



**11 – 13 October 2016**

# What is the Production Finance Market?



- Two days of meetings in “speed dating” format between producers and financiers
- Producers with packaged projects with commercial potential attend to raise finance, build contacts and secure sales agents or distributors.
- Financiers and distributors attend to find commercially viable product, and have the opportunity to network and discuss the state of the market.
- Delegates from around the world, including Europe, the US, Asia and Australia
- In 2015 approximately 1,102 tabled meetings and approx. €265m in production value

➤ Set in the heart of London. London remains a centre for finance and continues to have one of Europe's largest festivals in the BFI London Film Festival.

➤ London is also the perfect bridge between the European and American film industries.

➤ Previous keynote guest speakers have included Mark Gill, Daniel Battsek, Pierre-Ange Le Pogam, Jeremy Thomas, Marianne Gray, Ben Roberts, Michael Barker, Alison Thompson and Bertrand Faivre



# Who will attend?



# Financiers

- Mature international production and finance companies committed to co-producing/financing international films with the UK and European partners
- Film funds from the UK, Europe and where appropriate, international sources
- Private equity funds and investors from the UK and abroad, including hedge fund representatives
- Banks active in the film financing sector
- Screen agencies or other public funding bodies with financial schemes; and the UK national film bodies and Regional Screen Agencies that have active production financing schemes
- International film sales companies including from Spain, Germany and France
- Leading international and single territory distributors and broadcasters committed to film financing

# Producers

- UK and international producers who:
- have a significant production track record and
  - a) submit a highly promising project aimed at the international theatrical market with packaged elements in place (completed script, director, budget, two lead actors where possible)
  - b) producers with projects above €1m budgets, but clearly aimed at an international audience (NB: The PFM is not a micro-budget film market)
- International producers will be given priority if they are offering slates or single projects that have either potential European co-producer partners or European financing opportunities

# CRITERIA FOR FILMS

- Films with a budget below €1m will not be considered unless they have outstanding elements attached.
- Single films packaged with
  - a) director
  - b) two key cast
  - c) at least 30% of cornerstone financing in place will be given priority.
- Films with an international sales company in place will be given preference.
- No film will be excluded on the grounds of where it is being shot (therefore films which are not being shot in the UK are still eligible).
- No film will be excluded on the grounds of the language it is being shot in, but please note that all application materials must be in English and an English translation of the screenplay must be made available if requested.
- Films which have previously been presented at the PFM are not eligible unless they have been significantly developed and are fully packaged.



If selected, you will:

Attend the market on 12 and 13 October 2016 and have access to top financiers and potential co-producers.

**If you are a producer you will:**

- Be provided with a schedule of meetings with a range of dedicated film financiers from major production/distribution players, private equity and hedge fund investors to public and broadcaster funders.
- Be offered a chance to request up to 5 specific meetings with key financiers that you feel are most relevant to your company.
- Be required to pay a registration fee of £230 + VAT for the two days.

**If you are a financier you will:**

- Be provided with a schedule of meetings with film producers and film companies, ranging from experienced UK-based production players to international producers; and some carefully selected emerging UK producers. All producers will be pitching either a slate of films or a single project intended for the commercial marketplace.
- Also be provided with an opportunity to meet with other financiers on the second day of the market.

# Outcomes and Partnerships



# OUTCOMES FOR FINANCIERS IN 2014

- ✓ **91.5%** of financiers who attended say they would return to the PFM in the future and 95,7% would recommend the PFM to other financiers.
- ✓ **93.6%** of financiers are holding follow-up meetings with specific producers/projects following the event.
- ✓ **72.3%** of financiers who responded to the survey conducted in early November 2014 answered that they will maybe offer finance to projects presented at the PFM, but it is still too early after the event to confirm.

# OUTCOMES FOR PRODUCERS IN 2014

- ✓ **92.2%** of producers who attended said they would recommend the PFM to other producers and **82.4%** would return to the market in the future.
- ✓ **40%** of producers said there would be specific financing for current projects as a result of PFM.
- ✓ **90.2%** of producers said they would be setting up further follow-up meetings with financiers from the market following the event.
- ✓ **72.5%** of producers also had very valuable meetings with PFM delegates outside of the formal meeting schedule.

# Examples of film projects

- THE LAST STATION (2007), dir. Michael Hoffman
  - Germany, Russia & UK co-production
  - Est box office of \$13,550,772 in 30 countries worldwide
- CHICO & RITA (2007), dir. Tono Errando
  - UK & Spain co-production
  - Est box office of \$2,234,457 in 12 countries worldwide
- HYSTERIA(2008), dir. Tanya Wexler
  - UK, France, Germany & Luxembourg co-production
  - Est box office of \$9,504,139 in 44 countries worldwide
- BLACKTHORN (2008), dir. Mateo Gil
  - Spain, USA, Bolivia & France co-production
  - Est box office of \$623,528 in 8 countries worldwide
- GINGER & ROSA (2010), dir. Sally Potter
  - UK, Denmark, Croatia & Canada co-production
  - Est box office of \$1,012,973 in 19 countries worldwide
- RUN & JUMP (2011), dir. Steph Green
  - Ireland & Germany co-production
  - Releases in the UK in May 2014
- DARTMOOR KILLING (2013), dir. Peter Nicholson
  - UK production, financed through private & corporate equity
  - Shooting in the UK in Summer 2014

# Examples of film projects

## ➤ THE BROTHERHOOD OF TEARS (2013)

dir. Jean-Baptiste Andrea

- France, Benelux & Luxembourg co-production
- Release date in France: Oct 9th 2013
- Release territories: Belgium, Luxembourg, The Netherlands

## ➤ THE HUMAN CAPITAL (2013)

dir. Paolo Virzi

- Italy & France co-production
- Release date in France: January 2014
- Release territories: United States, United Kingdom, Poland, Portugal, France, Denmark, Greece, Germany, Australia

## ➤ LUCIA DE B AKA SECRETS OF WAR (2014) dir. Paula van der Oest

- Netherlands, Luxembourg, Sweden & Belgium co-production
- Release date in Benelux: 3 April 2014
- Release territories: Latin America, Sweden, Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Macedonia and Lithuania

## ➤ GUS (EX: OCCHO KOCCHOI)

- France & Belgium co-production
- Distribution and Sales companies attached: SC FILMS INTERNATIONAL (attached at PFM 2012)
- Release date in France: FEBRUARY 2015
- Release territories: Russia, Germany
- Other countries sold, waiting release dates: Israel, Turkey, Portugal, Thailand, Vietnam, China, South Korea, South Africa, Italy, Greece, Scandinavia, Eastern Europe, Australia, Latin America

# INTERNATIONAL PARTNERSHIPS

- WHEN EAST MEETS WEST co-production market (Italy)
- 37 South Market at Melbourne International Film Festival (Australia)
- Ile de France Film Commission (France)
- Rome Film Festival New Cinema Network (Italy)
- International Financing Forum at the Toronto International Financing Forum (Canada)
- Nordic Co-Production Market /Norwegian Int'l Film Festival, Haugesund (Norway)
- Medienboard Berlin-Brandenburg (Germany)

# How to Apply

**Call for applications:** 18 May (TBC)

**Deadline for entries:** 3 July (TBC)

For more information:

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