

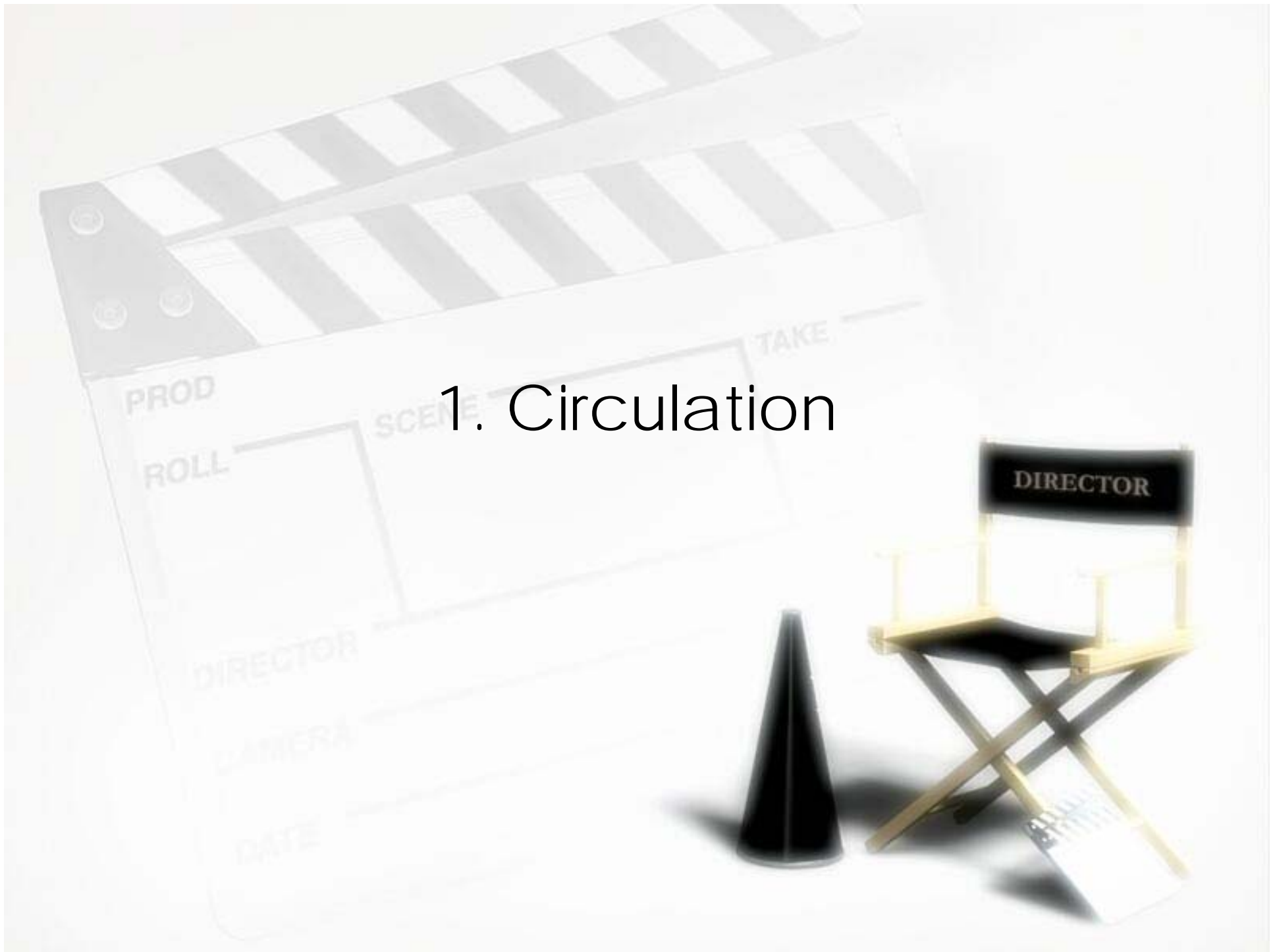
A clapperboard is positioned diagonally in the upper left, featuring a black and white striped top bar and fields for 'PROD', 'ROLL', 'SCENE', 'TAKE', 'DIRECTOR', and 'DATE'. To its right is a director's chair with a black seat and backrest, and a black cone-shaped object sits on the floor in front of it. The background is a plain, light color.

France-Chile coproductions & circulation

3 case studies +
distribution data

Bruno Bettati, producer

1. Circulation



Titles per origin (2008)

120 USA

11 USA copx

35 UE

18 Chile prod

4 Chile copx

4 Canada

3 Latam (Brasil, Mexico, Uruguay)

2 Latam copx (France, Italy)

1 China

1 Australia

1 Lebannon

UE Titles per origin (2008)

14 France
6 UK
3 Germany
3 Spain
2 Denmark
1 Belgium
1 Italy
1 Norway
1 Rumania
1 Rusia
1 Sweeden
1 Switzerland

35 TOTAL



Admissions 2005-2008

2005		
Country	Admissions	%
USA	9,133,554	85.18%
Chile	391,637	3.65%
Other	1,197,669	11.17%
TOT.	10,722,860	100.00%

2006		
Country	Admissions	%
USA	8,926,002	82.93%
Chile	749,299	6.96%
Other	1,087,864	10.11%
TOT.	10,763,165	100.00%

2007		
Country	Admissions	%
USA	9,216,248	80.45%
Chile	914,539	7.98%
Other	1,324,763	11.56%
TOT.	11,455,550	100.00%

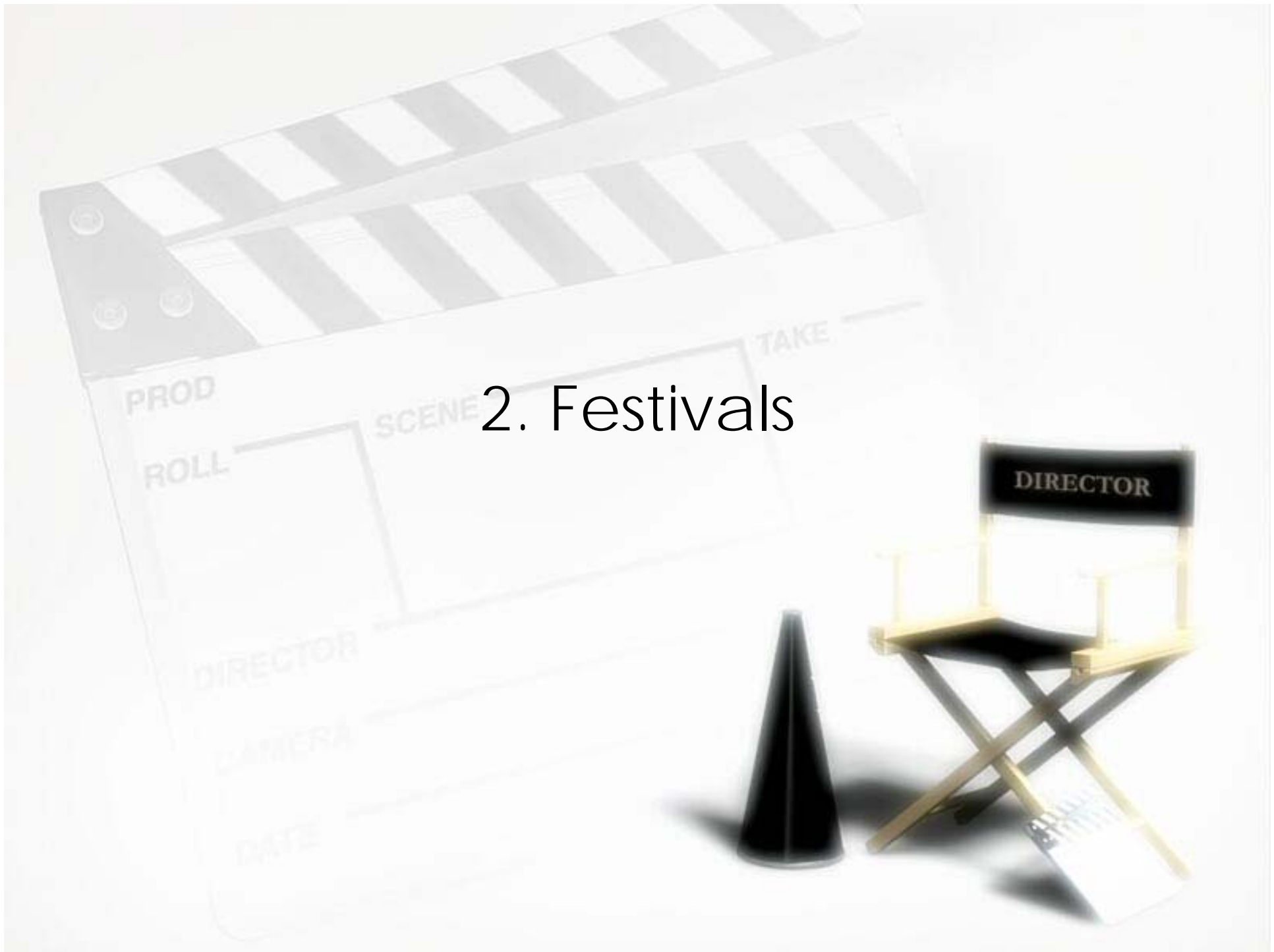
2008		
Country	Admissions	%
USA	9,038,253	76.04%
Chile	939,835	7.91%
Other	1,908,713	16.06%
TOT.	11,886,801	100.00%

Saturation

The background of the slide is a light, faded image. At the top, there is a clapperboard with diagonal black and white stripes. Below it, a director's chair is visible, with the word "DIRECTOR" printed on the backrest. In the foreground, a black traffic cone stands on the left side. The overall aesthetic is that of a film set.

- increment of titles (up to 60% share)
- Increment of prints (up to 100)

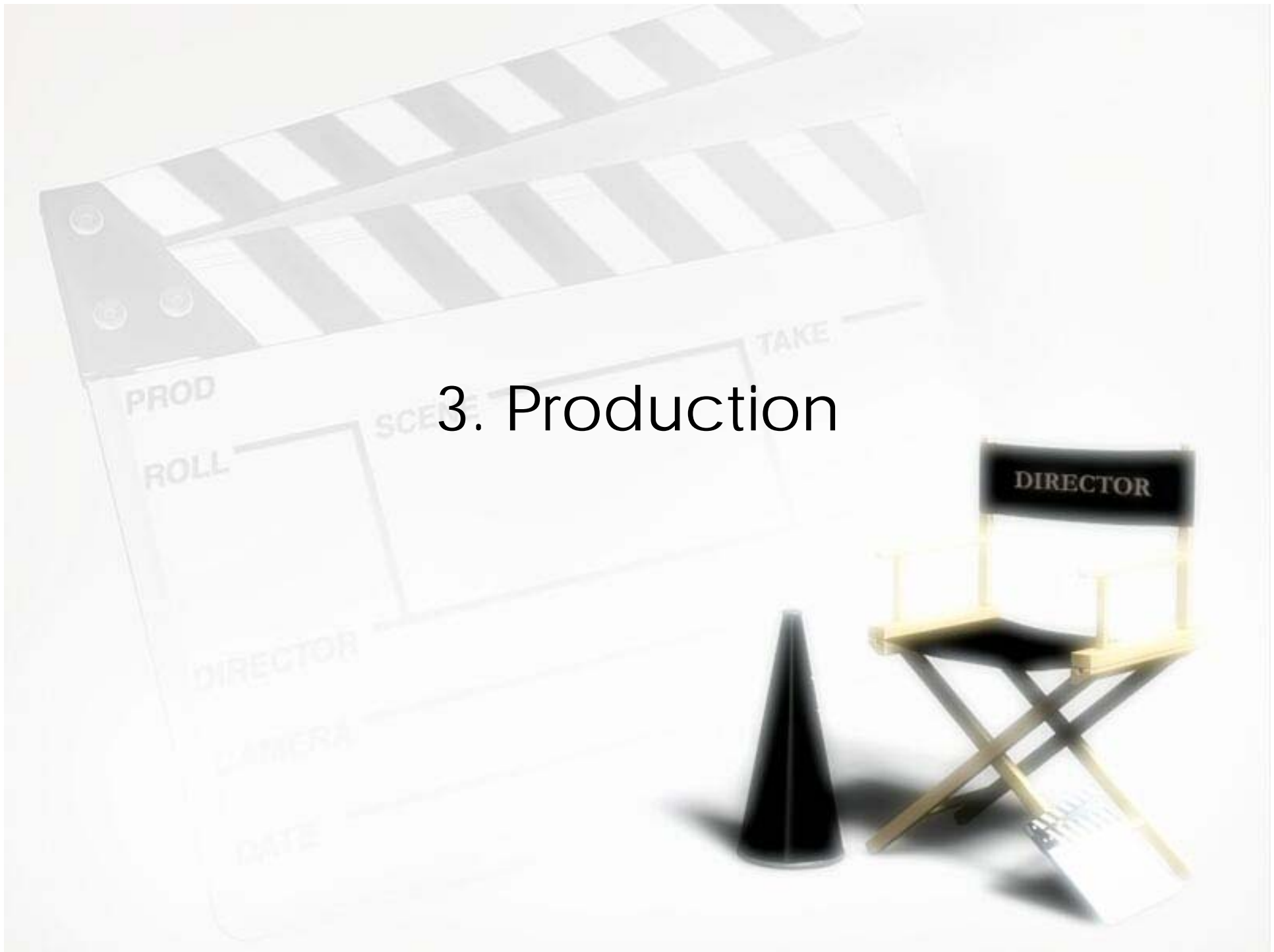
2. Festivals



Festivals in Chile

- » **FIDOCS** (now june): International Documentary Film Festival. Publicly funded. Big presence of France. **Focus: documentary.** Held in Santiago. 5,000 admissions.
- » **SANFIC** (august). International Competitive Film Festival. Privately funded. **Focus: building audiences.** Held in Santiago. 75,000 admissions.
- » **FICV** (october). International competitive Film Festival. Mixed funding. Held in Valdivia. **Focus: industry.** 16,000 admissions.

3. Production



From Px to Co-Px

- » 1942: construction of Chilefilms studios.
- » 1965: 74M admissions, few chilean films.
- » 1973-1991: cultural shutdown.
(political prosecution, no public funding, 1986: end of Chilefilms.)
- » 1992: public funding begins / 4 features
- » 1993: TV fund



1998-2008 decade (+)

- » 1998: "Chacotero Sentimental" = 800.000 admissions = 7% market share. (Critical threshold.)
- » 2003: "Sexo con Amor" = 1,000,000 domestic admissions = 14 % mkt share.
- » 2004: Audiovisual law + FFA
- » 2005: 12 films première.
- » 2008: 22 films première (15 ficc/7 docs.)

Funds develop a professional workforce

2002-09: Producers reach an exportable offer and intl markets

(Taxi Para 3 SS/Machuca-QR 2004/Allende SO 2005/Tony Manero-QR 2008/El Cielo-Rotterdam 2008/La Nana Sundance 2009/Turistas-Rotterdam 2009/La Buena Vida Goya 2009)

1998-2008 decade (-)

- » 2003: tax incentive stalls.
- » 2007: labor law. 40% increase in fees.
- » Steady decrease in TV purchases.
- » Market share stuck at 8% (1,000,000 adm/yr)

⇒ EXPORT OR DIE

=> COPRODUCE.



Public funding (2009)

DVP	Corfo Development Fund	M€ 1,5
PX/PPX	FFA	M€ 1,24
PX/PPX	FFA copx	M€ 0,26
DISTRIB	Corfo Distribution Fund	M€ 1
PX/PPX	FFA (other than features)	M€ 0,5
Exhibition	FFA	M€ 0,8
Script	FFA	M€ 0,1
Studies	FFA	M€ 0,1
TV	National TV Counsel	M€ 5,4 (!)
TOTAL		M€ 10,6

Bilateral agreements

The background of the slide features a faded, artistic representation of a film set. At the top, a clapperboard is visible with diagonal black and white stripes. Below it, a director's chair with a black seat and backrest is positioned on the right. The backrest of the chair has the word "DIRECTOR" written on it in white capital letters. To the left of the chair, a black traffic cone stands on the ground. The overall scene is set against a light, hazy background.

Argentina

Brasil

Venezuela

France

Canada

pending:

Spain

Italy

-OFFICIAL COPXs GET NATIONAL TREATMENT.

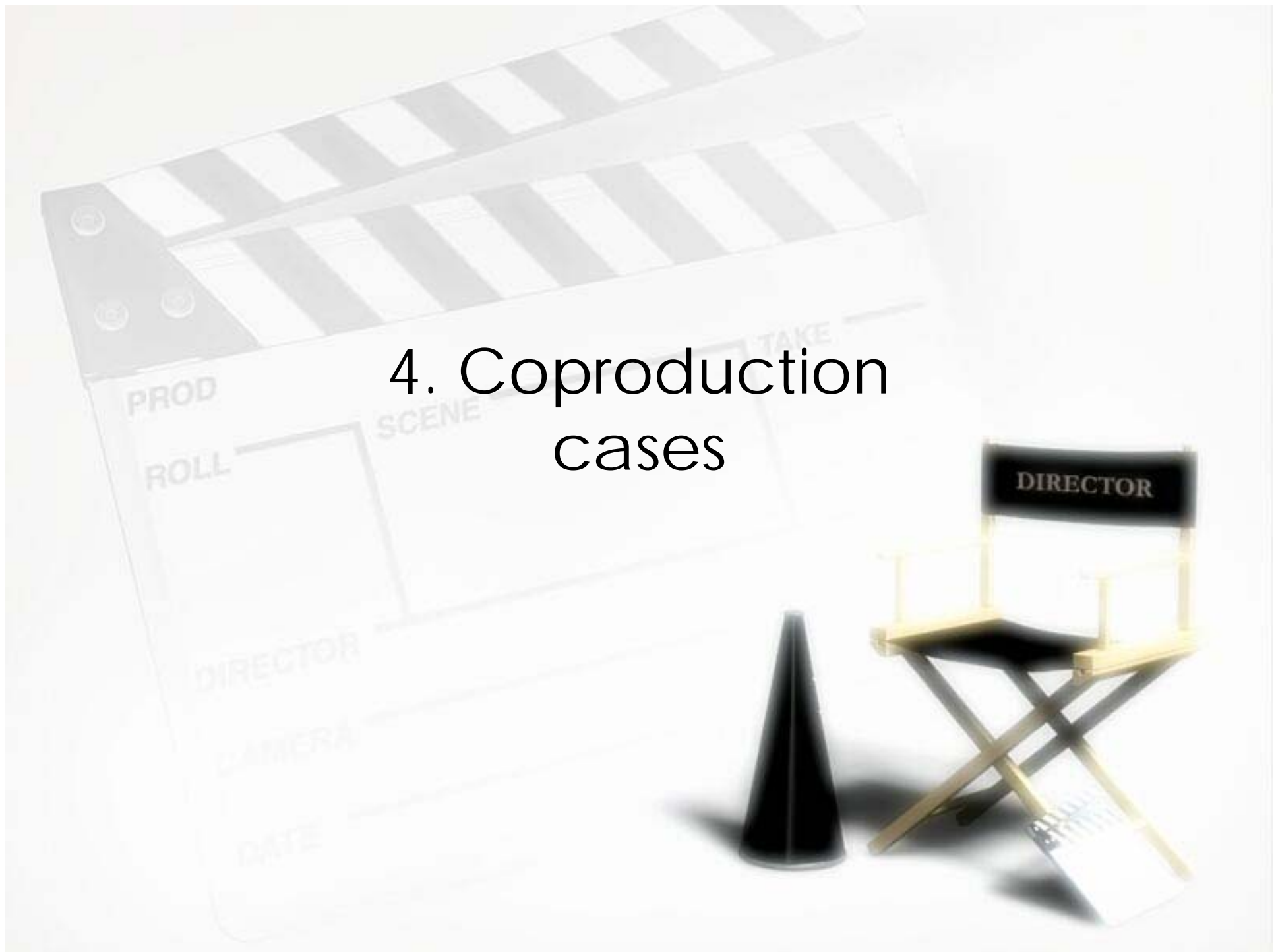
-"PUDDING" OR CULTURALLY ROOTED?

Opportunities

- » diversity of locations
- » financial and hotel services in every major city
- » widespread use of internet



4. Coproduction cases



El Cielo, la Tierra y la Lluvia (2008)

Director: José Luis Torres Leiva / 35mm / 107 min.

CHILE-FRANCE-GERMANY

Sales agent: MEMENTO FILMS

- » 2003 director proposes project / Script in 2 yrs development (Fd Carolina, HBF, TYPA Colón)
- » 2004 BAFICI Lab - French copx (Charivari films)
- » 2005 Fonds Sud + WCF (Rommel Film) but **NO FFA!**
- » 2006 FFA
- » Associate producers: gear, transportation
- » Investors: private equity
- » May 2007: shoot
- » 2007: HBF post / VSE post
- » 2008: Rotterdam Film Festival / FIPRESCI Award + sales agent
- » Domestic première: oct 2008
- » World tour: 60 festivals. Wins at FICCO México and Jeonju Korea.

Ilusiones Ópticas (2009)

Director: Cristián Jiménez / HD to 35mm / 105 min.

CHILE-PORTUGAL-FRANCE

Sales agent: FILM BOUTIQUE

- » Valdivian director studied UK. "El Tesoro de los Caracoles"
- » 2006 Mannheim Meetings: FilmesFundo + Les Films du Requin
- » 2007 Ibermedia with FilmesFundo, PR
- » Jirafa: location and local production
- » Private equity: Roos Film (3 chileans!)
- » Aug 2007 shoot / portuguese actresses
- » Private equity 2: popular capitalism / Valdivia
- » Toulouse 2008: 2nd place (after Tony Manero)
- » Cannes 2008: activation of french coproducer (Requin)
- » Ile-de-France 2008 completes financing / 90% Post in France.
- » 2009: festival?

Huacho (2009)

Director: Alejandro Fernández A./ 16 to 35mm / 90 min.

CHILE-FRANCE-GERMANY

Sales agent: FILMS DISTRIBUTION

- » Producer hand-over project: buying the development.
- » Script: heavy support (Fonds Sud, GFI, Sundance/NHK...)
- » official Chile-France coproduction with Charivari: FFA (2007)
- » WCF --> Pandora Film
- » ARTE France coproduction
- » Feb 2008: shooting in Chillán
- » 100% Postpx in France
- » Festival 2009?

A Good Co-producer...

- Contributes additional talent
- gathers additional funding
(range: € 300,000 to 1,000,000)
- Helps to find out the right sales agent
- Contributes to festival strategy (4 chances)
- Expands the film's market





Thank you TOULOUSE
See you in Valdivia

