

Press release: 20th October 2011

BFI BOOSTS SUPPORT FOR BRITISH FILM INTERNATIONALLY

With the British film industry enjoying one of its most successful years ever and home grown talent firmly in the spotlight on the world's stage, the BFI today announces measures to ensure momentum is maintained by fast-tracking support for Britain's film industry internationally.

In recognition of the need for immediate action whilst the industry awaits the Government's new Film Policy Review and the BFI's own Forward Plan for film, the BFI is ensuring funds are immediately available to promote British film and talent internationally. This will include activity next year at Sundance (January), Berlin (February) and Cannes (May) film festivals, and is in addition to the support the BFI is already giving to the Film London Production Finance Market, currently taking place during this year's BFI London Film Festival. The BFI has also awarded transition funding to Film Export UK to ensure strong British presence at Filmart Hong Kong and Berlin's European Film Market (EFM), and is working closely with them to deliver this.

Amanda Nevill, CEO BFI said *'This is a powerful moment for the British film industry and I want to congratulate our British film talent who are excelling on the world's stage. Ahead of us we have major international markets and the awards seasons and it is crucially important that the BFI supports the industry now in this transitional period. Going forward we will be developing an international strategy as one of the key priorities in the BFI's five year Forward Plan for Film, which launches next year, informed by the recommendations from the Review of Film Policy. It's enormously exciting that the BFI will spearhead this new phase for British film around the world.'*

Chris Smith, who is chairing the Independent Review of Film Policy, said: *"Enhancing the*

promotion of British films and talent around the world – especially in new emerging markets like India and China – is imperative if we are to build on the current success of our film industry. Let's give this every bit of support we can."

Stephen Kelliher, Chair of Film Export UK, said *"It's fantastic that the BFI recognises that export is a success story for British film and that timely and targeted help in partnership with our members at key events can make all the difference to the international success of British films and British sales companies."*

As the lead body for film in the UK the BFI's international strategic plans will be developed in close consultation across the UK with all their partners from the industry and wider film sector including Film London and the British Film Commission, Film Export UK, The British Council, BAFTA, BBC Worldwide, Creative England and Pinewood Shepperton.

British audiences are responding to this vibrant period for film with the UK enjoying record Box Office takings (£988 million) and UK films representing 24% of total takings - a significant increase on previous years. Recent successes, both commercially and critically and at home and abroad include mega-hits such as *Harry Potter and the Deathly Hallows Part 2* and *The King's Speech* with *Tinker Tailor, Soldier, Spy* and *The Inbetweeners* doing great business in the UK and soon to be released internationally. This year's international film festivals have so far showcased an unprecedented level of British films with wins for *Shame* and *Wuthering Heights* at Venice, *We Need To Talk About Kevin* creating headlines and the BFI London Film Festival opening with British films 360 and closing with *The Deep Blue Sea*.

The BFI's International Strategy, due for release as part of the BFI's Forward Plan for Film in Spring 2012, will incorporate:

Export/international promotion

Inward Investment

Co-Production

Talent and skills

-Ends -

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About the BFI

The BFI is the lead body for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class film makers in the UK
- Investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences

About Film London

Film London, as the capital's film and media agency, aims to ensure London has a thriving film sector that enriches the city's businesses and its people. The agency works with all the screen industries to sustain, promote and develop London as a major international production and film cultural capital, and it supports the development of the city's new and emerging film-making talent. Film London is funded by the Mayor of London, the National Lottery through the BFI, and receives significant support from Arts Council England and Skillset.

Film London's activities include:

- Managing the national remit for inward investment through film
 - Maintaining, strengthening and promoting London and the South East's position as a film-friendly region to attract investment
 - Investing in new and established talent through a range of specialised production schemes
 - Boosting employment and competitiveness in the capital's film and media sectors by facilitating funding as well as supporting training and business development activities
 - Maximising access to the capital's film culture by helping audiences discover film in all its diversity
 - Working with a wide range of partners to promote London through the production industries
 - Utilizing opportunities provided by London 2012 and its legacy to strengthen the capital's film industry and culture
- [HYPERLINK "http://www.filmlondon.org.uk/"](http://www.filmlondon.org.uk/) www.filmlondon.org.uk

About the British Film Commission

The British Film Commission (BFC) is the national body in charge of attracting, encouraging and supporting the production of international feature films in the UK. With offices in the UK and the US, the BFC provides free professional advice to help make productions in the UK a reality.

The British Film Commission is managed by Film London through a public/private partnership which is funded by the Department for Culture, Media and Sport through the BFI.

HYPERLINK

"<http://www.britishfilmcommission.org.uk>" www.britishfilmcommission.org.uk

About Film Export UK

Film Export UK is the trade body for companies with UK offices selling, marketing & distributing independent feature films around the world. A non-profit association, it performs a wide range of functions to support and sustain the export of British independent films from UK companies. From operating umbrella stands at key international film festivals and markets to developing training initiatives and encouraging best practice it ensures that its members' interests are represented at the highest level and strives for the value of their contribution to the UK, both culturally and economically, to be recognised.

HYPERLINK www.filmexportuk.com www.filmexportuk.com.

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