

## NORDISK FILM & TV FOND'S VISION

# WE INCREASE THE QUALITY AND AUDIENCE OF NORDIC FILM AND TV DRAMA

## THE STRATEGY - WHAT THE FUND DOES, WHY AND HOW?

The Fund financially supports and promotes film, documentary, animation and TV drama production made by companies in the Nordic region.

We also support distribution of films and development of the industry.

We do it to strengthen the Nordic content and the creative talent, to broaden the audience access, to increase political awareness of Nordic film and TV and to support the Nordic brand in a global market.

We provide top-up financing for projects that have high quality, audience reach and distribution potential outside their home country. We also fund networking events and initiatives.

## WHAT ARE THE GOALS AND INDICATORS?

The long-term goals of the Fund are to support and challenge the talents in creating diverse, local films and TV dramas that sustain the Nordic brand and keep their relevance for Nordic and international audiences.

Internally, we keep the Fund's policies up to date and relevant in front of our stakeholders and audiences.

We evaluate our success yearly by looking at results against our expectations for the projects supported, through indicators such as admissions, sales, ratings, festival results, impact and debate.

We collect statistical information on applications, use questionnaires and surveys from event organisers, and feedback from applicants and meetings with the Fund's partners to reflect upon trends and changes.