

FNE Future development plans 2020-2021

Future development plans for the action and assessment of the potential impact of its development

In 2020-2021 FNE plans to:

Continue to add new experts to its already hugely successful INNOVATION TEAM which has become the Innovation Hub for filmmakers in the CEE region impacting on new trends in the industry.

Implement a series of events together with festivals in the region focused on AV Innovation

Work as main bridge of the Region between Wide EU especially with Germany and Ukraine the nearest neighbours ALSO with Pan-European institutions where CEE is under-represented.

FNE will continue development in future is to continue to realize the protocols of cooperation signed between Pan-European organizations with CINANDO, Marche du Film, Producers Network Cannes, Europa International, Europa Distribution, Media Salles, Eye on Films, and Wide Management. FNE will work with these organizations to act as a bridge for CEE producers and film industry professionals to integrate into the organizations of wider Europe

- Increase cooperation and synergy between FNE and other projects supported by Creative Europe MEDIA
- Increase FNE podcasts
- Continue the upgrading the FNE website to broaden its appeal and attract more readers
- Increase the number of AV works promoted on the FNE website
- Continue to bring the works promoted to the attention of international sales agents globally through production profiles
- Carry out further Reader Surveys to assess what kinds of information the FNE readers want ESPECIALLY in Western Europe
- Increase and update the information in its country by country databases by focusing on legislation and coproductions to put local information into context.
- Increase the number of TV appearances and magazine articles about FNE
- Increase its database of new productions and production information in the region.
- Increase the numbers of its subscribers
- More effectively target the needs of its readers through increased one-on-meetings and feedback
- Increase brand awareness through press conferences and promotional activities
- Increase the level of cooperation with other EU MEDIA supported informational portals including Cineuropa, IDF and others.
- Continue Doc Block as a regular weekly feature in partnership with IDF
- Add more Cinema of the Month features together with Europa Cinemas
- Add more Sales Agency of the Month features together with partner Europa International
- Increase focus on TV markets for audiovisual products from countries of low audiovisual capacity
- Utilize the capacity of FNE Agenda for Coproductions, Pitchings and Works-in-Progress to connect more CEE/Baltics AV works with international sales agents and coproduction partners

IMPACT: FNE has established itself as the leading informational portal in Europe for countries of Low Audiovisual Capacity. FNE is known as the MAIN TOOL for binding small countries together to work for establishing our COMMON EUROPEAN IDENTITY. The above activities will increase the coproduction opportunities between these countries by increasing the amount of film professionals that use FNE and the amount and accessibility of information provided by FNE. The continued efforts of FNE to upgrade its Doc content will provide additional support for this under supported area. The new focus on regional TV markets will provide more information and greater access to this market for producers from countries of low audiovisual capacity.

And more particularly the following information

The MAIN activity of FNE is the production of the FNE website and FNE Daily news with box office, production and other databases.

In coordination with the main work of FNE the following travel by FNE representatives was undertaken to major film festivals and events across the region and throughout Europe to promote FNE services and to promote the AV works of FNE partners.

Visibility of the Creative Europe Programme's contribution throughout the implementation of the action

The Logo of the Creative Europe Programme was placed on the website of FNE and all published materials of FNE including all leaflets distributed at all events and all business cards printed

Film New Europe publishes its results daily in the daily news publication FNE Daily. Each article is linked to the home page where the Creative Europe logo is clearly displayed. The EU logo is also displayed on over 5000 FNE promotional leaflets that were printed in 2019 and distributed at film events and festivals across Europe.

FNE also made presentations of the project at the FNE Association annual general meeting in Berlin in February 2019 where the heads of the film funds of most of the member countries of the association were present and the annual results of the project were delivered by the project director. The support from Creative Europe MEDIA was stressed as playing a very important role in the funding and strategic objectives of the project to all member countries.

List of the structures/services available to the participants *

FNE publishes articles about the film and audiovisual industries of countries of low audiovisual production capacity focused on - but not limited to - the central and eastern EU member countries.

In addition to publishing articles FNE provides a platform for the publication of all press releases it receives from member countries, press releases from festivals and box office each week from the countries where this information is available for publication. English news summaries are also provided in Russian providing access to a new major market.

VALUE ADDED services in 2019:

FNE Searchable LIVE Archive Database: FNE original articles along with submitted materials such as partner press releases all become part of the FNE searchable database that can be freely accessed by European film professionals. In 2019 significant upgrades of the search mechanism were carried out and are continuing in 2020.

FNE Podcasts: FNE will continue to choose industry leaders and topics that can increase audiences and share knowledge and best practice.

FNE TV: Connecting AV professionals to film experts and decision makers
In addition to the text information on its website FNE now also provides FNE TV interviews with decision makers in the EU and at national level and offers AV professionals the chance to send us their feedback and views and access the latest information and find partners for coproduction and distribution.

FNE AV Innovation Team: The unique FNE team provide information about the latest developments in innovation for AV professionals. This INTERACTIVE service gives film professionals the chance to ask questions directly to the experts.

FNE Market Online: Annual agenda of Coproduction Markets, Pitchings and Works in Progress

With the growth of coproduction forums and pitching/ works in progress events across Europe FNE now provides its readers the chance to bring their new projects to the attention of these events and to choose the best event at which to present their projects.

FNE now provides an alert for deadlines for these events, an annual calendar and a special online market where producers can send us information about their new project that will be posted online on the FNE Market ONLINE page.