

## **Nordisk Film & TV Appoints Mathias K. Ferre as Web Editor-System Administrator**

The digital and marketing expert has joined the Fund on August 10,  
reporting to CEO Liselott Forsman.

**For Immediate Release**

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Oslo-born Mathias K. Ferre (29) oversees maintenance and development of the Fund's web page, application portal and social media. He handles Distribution and Dubbing applications and manages projects. Ferre has a wide experience of creative communication and marketing. He has produced social media workshops among other educational tasks. As an E-Commerce manager he optimized user experiences and customer journeys.

Ferre has studied Culture and Communication at the University of Oslo and Management at Oslo Business School. He graduated from the Kristiania University College with a Bachelor's degree in Marketing and Brand Management, specialization in advertising, visual communication and social media.

Liselott Forsman, CEO at Nordisk Film & TV Fond said: "Mathias' skills and work experiences came to great use already during his first week in the office. Parallel to learning his daily tasks fast, he directly got engaged in essential renewal processes that truly benefit from his creative problem-solving capacity, and his special communication expertise. Our audiovisual industry is changing very fast and the new angles Mathias brings are very inspiring."

Ferre said: "I am looking forward to bringing my digital sales and marketing expertise to Nordisk Film & TV Fond. Although I'm new to the audiovisual industry, I'm used to working with visuals and motion design to communicate. I believe my fresh point of view and eye for details can be an asset. I've spent more time than the average watching film and TV-series while growing up, and while others were watching soccer, I was watching crime and still do!

Ferre takes over from Ann-Sophie W. Birkenes, now working at the Norwegian Film Institute as Information Advisor-Creative Europe.

**END**

For further information:

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### **About Nordisk Film & TV Fond:**

Oslo-based Nordisk Film & TV Fond is funded by 22 partners: the Nordic Council of Ministers, five national film institutes/foundation, and 16 broadcasters and streaming services in the Nordic region. The Fund's primary purpose is to strengthen the Nordic audiovisual industry through top financing of feature films, drama series, creative documentaries, support to cross-border Nordic distribution and cultural initiatives. The Fund is the main sponsor of the Nordisk Film & TV Fond Prize for Outstanding Screenwriting of a Nordic drama series. It administrates the Nordic Council Film Prize, co-organizes Nordic Talents and Nordic Script Lab.