

PRESS RELEASE

NORDISK FILM & TV FOND LAUNCHES FOUR NEW DISTRIBUTION INITIATIVES

**NOK3.5M EXTRA BUDGET COVERS DIGITAL DISTRIBUTION,
RAS SUPPORT, NORDIC FILM MARKETING SUPPORT and
NORDIC FILM PROMOTION FOR EXHIBITORS**

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FOR IMMEDIATE RELEASE

Oslo, Friday February 14, 2014 - Nordisk Film & TV Fond launches today its four new and innovative distribution support projects with an extra budget of more than NOK3.5m for a trial period of one year.

The focus is on supporting Nordic distributors, developing marketing experts and Nordic film roadshows for exhibitors, initiatives specifically designed to improve the circulation of Nordic films across the Nordic region and to respond to the fast changing nature of distribution in the digital world.

These new measures are the result of a review of the Fund's overall Distribution Support and consultations with the industry. They come on top of the existing two distribution schemes: the Single Distribution Support (with a budget of NOK3.5 million per year) and Nordic High Five slate support.

Petri Kempainen, CEO of Nordisk Film & TV Fond said: "With an extra NOK 3.5 million investment for 2014, the Fund is doubling its support for distribution and clearly demonstrates its desire to adapt to the rapid changes in the market. As a pan-Nordic funding body, our responsibility is to boost audience choice and availability of Nordic films across platforms and national borders in the Nordic region."

The four new distribution initiatives are:

1/ Digital Distribution Support

The aim of the new strategic programme is to improve the circulation of Nordic Films by reaching audiences through different platforms. The films supported can run on digital platforms (VoD, mobile phones etc) that serve either as an addition to, or as an alternative to the traditional cinema release and broadcast television. Candidates must have rights to the Nordic films for which they are applying and a detailed release plan on digital platforms. The budget for the one year trial period of the Digital Distribution Support is NOK 2 million. The support is not subject to reimbursement.

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2/ Recruited Audience Screening Support

The purpose is to allow Nordic distributors to assess market potential of non-national Nordic films they are considering licensing with a 'mini' Recruited Audience Screening (with funds dedicated to screening costs and if necessary local subtitling) via a single grant support of a maximum NOK40,000. The support is not subject to reimbursement.

3/ Nordic Film Marketing Support

This new scheme has been specifically designed to help distributors hire and develop marketing specialists whose task would be to work exclusively on the theatrical and/or VOD release of 1 to 3 Nordic films for up to a one year period, with focus on social media and younger audiences. The Nordic Film Marketing Support is intended to complement the Fund's existing Single Project Support and High Five slate support. The budget for the one year trial period of the Nordic Film Marketing Support is NOK 1 million.

4/ Nordic Film Promotion for Exhibitors

Exhibitors decide what films are going to play in cinemas. It is therefore essential to increase their awareness of non-national Nordic films and talents. As part of the 'Nordic Film Promotion for Exhibitors' initiative, the Fund will attend distributors/exhibitors trade conventions in Denmark, Finland, Norway and Sweden and present a show-reel of upcoming Nordic films, where possible in the presence of Nordic talents.

Applications for Digital Distribution, Recruited Audience Screening and Nordic Film Marketing Support will be open early March when the guidelines are finalised and published.

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Visit our website - www.nordiskfilmogtvfond.com

EDITOR'S NOTES: About Nordisk Film & TV Fond

Established in 1990, the Fund's primary purpose is to promote film and TV productions of high quality in the five Nordic countries by providing top-up financing for feature films, TV-fiction / series and creative documentaries. We also support Distribution and Cultural initiatives. Nordisk Film & TV Fond is also the administrator of the prestigious Nordic Council Film Prize and arranges and hosts the annual Nordic Talents held each autumn in Copenhagen.