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PRESS CONFERENCE AT LUISS UNIVERSITY 2012 REPORT. THE FILM MARKET AND INDUSTRY IN ITALY

Rome, 18 June 2013 – Fondazione Ente dello Spettacolo, with the contribution of MEDIA Salles, Università Cattolica del Sacro Cuore, CFS Legal, Museo Nazionale del Cinema di Torino, Rai Cinema and Schermi di Qualità presents today at the LUISS University in Rome the yearly Report on the Film Market and Industry in Italy, concerning 2012.

Franco Montini, Journalist, chairs the meeting, introducing the contradictory situation in cinema business: on one hand the intensification of production, on the other, the decrease of proceeds and the decline of Italian films in top rankings. The journalist outlines the importance of tax credit renewal, as an essential support for film production.

After the greetings of **Michele Sorice**, Director CMCS “Massimo Baldini”, **Dario Edoardo Viganò**, President of the Fondazione Ente dello Spettacolo, starts the debate: «2012 Report, with the publication of its fifth issue, receives the collaboration of the Istituto Luce and the support of the MiBAC, and demonstrates the importance of monitoring the tendency of this sector». He adds then: «the crisis hits the film business, but we must avoid other cuts of public financial support, especially concerning the debut films and the digitalization of the movie theatres». Viganò underlines a «contraction in the amount of films consumed in movie theatres, on the contrary the number of TV Network and alternative platforms is increasing»

Redento Mori journalist and scientific editor of the book, tries to give some perspectives for the future: an excessive production in respect to the low request will give, as a result, a market segmentation and a reduction in price. Cinema is suffering the general economic contraction but is still demonstrating an acceptable interior stability. However, some problems still need to be solved:

the tax credit renewal and distribution, the switch off into digital devices and the TV quota.

Lionello Cerri, President ANEC, underlines the success of multiplex, thanks to the fact that they have many different products to propose. Therefore some movie theatres point their investments to the extension of the screens, reducing the seating. 40% of movie theatres, especially small ones, still delay the switch off into digital devices. ANEC is now focusing on this phenomenon, trying to find solutions: «we absolutely need to give more value to the important role played by movie theatres in cities: they create social and urban aggregation and give to the public several possibilities of cultural growth».

Paolo Del Brocco, CEO Rai Cinema, brings into focus the rise in amount of films watched on TV and alternative platforms: «Cinema is a great opportunity for business, industry and culture, but in Italy we suffer a lack of political and cultural projects oriented to this sector, rather than happens in France. We need to face problems like public financial support to Cinema, copyright, proper education in specialized schools (just the CSC is not enough); moreover we need to offer to the spectators an high quality range of products, upbringing the general taste to higher levels.

Paolo Protti, President of the General Management Committee of the association "Schermi di Qualità", outlines the importance of cinema as a cultural resource and its geographical capillarity. Nevertheless he complains the lack of a serious and effective cultural approach in the fight against piracy: «data illustrate that Film Business is suffering for the business cycle in the same way as other sectors do; it will be subjected to the same economic drop if we do not support adequately the request»

Nicola Borrelli, general manager of MiBAC, explains the need to see the film as a key player for the transmission of cultural identity. In this process it is necessary that we identify the role of the audiovisual and analyze whether market mechanisms are adequate: the intervention should be systematic and contend issues such as the acquisition of rights and their differentiation between primary and secondary, in the wake of the procedures followed in other European countries.

Stefano Antoniozzi, Monte dei Paschi di Siena, presents the marketing operation faced by the banking group in three points: care of the communication process, real banking (opening relations and covering production costs) and

providing support for the tax credit. This three perspectives prove that cinema can become an interesting area to attract investment even by banks.

Elisabetta Brunella, MEDIA Salles, focuses on the digitization of cinemas in Europe, emphasizing also the appearance and the link between cinema and social media.

Leonardo Coletti, CFS Legal emphasizes how the figure of the Italian exporter of cinema products is in danger of extinction, largely due to the activity of foreign competitors, particularly French and Germany. Among the causes, the lacking attention of the Italian State to the exportation sector which doesn't benefit adequately of the tax credit.

Concludes the conference **Roberto Paolo Nelli**, professor at Università Cattolica del Sacro Cuore di Milano, discussing the evolution of product placement from 2004 to 2011. The analysis showed that the blockbuster Italian comedies include the largest number of brands.

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*The **Fondazione Ente dello Spettacolo** (www.entespettacolo.org) has been active on the Italian cinematographic culture scene since 1946. Over the years it has become a leader in Cinema content and with the cinematographic web portal cinematografo.it it runs the cinema sections for the Sole 24 Ore, Virgilio, Libero, MTV, Noverca, Lancia Everywhere Mobile, FilmAuro, Alitalia, Adn Kronos, Dire e Dire giovani.*

It carries out activities of traditional and electronic publishing, with the web portal www.cinematografo.it, it organizes cultural events, international conferences, seminars and festivals (www.tertiomillenniofilmfest.org), film previews and often collaborates with important Italian and foreign partners, such as the Centro Sperimentale di Cinematografia, Cinecittà Luce Spa, "Cahiers du cinéma", the Fondazione Cineteca Italiana di Milano, Film Museum of Turin, the Film Commission Torino Piemonte.

It publishes a daily press release dedicated to the world of cinema which can be consulted free of charge on www.entespettacolo.org/rassegnastampa

*It publishes the magazine **Rivista del Cinematografo**, Italy's longest running film periodical*

It owns the web portal www.cineconomy.com, which was founded in 2009 offering a comprehensive view of the Film Market and Industry in Italy to its users. With articles dealing with politics and finance from leading European newspapers Cineconomy offers a wide range of opinions and points of view, attempting to give a united picture of the European situation.

Every year it publishes the **Report – The Film Market and Industry in Italy**, which can also be downloaded in English free of charge.

The **Tertio Millennio Film Fest** (www.tertiomilenniofilmfest.org), which is now in its 16th year, is the first festival to take place with the Patronage of the Vatican. It is organized by the Fondazione Ente dello Spettacolo and presided over by **Mons. Dario Edoardo Viganò** and the "Rivista del Cinematografo" under the same leadership. The festival is organized in collaboration with the Pontifical Council for Culture and Social Communications, the Centro Sperimentale di Cinematografia – Cineteca Nazionale, with the contribution of the Direction General for Cinema of the Ministry of Cultural Heritage and Activities.

The President of the Italian Republic, Giorgio Napolitano, bestowed a representational plaque on the XVI year and on the previous years of the "Tertio Millennio Film Fest".

I contributi in appendice a questa edizione del *Rapporto*
sono a cura di

