

11.2 Appendix 2: UKFC Export Development Strategy 2007 – 2010: Workplan, Partners and Funding Sources

Aim:	To contribute to building an internationally competitive, independent UK film industry by facilitating export success in key territories	
Objectives:	1.	Help to maintain and increase the international trade value of UK films, talent, skills and services in order to secure financing for reinvestment in the UK film industry
	2.	Help to and increase the international market share of UK films, talent, skills and services in order to secure financing for reinvestment in the UK film industry

Priority Instrument 1	Film Export Group and FEG Strategy			Funding		
14 Strands of Activity		UKFC Liaison/Partners	External Partners	Export	UKFC	External
Activity 1: UK Wide Film Export Strategy	<ul style="list-style-type: none"> • Restructure the Film Export Group (FEG) <ul style="list-style-type: none"> – Restructure and broaden industry membership to create more balance between the public and private sector representation. – Restructure format of meetings and number per year – Set up working groups to develop export policy for:– <ul style="list-style-type: none"> • short film • training to export • emerging markets • digital distribution • talent promotion • Create a 2008–11 FEG strategy in liaison with the working groups and main FEG by March 2009 	Strategic Development: Carol Comley RSU Monitoring UK MEDIA Desk Partnerships	National Screen Agencies Regional Screen Agencies UK Screen Film Export UK British Council Department of Culture Media and Sport UK Trade and Investment Range of Individual Industry Practitioners	X		X

Priority Instrument 2	Identification and Re-evaluation of key export development territories			Funding		
		UKFC Partners	External Partners	Export	UKFC	External
Activity 2:	<p>Further research will be undertaken to review priorities and confirm level of support for UK film export sectors in each range of key export territories annually. The research will :</p> <ul style="list-style-type: none"> • measure the exhibition and ancillary market growth potential • identify digital cinema and broadband infrastructure • identify on-line digital distribution potential • understand public perceptions of Britain and UK films • identify which studios and independent domestic and foreign titles and genres have performed best and analyse their print and advertising campaigns • identify specific characteristics of the market and its audiences 	<p>RSU</p> <p>UK MEDIA DESK</p>	<p>National Screen Agencies</p> <p>Regional Screen Agencies</p> <p>UK Screen</p> <p>Film Export UK</p> <p>British Council</p> <p>Department of Culture Media and Sport</p> <p>UK Trade and Investment</p> <p>Foreign Distributors</p> <p>National Film Agencies outside the UK</p>	X	X	X

Priority Instruments 3	Multiplatform international distribution			Funding		
		UKFC Partners	External Partners	Export	UKFC	External
Activity 3: International Festival Sales Support	<ul style="list-style-type: none"> Restructure the UKFC International Festival Sales Support Scheme to maximise its value in the promotion of films made for under £6 million. Continue to invest in European Film Promotion's Festival Sales Scheme to support UK sales companies and to gather international market data. 	<p>NCF</p> <p>Premiere Fund</p> <p>Monitoring</p> <p>UK Media Desk</p>	<p>Sundance Film Festival</p> <p>Rotterdam Film Festival</p> <p>Berlin Film Festival</p> <p>Cannes Film Festival</p> <p>Karlovy Vary Film Festival</p> <p>Locarno Film Festival</p> <p>Venice Film Festival</p> <p>Toronto Film Festival</p> <p>San Sebastian Film Festival</p> <p>Foreign Distributors</p> <p>European Sales Agents</p> <p>European Producers</p> <p>European Film Promotion</p>	X		
Activity 4:	<ul style="list-style-type: none"> R & D to identify and measure opportunities and impact trends for on-line distribution 	<p>RSU</p> <p>Production Finance</p> <p>Distribution and Exhibition</p>	<p>Foreign Distributors</p> <p>Independent Film and Television Alliance</p> <p>Film Export UK</p> <p>MEDIA</p>	X	X	X

Activity 5:	London UK Film Focus: continue to support the showcase of UK films to international distributors in London and review on an annual basis.	NCF Premiere Fund	Film London Film Export UK UK Trade and Investment	X		X
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		UKFC Partners	External Partners	Export	UKFC	External
Activity 6:	Trade, film finance and research delegations and umbrella stands: to/at export territories and key events to improve knowledge and the potential for export success in the Export Strategy's key export markets	Co-Production UKFC US Office of the British Film Commission Monitoring Communications	National Screen Agencies Regional Screen Agencies UK Screen Film Export UK UK Trade and Investment European Film Promotion International Film Agencies Range of Individual Industry Practitioners Key International Festivals, Film Sales and Project Markets	X	X	X
Activity 7:	Territory Specific distribution initiatives across three territory groups (mature established, established and emerging with growth potential) i.e. Co- distribution arrangement, Europa cinema network	Distribution and Exhibition Strategic Development UKFC US	International Film Agencies Foreign Government Departments Foreign Distributors Europa Cinemas International Sales Companies UK Producers	X		X
Activity 8:	Facilitate access to EU MEDIA funds and projects (i.e. Sales Agent Support and VOD schemes, and Europa Cinemas) for UK product and companies in liaison with UK MEDIA Desk, Film Export UK and other industry partners.	UK MEDIA Desk	Film Export UK UK Producers MEDIA Europa Cinemas European Film Promotion	X		X

Activity 9:	Export Policy for UK Talent: Develop an export policy for UK talent	NCF Development Premiere Fund Communications Partnerships	National Screen Agencies Regional Screen Agencies UK Screen Film Export UK British Council UK Trade and Investment Range of Individual Industry Practitioners Foreign Distributors	X	X	X
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		UKFC Partners	External Partners	Export	UKFC	External
Activity 10:	Festivals: Facilitate the selection of British films by continuing to develop relationships and information exchange with key festivals	NCF Development Premiere Fund Co-Production Communications	International Festival Directors and Programmers	X		
Activity 11:	Clarify breakdown of ONS film export data and identify accurate statistics for film exports royalties and services by 2010	RSU	Office For National Statistics Film Export UK	x	x	
Priority Instrument 4	Identification of additional funding for UK Film Exports			Funding		
Activity 12:	Generate funding and other resource support for export activities from internal UKFC sources	Strategic Development Communications UKFC US Distribution and Exhibition			X	
Activity 13:	Generate funding and other resource support for film export activity.		UK Trade and Investment NESTA British Council			X
Priority Instrument 5	Export Communications Policy			Funding		

Activity 14:	<p>Export Communications Policy and Plan: Develop a policy for the delivery of the UKFC Export Development Strategy. In particular:-</p> <ul style="list-style-type: none"> - to promote the importance and value of commercial export activity across government (DCMS, FCO, HM Treasury) and government agencies including UKFC - Create an area on the UKFC website through which information can be disseminated internationally and relevant information is disseminated to the UK and international industry <p>UK export activities can be fully exploited and policy communicated</p>	Communications		X	X	
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