

The European Film Forum

The European Film Forum is a platform for a structured dialogue between policy makers and stakeholders in the audiovisual sector.



The European Film Forum (EFF) was proposed by the Commission in its 2014 Communication on European film in the digital era. The EFF's aim is to develop a strategic policy agenda, opening up new perspectives on the challenges and opportunities brought about by the digital transformation.

There are various EU initiatives and rules for the film industry covered by copyright legislation, the Audiovisual Media Services Directive, competition law and the Creative Europe programme. Meanwhile, public financing and a number of regulatory aspects are essentially governed by Member States. Member States provide 30 times more public funding than the EU for the audiovisual sector.

The European Film Forum's dialogue with stakeholders and Member States provides opportunities to enhance cooperation between public actions and enables the exchange of expertise and best

practice. This dialogue is taken forward by the European Commission in different venues, notably during Film Festivals and in TV markets where different formats are employed such as conferences, round-table discussions and workshops.

The process involves a wide variety of players including Member State authorities, the European Parliament, the European Audiovisual Observatory, the EFADs. It also involves national and European wide organisations supporting the film, TV and games industries.

Our aim is that through the conclusions of the above-mentioned events, the Forum will facilitate concrete adaptations in European funding systems and provide clear recommendations for the Member States and the audiovisual industries, thus adding value of the upcoming review of the MEDIA sub-programme of Creative Europe.

What are the issues tackled by the European Film Forum?

Financing and public support

- **Modern film financing:** Current business models see distribution and financing as interrelated through presales, co-production and the exclusivity of rights. The EFF is a place to discuss the use of other forms of financing like private investment by third parties or crowd-funding, which develops with digital technology.
- **Smart public support:** Film, especially production, is publicly supported at national and local level through various means like loans, subsidies and tax rebates. The EU focuses more on development, distribution, promotion and training activities, i.e. new forms of support aiming to boost entrepreneurship. In this context, the EFF will explore the complementarity relationship between film support policies at national, local and EU level with the aim to increase overall efficiencies.

The EFF works on increasing the complementary relationship and optimization of different sources of public funding (local, national and European).

European films and audiences

Promoting European films will create more possibilities for a wider audience. The policy environment, together with the business environment, must be discussed in order to find innovative release and promotion practices. There should also be a discussion around exploring actions for audience development so that people watch more European films.

Fostering talent and creativity

The EFF is a place where talent, competences and creativity will be addressed. In this area, the EFF will work on equipping emerging talents with the skills needed to turn a promising idea into a successful film, tv series, documentary or video game.

Digital transition

The digital transition and its impact on society is a core part of the MEDIA programme and is addressed in several of the events, assessing the challenges and opportunities for new audiovisual business models and technology, and discussing how to offer new user and industry-friendly solutions to the promotion of European audiovisual works.

Adapting to the changing landscape of the TV industry

The EFF also covers key issues of the European TV industry, such as public funding for creation and new viewing patterns.

European Film Forum editions

2021

- Berlin, 24 February 2021

2020

- Berlin, 24 February 2020
- Annecy, 18 June 2020
- Cannes, 22 June 2020
- Venice, 4 September 2020
- San Sebastian, 22 September 2020
- Tallinn, 23 November 2020

2019

- Berlin, 11 February 2019
- Lille, 27 March 2019
- Cannes, 20 May 2019
- Cluj-Napoca, 7 June 2019
- Annecy, 13 June 2019
- Barcelona, 17 June 2019
- Venice, 31 August 2019
- San Sebastian, 23 September 2019
- Tallinn, 27 November 2019

2018

- Berlin, 19 February 2018
- Cannes, 14 May 2018
- Annecy, 14 June 2018
- Barcelona, 11-14 June 2018
- Venice, September 2018
- Lyon, October 2018
- Tallinn, November 2018

2017

- Berlin, 13 February 2017
- Vilnius, 6 April 2017
- Cannes, 22 May 2017
- Annecy, 14 June 2017
- Barcelona, 19 & 22 June 2017
- Venice, 3-4 September 2017
- MIPCOM (Cannes), 18 October 2017

Follow the latest progress and learn more about getting involved.

•

Follow the Commission's work on digital culture @digicultEU

Latest

DIGIBYTE | 15 October 2020

A Season of Classic Films: bringing European classics closer to people

After the success in 2019 with more than 15.000 people participating, 'A Season of Classic Films' is back in 2020 for its second edition.

PRESS RELEASE | 28 June 2019

A Season of Classic Films: European classics screened at cultural heritage venues across Europe

This summer, European film classics will be screened in some of Europe's most iconic cultural heritage venues. From tomorrow until the end of September, classic films from across the EU will be screened free of charge in a wide variety of venues in 13 EU countries – from small towns to capital cities – highlighting Europe's rich and diverse cultural heritage. As part of the wider restoration and digitisation of heritage films, the event series “A Season of Classic Films” is supported by Creative Europe MEDIA programme.

DIGIBYTE | 23 January 2018

New edition of the EU Film Contest

The Commission is launching the second edition of the EU Film Contest today. Participants can test how much they know about European films for a chance to experience the Cannes Film Festival and discover the European audiovisual industry at work.

DIGIBYTE | 20 May 2015

The schools in Europe are not using films and audiovisual material to the full

A new EU study recommends including the film literacy in school curricula, and promoting the establishment of general rules for licensing schemes, then contributing to a wider use of films and other audiovisual content in European Schools.

[Browse Film heritage](#)

Related Content

Big Picture

Audiovisual and Media Services

These days we can watch our favourite programmes not just on TV, but also online. These shows are subject to the rules of the single market.

Dig deeper

European Cinema Night 2021

Eighty cinemas across Europe will be participating in the fourth edition of European Cinema Night, with 5 days of free screenings from 6-10 December 2021.

See Also

Media Convergence

The transformation of the audiovisual media landscape offers the potential for new experiences and opportunities. It also poses many questions for us.

The international context of audiovisual policy

International agreements and constraints in the audiovisual sector play an important role on how the EU and Member States develop audiovisual policy.

Revision of the Audiovisual Media Services Directive (AVMSD)

The revised Audiovisual Media Services Directive creates a media framework for Europe's digital decade.

Creative Europe MEDIA Programme

The MEDIA strand of the Creative Europe programme is designed to support European film and other audiovisual industries.

European Media and Audiovisual Action Plan

The Media and Audiovisual Action Plan (MAAP) aims to boost European media and help maintain European cultural and technological autonomy in the Digital Decade.

Source URL: <https://digital-strategy.ec.europa.eu/policies/film-forum>