

SWISS FILMS

Brancheninformation 19.1.2024 / Information à la branche 19.1.2024

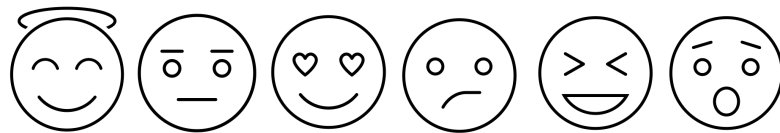
Catherine Mühlemann, Präsidentin / Présidente | Nicola Ruffo, Direktor / Directeur
Charlotte Ducos, Festivals & Markets | Daniel Fuchs, PR & Services



REVIEW / PREVIEW

SWISS FILMS

Resultate Branchen-Umfrage / Résultats sondage dans la branche

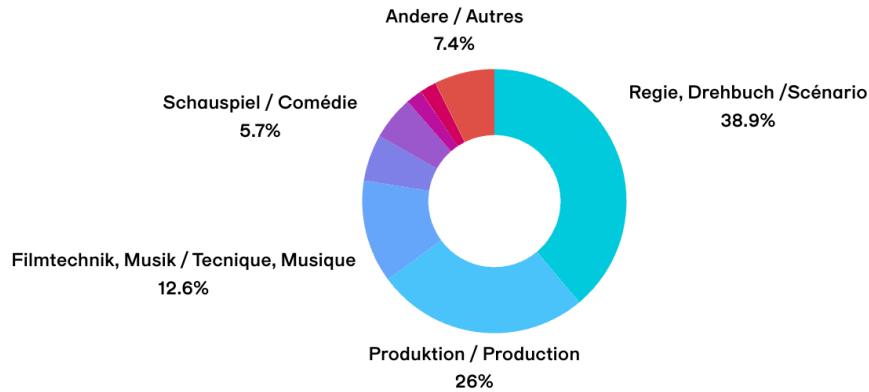


Nicht repräsentative Umfrage auf Web und Social Media sowie per Mail an 2'000 Filmschaffende (nur Inland)
Sondage non représentatif Sur le web et les médias sociaux ainsi que par e-mail à 2'000 cinéastes (uniquement en Suisse)

SWISS FILMS

350 Teilnehmende
350 Participants

- Regie, Drehbuch / Scé...
- Produktion / Production
- Filmtechnik, Musik / T...
- Schauspiel / Comédie
- Institution
- Festival
- Verleih / Distribution
- Andere / Autres



SWISS FILMS

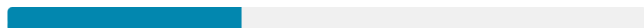
Internationale Konkurrenz / La concurrence internationale / Concorrenza internazionale

243 resp. 69.4%



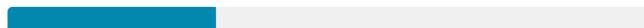
Streaming-Boom / Le boom du streaming / Boom dello streaming

128 resp. 36.6%



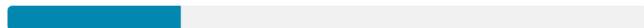
Kinosterben / Le dépérissement du cinéma / Crisi del cinema

114 resp. 32.6%



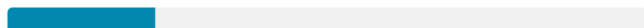
Beziehungen mit der EU / Les relations avec l'UE / Rapporti con l'UE

95 resp. 27.1%



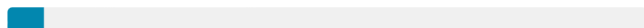
Hohes nationales Produktionsvolumen / Le volume élevé de production nationale / Quantità ingente di produzioni nazionali

81 resp. 23.1%



Politische Unsicherheiten weltweit / Les incertitudes politiques au niveau mondial / Incertezze politiche nel mondo

20 resp. 5.7%

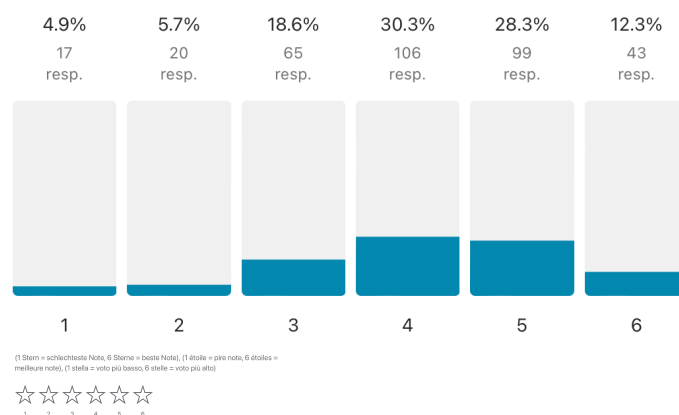


Was sind die drei grössten Herausforderungen für CH Film im Ausland?

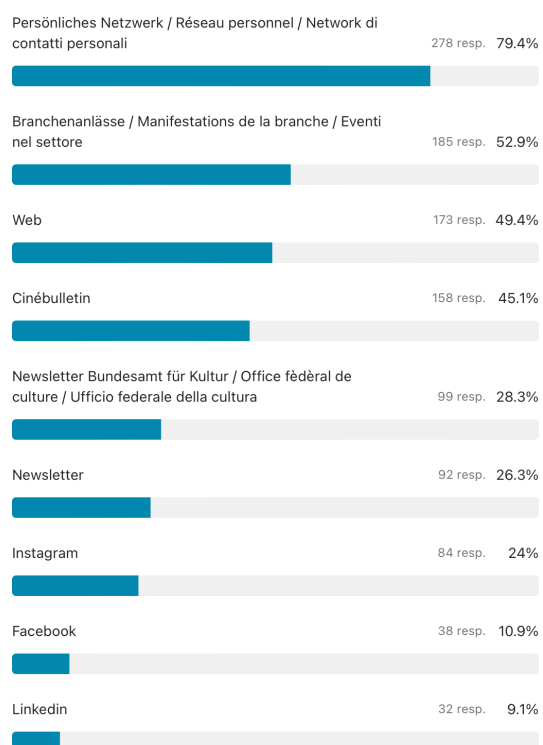
Quels sont les trois plus grands défis pour la diffusion des films suisses à l'étranger?

SWISS FILMS

Wie gut erfüllt SWISS FILMS Ihre Bedürfnisse? SWISS FILMS répond-elle à vos besoins?



SWISS FILMS

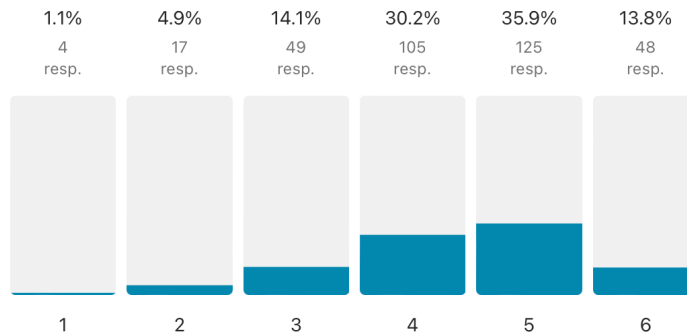


Über welche Kanäle holen Sie Ihre beruflichen Informationen über die Schweizer Filmindustrie?

Quels canaux consultez-vous pour obtenir vos informations professionnelles sur l'industrie cinématographique suisse?

SWISS FILMS

Wie bewerten Sie unsere Webseite? Comment évaluez-vous notre site web ?



(1 Stern = schlechteste Note, 6 Sterne = beste Note), (1 étoile = pire note, 6 étoiles = meilleure note), (1 stella = voto più basso, 6 stelle = voto più alto)



SWISS FILMS

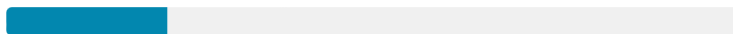
SWISS FILMS Portal 182 resp. 52%



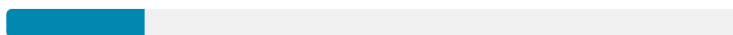
Festival Support 178 resp. 50.9%



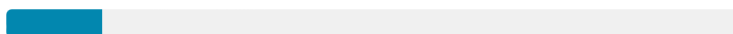
Distribution Support 77 resp. 22%



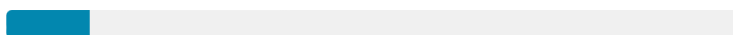
Beratungen / Conseil / Consulenze 66 resp. 18.9%



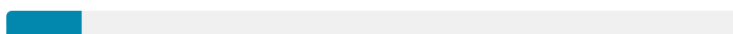
Marktauftritte / Présence sur les marchés / Presenza sul mercato 46 resp. 13.1%



Line-up Webseite / Line-up Site web / Line-up Sito web 40 resp. 11.4%



Short Film Library 36 resp. 10.3%



Welche **SWISS FILMS** Dienstleistungen sind für Sie besonders hilfreich?

Quels sont les **services de SWISS FILMS** qui vous sont particulièrement utiles ?

SWISS FILMS

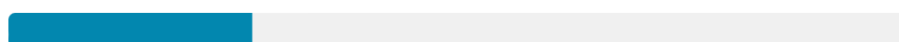
Sind Sie bereit zu Gunsten der Umwelt auf beruflich bedingte Flüge zu verzichten?

*Seriez-vous prêt*e à renoncer aux vols professionnels en faveur de l'environnement?*

Yes 255 resp. 72.9%



No 95 resp. 27.1%



SWISS FILMS

AUSBLICK
PERSPECTIVES

2024

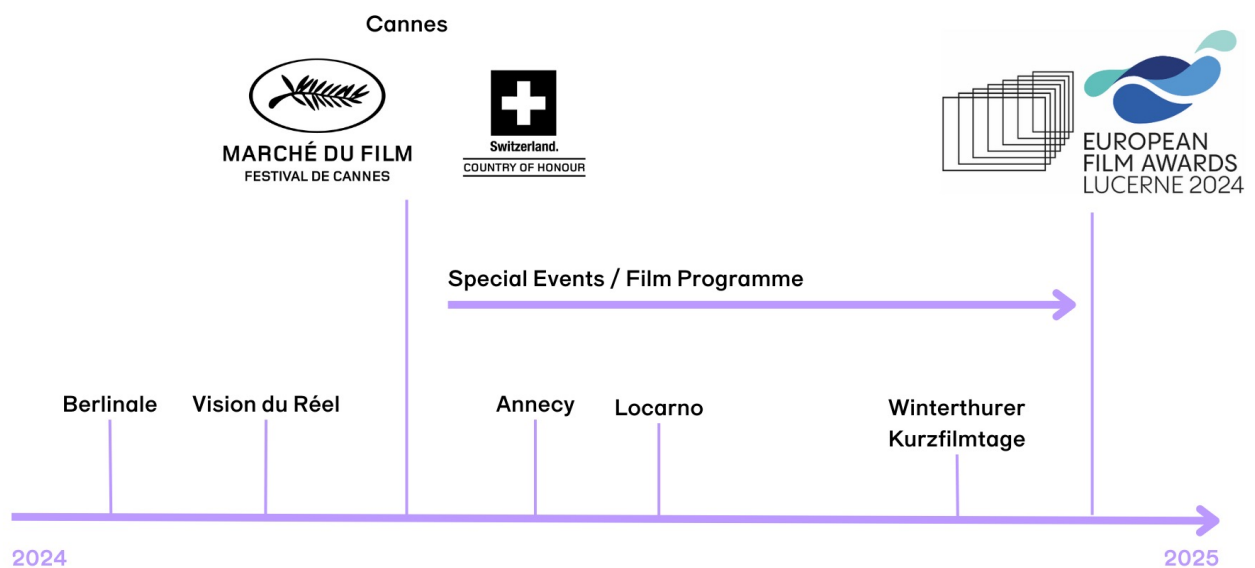
SWISS FILMS

Unsere Ziele im Bereich Branchen-Aktivitäten *Nos objectifs en matière d'activités de branche*

- Kooperation mit SRG SSR für internationale Promotion von Schweizer Serien (SWISS SERIES)
Coopération avec SRG SSR pour la promotion internationale des séries suisses
- Implementierung von SWISS IMMERSION in die Beratungstätigkeit
Mise en place de SWISS IMMERSION dans l'activité de conseil
- New Audience / New Releases > Internationale Impact Kampagnen (Doc)
New Audience / New Releases > Campagnes d'impact internationales (doc)
- Weiterentwicklung VOD-Support durch Pr (insb. im Bereich VOD)
Développement de programmes (en particulier dans le domaine de la VOD)
- Festival Support nachhaltiger ausrichten („Go Green“ Massnahmen)
Festival Support de manière plus durable (mesures "Go Green")

SWISS FILMS

2024: Connecting Europe



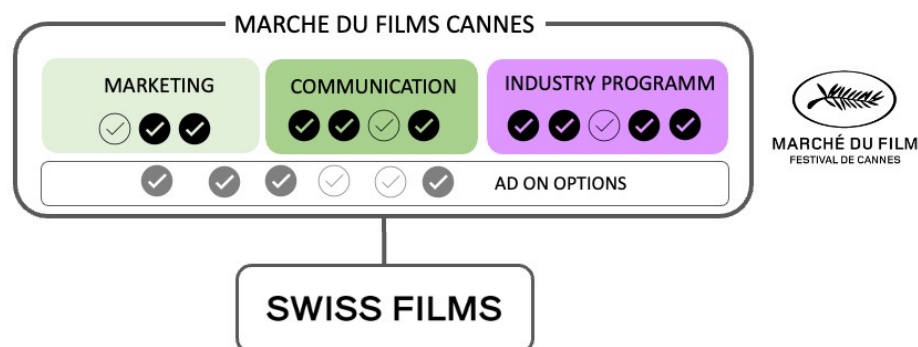
SWISS FILMS

Unsere Ziele im Bereich Kommunikation *Nos objectifs en matière de communication*

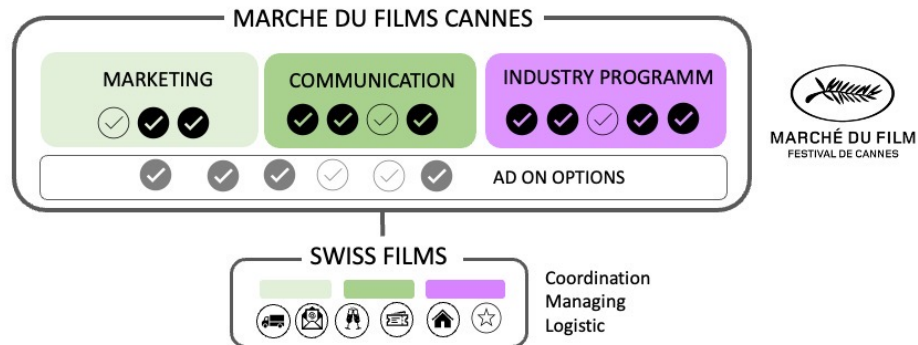
- **Mehr Reichweite auf Web und Social Media**
Plus de fréquentation sur le web et les réseaux sociaux
 - **Einführung optimierter Newsletter Formate**
Lancement de nouveaux formats de newsletter
 - **Storytelling rund um Schweizer Film international stärken**
Renforcer le storytelling autour du cinéma suisse au niveau international
-

SWISS FILMS

Coopération Marché du Film avec SWISS FILMS

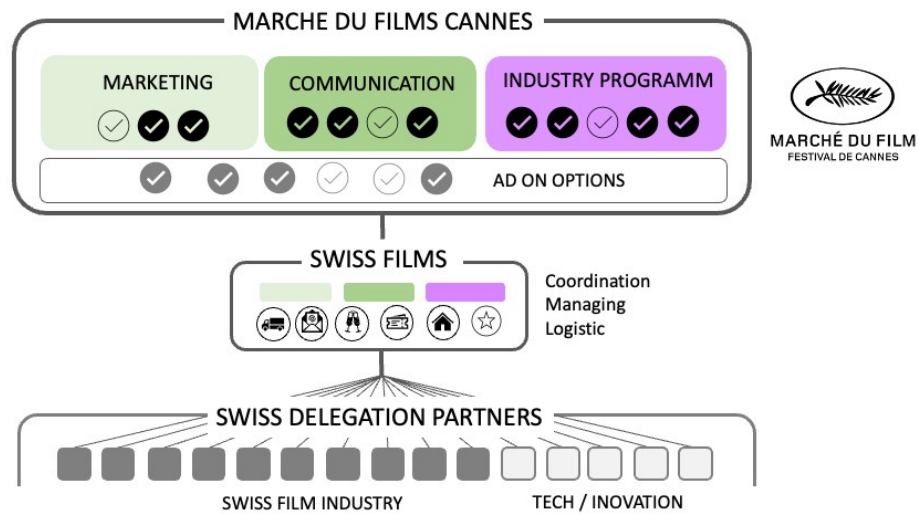


Coopération Marché du Film avec SWISS FILMS



SWISS FILMS

Coopération Marché du Film avec SWISS FILMS



SWISS FILMS

Wer gehört zur Schweizer Delegation?
Qui fait partie de la délégation suisse ?

OFFICIAL SWISS REPRESENTATIVES

SWISS DELEGATION PARTNERS

SWISS FILM INDUSTRY / SWISS TECH / INNOVATION INDUSTRY

SWISS PROFESSIONALS



Early Bird Accreditation

Newsletter: Switzerland - Country of Honour



SWISS FILMS

Wer gehört zur Schweizer Delegation?
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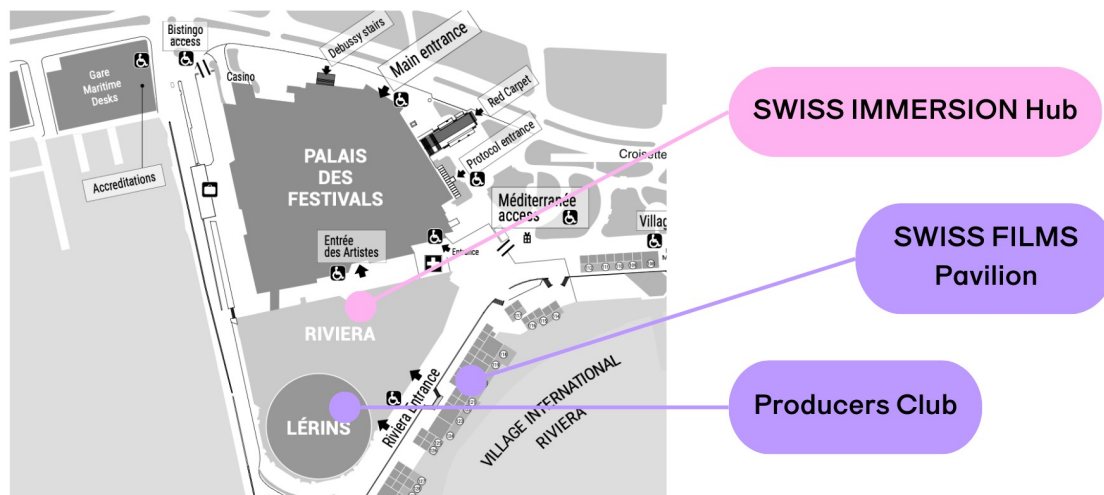
Schweizer ProduzentInnen / Productices Suisses



**Application for Industry Programm
as of February 2024**

SWISS FILMS

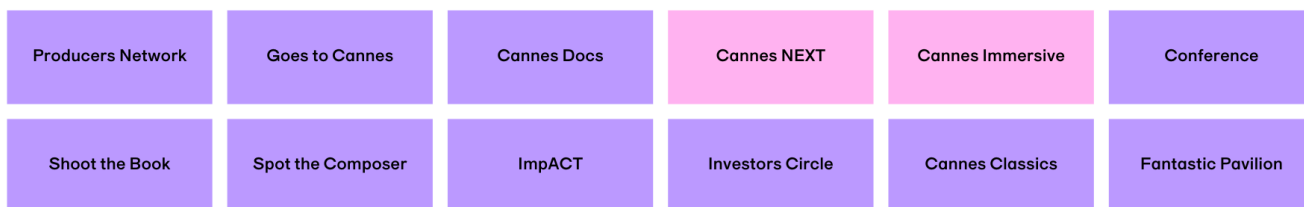
Kooperation Marché du Film mit SWISS FILMS
 Coopération Marché du Film avec SWISS FILMS



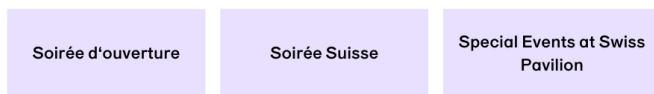
SWISS FILMS

Kooperation Marché du Film mit SWISS FILMS
 Coopération Marché du Film avec SWISS FILMS

Industry Program



Social / Networking Events



SWISS FILMS

Unsere Partner
Nos partenaires

Main Partners

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Sveits Confederensia

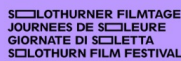
Federal Department of Home Affairs FDHA
Federal Office of Culture FOC



Innovation Partners: SWISS IMMERSION



Industry Program



SWISS FILMS

INPUT

Guillaume Esmiol, CEO Marché du Film, Cannes



MARCHÉ DU FILM
FESTIVAL DE CANNES



Switzerland.
COUNTRY OF HONOUR

SWISS FILMS



MARCHÉ DU FILM FESTIVAL DE CANNES



MARCHÉ DU FILM
FESTIVAL DE CANNES

THE MARCHÉ DU FILM IN NUMBERS

2023 Key Figures

38 600

Festival-Goers

14 300

Film Professionals

1 500

Screenings

4 000

Films & Projects

500

Exhibiting Companies

200

Industry Events

120

Countries

18

Thematic Programs



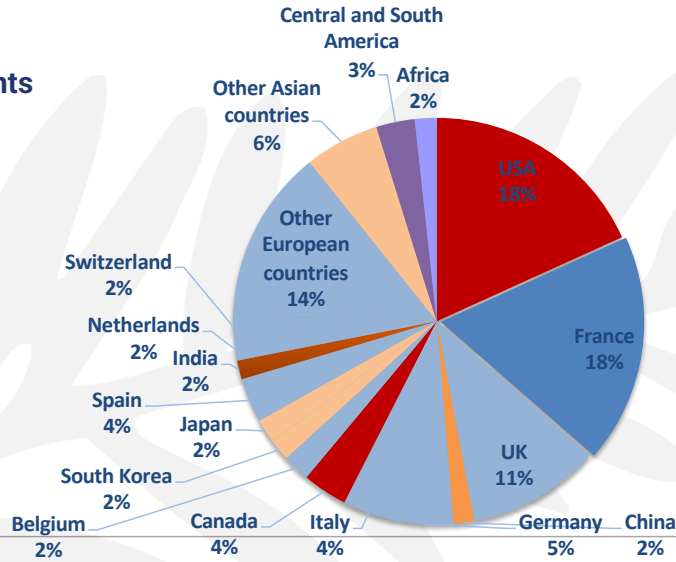
1

unique setting

NUMBER OF ATTENDEES BY COUNTRY

Marché du Film: The ultimate convergence point for the entire international film community

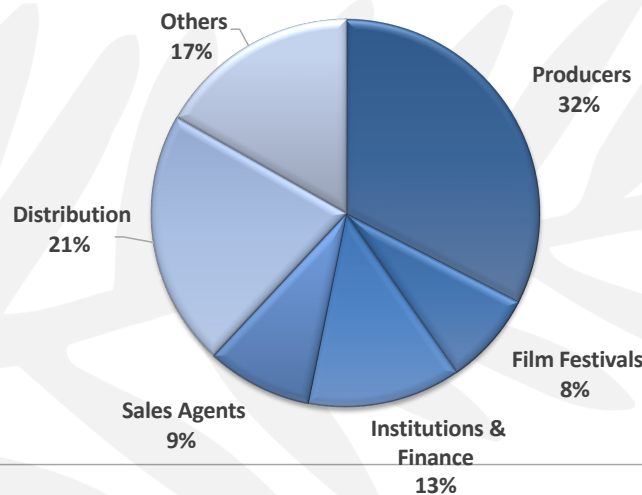
2023 Participants



NUMBER OF ATTENDEES BY MAIN ACTIVITY

Coming together in Cannes to forge connections, make deals and accelerate one's business

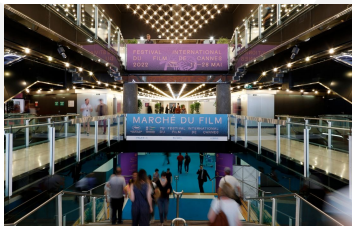
2023 Participants



THE « 3 MARKETS INSIDE THE MARCHÉ DU FILM »

FILM SALES MARKET

Sales Companies
Screenings
Buyers



FILM/PROJECT FINANCING

The Village International
CoProduction Programs
Investors Circle



INDUSTRY SUMMIT & FORUM

Cannes Next
impACT
Streamers Forum



FILM SALES MARKET

Buy, sell, promote and screen films



Exhibit

Inside the Palais
On the Croisette
At the Village International



Screen

Festival and Market Screenings
World Premieres
Promo reels

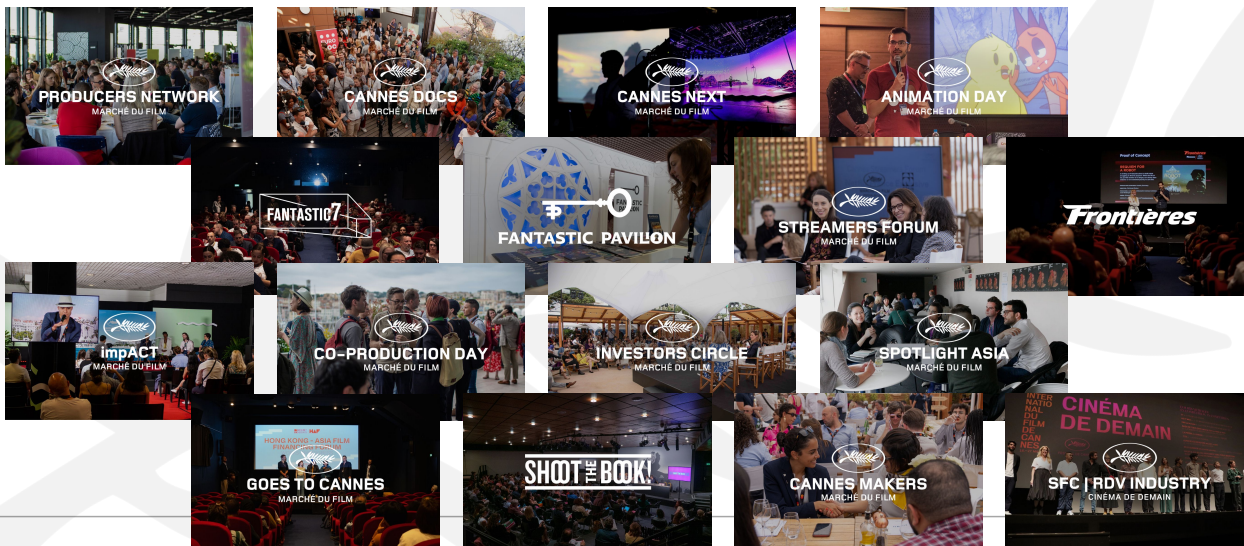


Buyers

More than 1600 Buyers
The biggest volume of deals of all
markets

FILM / PROJECT FINANCING

Find new talents, projects & partners



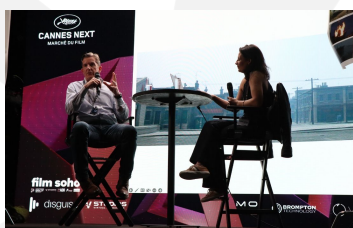
29

SUMMIT & FORUM ON THE FUTURE OF THE FILM INDUSTRY

Gain new insights, discover groundbreaking innovations & learn from the industry's top experts!

Cannes Next Summit

Inspiring conferences, keynotes, panel discussions and workshops, featuring top-tier visionaries and innovative creators



impACT

Spark meaningful dialogue on the pivotal issues that are shaping today's cinema, such as diversity, inclusion, representation, sustainability and equity



Streamers Forum

Exclusive keynotes and conferences dedicated to global streaming services



30

CANNES 2024 HIGHLIGHTS

What to expect at our upcoming #MDF24 edition, 14-22 May 2024!



Reinforcement of our innovation program Cannes Next

- AI Summit
- Virtual Production
- Future of Financing
- Web3
- Swiss Innovation Hub



Development of an IP Market

- Shoot the Book!
- Cannes Remakes



Continuation of new initiatives launched last year

- Investors Circle
- Spotlight Asia
- Streamers Forum
- Fantastic Pavilion
- Cannes Makers



THANK YOU
SEE YOU IN CANNES!

#MDF24



MARCHÉ DU FILM
FESTIVAL DE CANNES



Switzerland.

COUNTRY OF HONOUR

As the Marché du Film's Country of Honour, we will work closely with you, share ideas and put the Marché du Film savoir-faire and vast global network of industry professionals to **shine the spotlight on your country** during the world's most prestigious film festival and biggest film market.

CO-BRANDING

COMMUNICATION

SWISS DELEGATION IN
CANNES

PROGRAMS &
CONFERENCES

INNOVATION HUB

NETWORKING EVENTS

CO-BRANDING

A joint official logo on all Marché du Film's communication



MARCHÉ DU FILM
FESTIVAL DE CANNES



Switzerland.
COUNTRY OF HONOUR

Main signage at Cannes



Print and Digital Communication

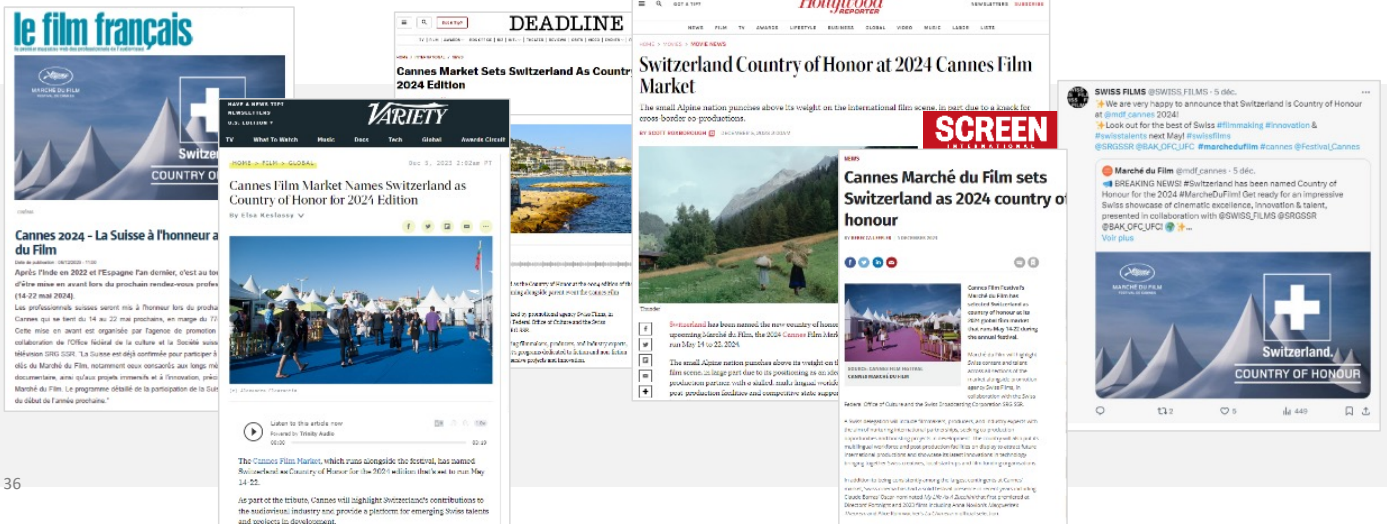
(official website, newsletters, social media, Marché du Film team email signatures, printed & digital publications, as well as our network of digital screens onsite in Cannes)



PRESS RELEASE - SWITZERLAND COUNTRY OF HONOUR 2024

Joint press release sent on December 5, 2023

- Number of press release recipients : + 1000 journalists
- The announcement was widely taken up by the trades as well as the general press : RTS, Variety, Deadline, Le Film Français, etc.



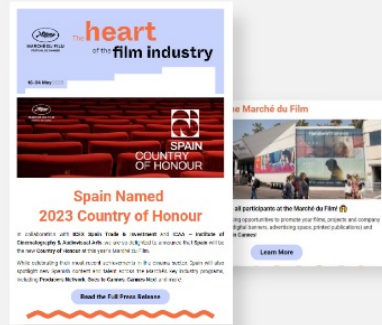
AD IN PROFESSIONAL TRADES

A dedicated print ad in the industry's top professional trades will be created and used to promote the Country of Honour operation and spark buzz ahead of the film market. Reach more than 60,000 people per trade.



WEB PAGE & NEWSLETTERS

Sent to a wide audience of industry professionals and Marché attendees before and during the event, our newsletters will spotlight your country and highlight your various activities, conferences and participation in our key industry programs.



SOCIAL MEDIA

Reap the benefits of our broad industry reach and our community of +130K followers:

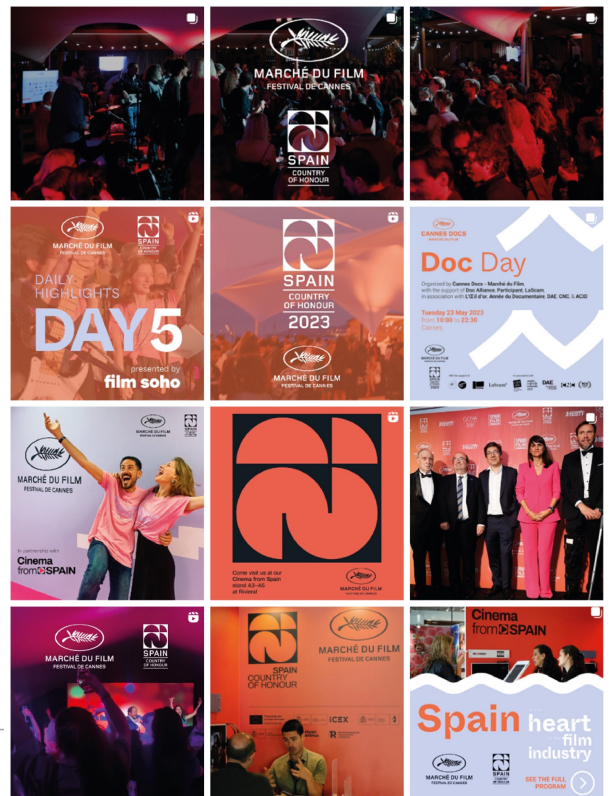
- f **65K+** FOLLOWERS
- ✕ **15K+** FOLLOWERS
- @ **24K+** FOLLOWERS
- in **34K+** FOLLOWERS

VIDEO CONTENT

Maximize your exposure with stories, reels and a dedicated video recap of your country's presence at the Marché du Film, and all major highlights



→ watch the video





PROGRAMS & CONFERENCES

As the top film business event in the world, the Marché du Film provides **many programs dedicated to all sectors of the industry and produces over 60 conferences**, the perfect opportunity to gather the film community to discuss the latest trends, topics and innovations!

SWISS PARTICIPATION IN MARCHÉ DU FILM'S PROGRAMS

 <p>PRODUCERS NETWORK MARCHÉ DU FILM</p> <p>The Producers Network program was launched 16 years ago and gathers more than 500 experienced producers through a series of meetings and events.</p>	 <p>CANNES NEXT MARCHÉ DU FILM</p> <p>Cannes Next is the place to discover and experience innovation and the future of the entertainment business.</p>	 <p>CANNES DOCS MARCHÉ DU FILM</p> <p>Cannes Docs is a dedicated venue with tailored programs for feature documentary professionals.</p>
 <p>GOES TO CANNES MARCHÉ DU FILM</p> <p>Goes to Cannes offers other renowned global festivals the opportunity to showcase their selection of original work-in-progress titles.</p>	<p>SHOOT THE BOOK!</p> <p>shoot the Book! Is a collaborative initiative, bringing together French and European publishers and agencies with international producers seeking future projects.</p>	 <p>MARCHÉ DU FILM FESTIVAL DE CANNES</p> <p>and more to come!</p>

YOUR COUNTRY'S CONFERENCE AT CANNES

As part as Marché du Film's official conference program, your **conference** is the perfect occasion to position your Country as **a leader of the film industry**, to foster international co-production and to promote your incentives



NETWORKING EVENTS

Cannes is **the largest networking platform**. Organize cocktail/party/event **to celebrate**, promote Swiss cinema and network with international professionals

INCREASE THE PRESENCE OF YOUR PROFESSIONALS AND YOUR IMPACT AT CANNES

In 2022, **India** enters in **the top 10** of participating countries at the Marché du Film, boosting its previous participation on **+50%**.

In 2023, their presence was maintained with an increase of +20% over 2019

In 2023, **Spain** enters in **the top 5!**

Impacting its previous participation in **+30%**

YOUR DELEGATION IN CANNES

The Marché du Film organize a **red carpet for your delegation for a Festival Screening**



INPUT

Guillaume Esmiol, CEO Marché du Film, Cannes



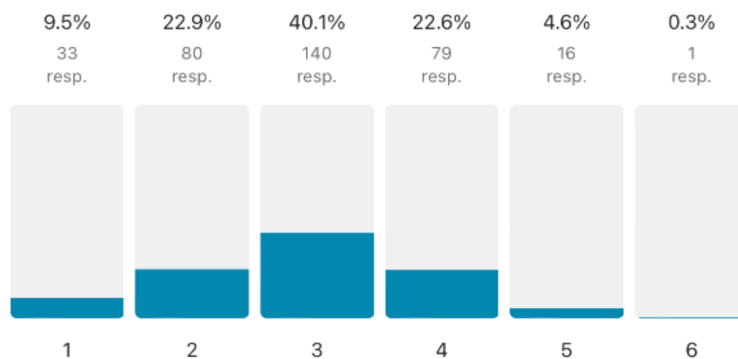
MARCHÉ DU FILM
FESTIVAL DE CANNES



Switzerland.
COUNTRY
OF HONOUR

SWISS FILMS

Wie schätzen Sie das **Image des Schweizer Films** in der Schweizer Bevölkerung ein?
Comment évaluez-vous l'**image du cinéma suisse** auprès de la population suisse ?



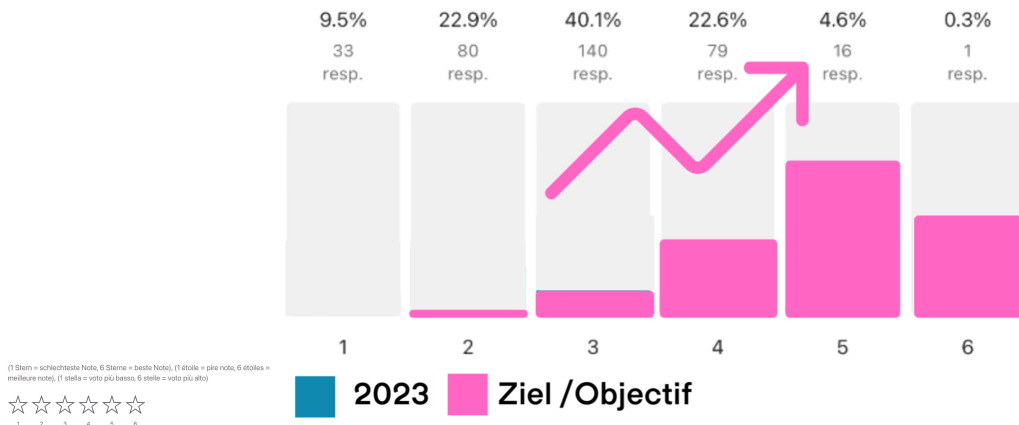
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■ 2023

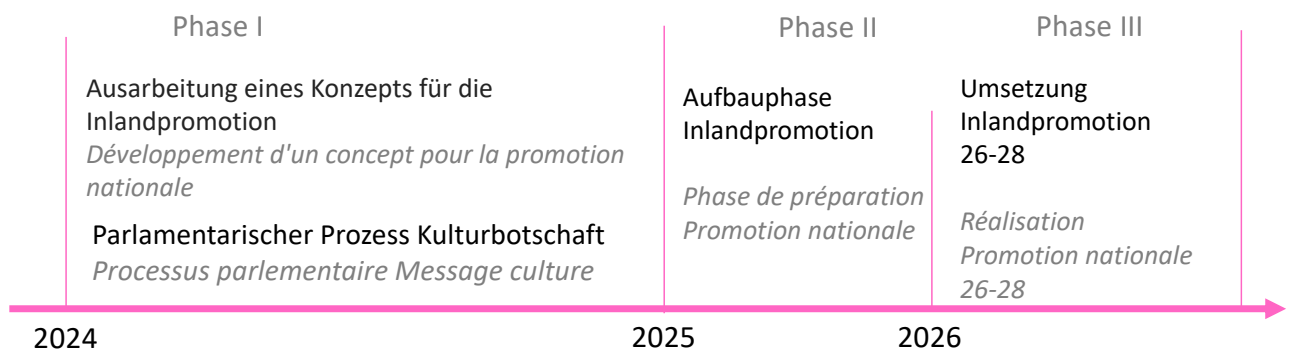
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SWISS FILMS

Agenda Inlandpromotion
 Agenda de la promotion nationale



SWISS FILMS

Einschreiben Newsletter: Switzerland Country of Honour
S'inscrire à la newsletter : Switzerland Country of Honour




SWISS FILMS

SWISS FILMS



Supported by

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Eidgenössisches Departement des Innern EDI
Bundesamt für Kultur BAK