

FILM FUNDING IN DENMARK

Presentation by Claus Ladegaard





INTRODUCTION

Claus Ladegaard

- Consultant in the film and media business.
- Former CEO and Head of Film Funding at the Danish Film Institute.
- Background as producer.





CONTENT

1. Purpose
2. Legislation
3. Film funding - current situation
4. Results
5. Challenges
6. Film funding - future situation





PURPOSE

The Danish Film Law:

- ... *promote film art, film culture and cinema culture*

Focus on:

- Film as *culture* and the audience as *citizens* more than the audience as *consumers*.



LEGISLATION

Regulated by 4-year film agreements adopted by the parliament.

Determines framework and various tasks:

- Funding resources and number of films.
- Promotion, film archive, cinematheque, media education, etc.
- Film Agreement 2024-2027 contains a number of annual targets that has to be met.



ANNUAL TARGETS

29% MARKET SHARE

**8-10 FEATURE FILMS AND
10-12 DOCUMENTARIES ON A-
FESTIVALS**





— FILM FUNDING - CURRENT SITUATION



PUBLIC FILM FUNDING

Selective funding from:

- Danish Film Institute
- Public Service Broadcasters
- Regional Film Funds

No:

- automatic funding
- production incentive



DANISH FILM INSTITUTE

Development & production	2024	2025
- Feature films	33,2	30,0
- Documentaries	7,8	7,9
- Talent films	4,9	5,0
- Flexible	9,3	10,3
Total	55,2	53,2

PUBLIC BROADCASTERS

Development & production	2024	2025
- DR	3,4	3,4
- TV 2	2,7	2,7
Total	6,1	6,1

Indicative split: **80%** to feature films, **20%** to documentaries.

REGIONAL FILM FUNDS

Development & production	2024	2025
- FilmFyn	3,7	5,4
- West Danish Film Fund	3,6	5,4
Total	7,3	10,8

Indicative split: **80%** to feature films, **20%** to documentaries.

TOTAL PUBLIC FUNDING

Development & production	2024	2025
- Danish Film Institute	55,2	53,2
- Public Service broadcasters	6,1	6,1
- Regional film funds	7,3	10,8
Total	68,6	70,1

NORDIC FILM & TV FUND

Development & production	2024	2025
- Fiction (incl. series)	10,4	9,4
- Documentaries (incl. series)	0,9	1,0
Total	11,3	10,4

20-35% allocated to Danish film and series.

PUBLIC SERVICE FUND

Funding of fiction series and documentary series on commercial broadcasters or streaming services.

Development & production	2024	2025
- Fiction and documentaries	6,5	6,8

Possible to combine with film funding in cases where there is both a series and a film.



— RESULTS



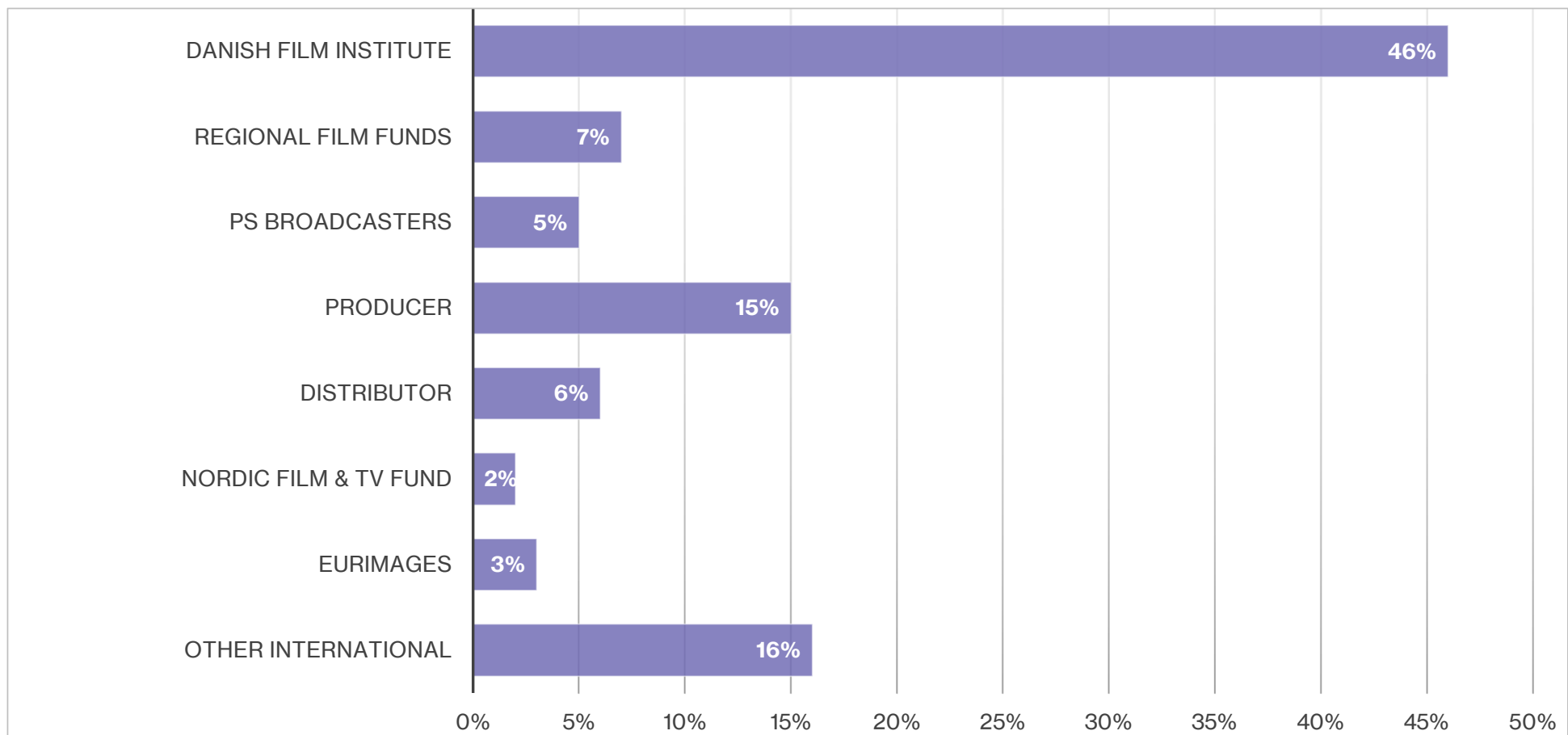
CONTEXT

Films funded by public money:

- **20-25** feature films a year.
- Average budget 2024: **3,3** million €.
- **30-35** documentary films.
- Average budget 2024: **0,5** million €.



COMPOSITION OF FINANCING



MARKET SHARE

Did we meet the **29%** in market share?

- Average market share 2015-2024 **30%**
- Market share in 2023 **25%**
- Market share in 2024 **23%**



FESTIVALS

Did we meet the target for festival participation in A-festivals, EFA or Oscars in 2019-2024:

- Average **7,2** features a year. Annual target: **8-10**.
- Average **10,3** documentaries. Annual target: **10-12**



— CULTURAL IMPACT

Focus on market share and festivals are not sufficient!

More focus on the cultural and social impact of film by developing:

- A **language** that can understand the impact of films.
- A better understanding of the **audience**: what has relevance to them?
- Ways to **measure** the cultural and social impact.





— CHALLENGES



CINEMA ATTENDANCE

Cinema attendance is down:

- Average cinema tickets 2017-2019 **11.900.000**
- Cinema tickets 2024 **8.400.000**
- Recovery rate **68%**



BREAK EVEN

Can you make a living from producing films?

- In an analysis from 2017 only **1** out of **3** Danish films had break even.
- In 2018: **5** out of **17** films had break even.
- In 2019: **5** out of **15** films had break even.
- In 2020: **6** out of **13** films had break even (Covid year).



CONCLUSION

**AN URGENT NEED FOR NEW
WAYS OF FUNDING!**



NEW WAYS OF FUNDING

Discussions have focused on:

- a **levy** and/or an **investment obligation** for the streamers.
- a **production incentive**.



— LEVY

The Danish *cultural contribution levy* was established in 2024:

Streamers have to pay:

- **2%** of turnover in Denmark - if investment in Danish films or tv-series is **more** than **5%**.
- **5%** of turnover in Denmark - if investment in Danish films or tv-series is **less** than **5%**.
- Amount for 2025 will be **12,7** million €.
- Split: **80%** to films, **20%** to series.



— PRODUCTION INCENTIVE

The Danish production incentive will come into effect in 2026.

- Purpose: attract international films *and* insource Danish films.
- Total budget: **16,8** million € - **3,4** million € earmarked for animation.
- **25%** rebate of eligible production costs.
- Minimum budget feature film: **3,4** million €.
- Minimum budget documentary: **0,5** million €.
- **70%** of budget has to be confirmed.
- Maximum **2,7** million € to one film or series.





FILM FUNDING - FUTURE SITUATION



FUTURE DANISH FILM FUNDING

Development & production	2024	2025	2026
- Danish Film Institute	55,2	53,2	53,2
- Public Service Broadcasters	6,1	6,1	6,1
- Regional Film Funds	7,3	10,8	10,8
- Levy on streamers		10,1	(10 - 11)
- Production incentive			(8,4 - 16,8)
Expected overall increase in funding:			15-25%

— WILL IT BE SUFFICIENT?

Nobody knows!

But in the meantime: ***let's make some good films!***



— **ADDITIONAL INFORMATION**

The Danish Ministry of Culture

kum.dk/english

The Danish Film Institute

dfi.dk/en

DR

dr.dk

TV 2

tv-2.dk

FilmFyn

filmfyn.dk/stoettepolitik/English

West Danish Film Fund

filmpuljen.dk

Nordic Film & TV Fund

nordiskfilmogtvfond.com





THE END

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