

# Promotion of audiovisual culture



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The audiovisual culture consists of films in various genres, television and radio programmes, music videos, video art, and digital games. The goal of the Ministry of Education and Culture is to promote the screenwriting, development, production, marketing, distribution and exhibition of films and the cultural export.

The Department for Art and Cultural Policy at the Ministry of Education and Culture is responsible for the preparation of the legislation, strategic planning and Budget appropriations related to film art and audiovisual culture in Finland.

The objective is to promote the preparation of audiovisual productions, their distribution and exhibition, the preservation of audiovisual cultural heritage, media education, and education and research in the field. Tasks related to television and radio operations are at the responsibility of the Ministry of Transport and Communications with the exception of the preparation of legislation concerning the provision

of audiovisual programmes and the protection of minors in this connection (Act on Audiovisual Programmes).

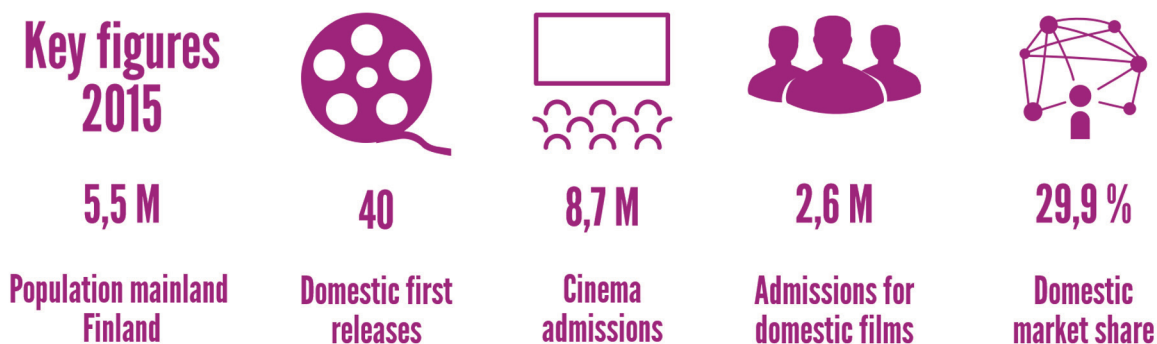
## **FINNISH FILM PRODUCTION AND ITS FUNDING**

The production and distribution of audiovisual contents are more international than ever before, and the international nature of the industry is evident also in the funding of the productions. In Finland, budgets for film productions are on average smaller than elsewhere in Europe. Despite this, a wide and diverse range of films, targeted at different audiences, is produced in Finland every year. International

film festivals provide an opportunity for Finnish films to gain visibility, and many films have received awards in the international competitions. Similarly to films coming from other European countries, the commercial distribution of Finnish films abroad remains a challenge.

The Finns like to watch Finnish films and television programmes. The viewer numbers for domestic films in movie theatres have been high in recent years in comparison with many other European countries. In 2015 domestic films reached a record breaking market share of 30 percent of cinema admissions which is the second highest in all EU countries. The Finns do, however, go to the movies

## Key figures 2015



Source: Finnish Film Foundation

less frequently than other Nordic citizens. In 2015, every Finn saw 1.59 films a year, which is still below the average European figure of 1.9.

To promote the audiovisual productions, the Ministry of Education and Culture allocates appropriations to the Finnish Film Foundation to be allocated further as discretionary government transfers. The Finnish Film Foundation uses these appropriations to support the production of 20–25 feature-length films each year. In addition, funds are allocated for the production of short and documentary films and television drama series.

The Finnish Film Foundation also allocates funds to the international promotion of Finnish films and to prominent film festivals arranged in Finland. Under the Film Promotion Act, the Finnish Film Foundation is tasked with granting discretionary government transfers for the promotion of film and audiovisual culture.

In addition to the transfers granted by the Finnish Film Foundation, Production Incentive Finland for audiovisual productions will start in the beginning of 2017. The purpose of the system is to promote the placement of foreign and domestic audiovisual productions in Finland and to serve as a tool for the development of business activities, internationalisation, and audiovisual culture. Incentive will be coordinated by Tekes – the Finnish Funding Agency for Innovation.



**The Happiest Day in the Life of Olli Mäki/Aamu Film Company Ltd.**

**Photo: Kuokkasen Kuvaamo**

#### **COPYRIGHT AS SUPPORT FOR AUDIOVISUAL PRODUCTIONS**

The EU Copyright Directive requires that reproduction of works (music, films, television programmes, etc.) for private use, permissible under the Finnish Copyright Act, be compensated to the authors (fair compensation). Compensations for the reproduction of a work for private use have since 2015 been paid from Budget appropriations. Part of the compensation is paid as direct compensation to the authors and other rightholders of the works, and part of it as indirect compensation for authors' common purposes. The Ministry of Education and Culture draws up a plan for the use of the funds each year.

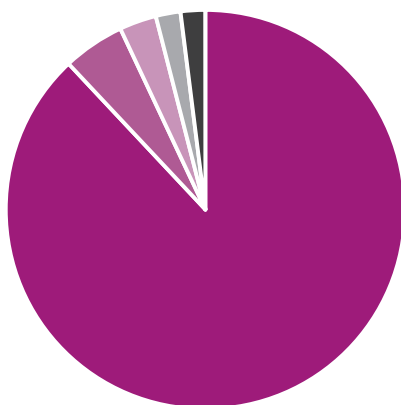
Through the Promotion Centre for Audiovisual Culture (AVEK), the proportion of compensation allocated for authors' common purposes is channelled to audiovisual productions. AVEK grants

support for production, export and education projects in the field of short and documentary films and in the field of media art and experimental productions.

#### **PROMOTION OF FILM HERITAGE AND MEDIA EDUCATION**

The responsibilities of the National Audiovisual Institute (KAVI), an agency operating under the auspices of the Ministry of Education and Culture, include archiving and documentation of films, television programmes and radio programmes, and coordination and promotion of film culture and media education. Furthermore, the agency maintains the classification system of audiovisual programmes (including age ratings) and supervises the provision of audiovisual programmes from child welfare perspective. The agency also promotes research in the field. ●

#### **The Finnish Film Foundation's support by category 2015**



- Production 88 %
- Exhibition 5 %
- International promotion 3 %
- Distribution 2 %
- Festivals 2 %

Source: Finnish Film Foundation

#### **Further information:**

- The National Audiovisual Institute (KAVI) <https://kavi.fi/>
- The Finnish Film Foundation <http://ses.fi>
- The Arts Promotion Centre Finland (Taite) <http://www.taite.fi>
- The Promotion Centre for Audiovisual Culture (AVEK) <http://www.kopiosto.fi>