fond said: "For producers and distributors alike, it is vital to understand the changing landscape. This has come up with our financing partners and many hands-on players from the Nordic film industry have requested that we would be more proactive in this. It feels natural for us to take a role in sharing, networking and providing tools. The NORDIC DISTRIBUTION BOOST workshop targets local distributors and eager producers who work with up and coming talent, willing to share the local insight and yearning to understand the outside markets."

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For further information on conditions to apply, please check our Special Initiatives:

<http://www.nordiskfilmogtvfond.com/funding/special-initiatives>

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