

FNE AV Innovation Forums:

FNE has put together an INNOVATION TEAM of the top innovation specialists in the region led by **Peeter Nieler** and **Sten-Kristian Saluveer** to inform film professionals about how INNOVATION can be adapted to the specificity of the small countries and their markets. LINK: <http://www.filmneweurope.com/fne-innovation>

FNE has already started to establish itself as an INNOVATION HUB for the region. The 2017 FNE Reader Survey confirmed a high level of interest from FNE readers with 72% saying they want to see more about the latest trends in AV Innovation.

Festivals and events have already begun to approach the FNE AV Innovation Team asking FNE to organise a series of forums at their events to introduce film professionals to the latest trends and how these can be used as models for their work.

Saluveer who organised the Tallinn European Film Forum with its focus on INNOVATION will head the FNE INNOVATION AV Forums at key festivals and events in 2017-2018 based on research from the FNE AV Innovation team published online. FNE INNOVATION AV Forums will bring together young innovators with funders, investors and film professionals to develop AV innovation models for small countries.

To raise awareness of the FNE AV Innovation Team plans at least four forums per year. The selection of events will depend on the programme of the participating events.

FNE AV Innovation Forums Confirmed for 2017

Let's CEE Film Festival (Vienna, Austria) March 2017 **CE MEDIA**

Regiofun Film Festival (Katowice, Poland) October 2017

Other events under discussion:

New Horizons FF (Poland) August 2017

Connecting Cottbus (Cottbus, Germany) November 2017

FNE AV Innovation Forums Confirmed for 2018

Let's CEE Film Festival (Vienna, Austria) March 2018

Visegrad 4 Film Industry Meeting (Bratislava, Slovakia) September 2018

Regiofun Film Festival (Katowice, Poland) October 2018

Other events still under discussion with partners

CONCEPT:

Forum bringing together innovators and new technologies and new methodologies in the AV sector that would development audiences for cinema as part of the programme of larger existing events.

Master classes, panels, workshops and case studies of successful cutting edge projects

Theme: How can innovation find solutions to the challenges facing the European AV industry in the digital age. Special emphasis on convergence and models for **small markets**.

How can innovation:

- Level the AV playing field for small countries
- Increase audiences for AV productions beyond borders
- Reach new audiences at home
- Attract investment

Target audience for FNE AV Innovation Forums:

Film professionals

Young innovators in the AV industry

Experienced innovators to listen to their projects and share their knowledge

Academics in the field

Investors in innovation / listen to projects and give feedback

Two sectors of innovation:

A: Technology

virtual reality, 3D graphics etc

B: New ways of doing things

New ways to attract audiences into cinemas

New systems of work

New ways to use social media

New approach AV challenges

New mentality/ methodology/ audience building

OUTCOMES:

Produce a series of online networks after each forum that will continue to share ideas and trends for the incubation of future development of innovation in the creative industries in the region and in Europe.

The created networks will continue to link with forums at other locations.

Name of person: Magdalena Zelasko, PhD
Name of Organisation: LET'S CEE Filmfestival
Address: Mommsengasse 6/17, 1040 Vienna, Austria

Subject: FNE AV Innovation Forum 2017-2018
To Be Organise by Film New Europe Association

I hereby declare that LET'S CEE Film Festival, represented by festival director, Magdalena Zelasko, supports the goals and objectives of the FNE AV Innovation Forum. Therefore the LET'S CEE Film Festival organisers wish to include the FNE AV Innovation Forum into the programme of the LET'S CEE Industry Days with a pannel dedicated to innovation, both in the framework of the LET'S CEE Film Festival in March 2017 and in 2018.

We understand and support the concept and see the need to promote and support Innovation in the region as a means of meeting the challenges in the cultural and social sector.

We see this Forum as a way to educate and motivate film professionals about new projects that can cross borders, attract audiences and share know-how and ideas. The FNE AV Innovation Forum has the potential to make a substantial contribution to the development of new cultural products and methodologies and connect social and cultural institions across the region.

The FNE AV Innovation Forum is envisioned as an ongoing project with a bright and sustainable future and we see this event and its organisers as a good partner for our LET'S CEE Industry Days!

Sincerely


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Magdalena Zelasko
LET'S CEE Filmfestival