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**KYIV MEDIA WEEK 2017. HIGHLIGHTS OF THE THIRD DAY AT THE INTERNATIONAL MEDIA FORUM**

**Creative Europe Ukrainian forum, 10th anniversary Film Business conference, Pay TV in Ukraine 2017: Carpe diem! and, naturally, the second day of KMW Content Market. The most memorable moments of the third day at KMW 2017:**

**Film Business**

***A range of case studies of European and Ukrainian films were presented at the 10th international conference*** [Film Business](https://kyivmediaweek.com/en/events/fbu/2017)***. Among the speakers there were producers and representatives of European production companies. In particular, Cristiano Bortone, producer, founder of Orisa Produzioni and head of the Bridging the Dragon initiative (Italy), presented a report on cooperation with China including co-production, services and distribution and the case-study of the film ‘Coffee’ (Caffe) (Italy, China). Belgian producer Jean-Yves Roubin shared experience of successful international release of the horror movie ‘Raw’ (Grave) that also hit international festivals. Moreover, the cases of three Ukrainian films were analyzed: ‘The Line’, Slovak-Ukrainian co-production that has set the new box office record of the opening weekend in Slovakia (it is scheduled for release in Ukraine later this autumn); ‘DZIDZIO Contrabass’, Ukrainian comedy movie with gross admissions climbing above 252,000 starting from the premiere date on August 31; and ‘Easy’, a comedy co-produced by Italy and Ukraine. Have a look at the review of some above mentioned cases:***

**COMMERCIAL SUCCESS OF *DZIDZIO CONTRABASS* UKRAINIAN COMEDY: THE FILM’S BOX OFFICE IS ALREADY 18.2M UAH**

On September 20, at the 10th anniversary conference “Film Business” held in the framework of KYIV MEDIA WEEK 2017 international forum a case of new successful Ukrainian comedy, *DZIDZIO Contrabass,* has been presented. The project was presented by Sergiy Lavrenyuk, film producer and co-owner of Sontse TV channel, as well as film promotion producer Valeriy Kozlitinov.

The speakers told the story how the film appeared; it was actually a joint idea of Lyubomyr Levytsky and Mykhaylo Khoma when they were making a music video, which then expanded into a feature film. They also talked about film production and promo campaign which were completed by very tight deadlines due to a fixed release date.

As of today, *DZIDZIO Contrabass* hasn’t simply covered its production and promotion costs but also earned some profit. Over 252 thousand viewers have seen the film, and from the moment of its premiere on August 31, as of September 19 the film’s box office has exceeded 18.2 million UAH. A peculiarity of film distribution was uneven interest towards it by regions – in most cases over half of the box office is collected in Kyiv region, but *DZIDZIO Contrabass* also became the most popular in Lviv and its suburbs. For example, the share for Kyiv was 22.3 per cent, in Lviv region it exceeded 25.16 per cent, and Ivano-Frankivsk came the third with a 6.52 per cent share.

Though the comedy predominantly has local potential due to its genre, the reporters announced their intention to present the film this year at American Film Market.

***EASY BOX-OFFICE REACHED* UAH 700,000 OVER THE FIRST WEEKEND**

*Easy*, a comedy of Italian-Ukrainian co-production, has earned over 700 thousand UAH in Ukrainian cinemas during the first week of its distribution. This was announced at Film Business conference taking place on September 20 under the aegis of KYIV MEDIA WEEK international media forum by Oleg Scherbyna, Ukrainian co-producer of the film (head of Fresh Production Group). The project was released first in Italian cinemas (in limited release) and earned almost 130 thousand EUR during the two weeks of its distribution. The film has also shown significant “copy earning” (by this indicator *Easy* made it to top five most successful films released in 2017 in Italy).

The film’s production budget is UAH 1.2 million, 58 per cent of which was allocated by the Ukrainian party. A film by Italian director Andrea Magnani was financially supported by Italian Ministry of Culture and film fund in Friuli – Venezia Giulia region, as well as Ukrainian State Film Agency. Bartlebyfilm and Pilgrim Film (Italy) and Fresh Production Group (Ukraine) were responsible for production. The international sales agent for the project is Premium Films (France). The rights to the film have been sold to China and Turkey, the sales agent informs.

*Easy* is a comedy telling about adventures of a depressive 40-year-old Italian Isidoro (Izi), who used to be handsome and successful car racer, got down to the bottom of despair and being even unable to commit suicide is forced to obey his elder brother, the only person sustaining his life. Now Izi is to fulfill his brother’s task, which is to bring a coffin with the body of Ukrainian worker who died at a construction site from Italy to a Carpathian village high up in the mountains.

**Ukraine is ready for full membership in Creative Europe program**

On September 20, at KYIV MEDIA WEEK 2017 [Creative Europe Ukrainian forum](https://kyivmediaweek.com/en/kmw/2017/CreativeEurope) took place; it was organized jointly with [Ukrainian Motion Picture Association](https://www.facebook.com/mpa.org.ua) thanks to the support of [Ukrainian State Film Agency](http://dergkino.gov.ua/), with the participation of [National Council of Television and Radio Broadcasting of Ukraine](https://www.nrada.gov.ua/en/) and [Creative Europe Desk Ukraine](http://creativeeurope.in.ua/).

The forum was dedicated to Ukraine’s integration into European media market, development of partnership between Ukraine and EU countries in creative industries and organized to present the participants of Ukrainian media market with a range of opportunities provided by Creative Europe program and also to start a dialogue between authorities and creative community to develop an algorithm of actions needed for Ukraine’s full participation in the program.

The event started from a special report by coordinator of culture sector in Creative Europe, Tetyana Shulga, who told about the general structure of the program and what Ukraine should do for the program to become accessible on its territory. As we know, Creative Europe encompasses two subprograms, MEDIA and CULTURE, with their total budget amounting to almost 1.4 bn EUR. Presently Ukraine is a partial member of the program, and this means that it has four directions of Culture subprogram available, while the financing of initiatives associated with television and cinematography is done under the umbrella of MEDIA program.

Then the floor was taken by Motovila representative, engaged in promotion and cooperation for cultural and creative sector and coordinating Creative Europe Desk Slovenia, MEDIA program coordinator in Slovenia Sabina Briški Karlić. She presented the results of subprogram; in the period between 2007 and 2015 Slovenia received 4.4 mn EUR. Some specific projects which received financing were also named. In particular, it is a documentary *Houston, We Have a Problem!,* feature films *History of Love* and *Nightlife;* support is also given to Vyshegrad animation forum, Animatheque at Lublin international animation festival, and Kinodvor city cinemy.

Besides, a case of animation co-production was presented. It is *Richard the Stork* co-produced by Luxembourg, Belgium, Germany, Norway and the US. The film was sold to over 150 territories, and it received a distribution grant from Creative Europe.

Uljana Kim, head of Studio Uljana Kim (Lithuania) told about one of her latest projects, a co-production with Ukraine to work on Sergey’s Loznytsya film *A Gentle Creature.* The film obtained a production grant for the sum of 50 thousand EUR.

During Creative Europe forum, a roundtable discussion of Ukrainian regulators and Ukrainian market took place, dedicated to certain actions to be performed by Ukraine to enjoy access to MEDIA program. The participants were Igor Koval, director of Ukrainian Industrial Television Committee; Yuriy Kraynyak, representative of the National Council on TV and Radio; Igor Roskladay, representative of Media Law Institute; Volodymyr Yatsenko, producer and director of LIMELITE studio; Sergiy Sozanovsky, head of FILM.UA Group; Vladyslav Serdyukov, representative of the National Council on TV and Radio; Hryhoriy Shverk, deputy head of the National Council on TV and Radio; Ulyana Feschuk, deputy head of the National Council on TV and Radio; and Pylyp Illenko, head of Ukrainian State Film Agency.

Pylyp Illenko noted that the state of the industry allows to cooperate with European counterparts in a productive way. Though Ukraine doesn’t have access to bilateral co-productions for now, it actively participates in film projects as a minority partner. The opening of MEDIA subprogram may positively change the situation, but enough political will is required for that.

In his turn, Hryhoriy has noted that several law drafts were already prepared, and the counterparts from the Council of Europe are ready to approve it, but now the problem is in drafting an agreement which would suit all the participants of the Ukrainian market. For successful adoption of the law, adding 1.5 mn EUR to the budget is also necessary. Shverk was insisting that the law be adopted as soon as possible, and most forum participants agreed with that.

**Pay TV in Ukraine: what the conference was about**

On September 20, at the 4th [Pay TV in Ukraine](https://kyivmediaweek.com/en/events/paytv/2017) conference held in the framework of KYIV MEDIA WEEK 2017 international media forum two panel discussions dedicated to the current situation at pay TV market and its future prospects took place. A lot of issues were raised, so we’d like to share the conclusions (most) speakers have come to.

Firstly, one cannot deny the success of IPTV and OTT, and they should be measured, with the advertising also measured against some scale. Secondly, TV channels which can be encoded in the future haven’t yet decided whether advertising will stay in their content – in the opinion of Sergey Sozanovsky, co-founder of [FILM.UA Group](https://film.ua/en/), there shouldn’t be any ad breaks.

Experts have agreed that reducing the amount of free TV channels for the growth of TV advertising market in Ukraine is pointless. Both components are not directly connected to each other; the volume of financing from advertisers depends on the consumers’ purchasing power and not on the wish of TV channels to place more advertising and at a higher price.

Finally, product placement could compensate expenses still in the content production stage, but it is extremely hard in the current situation. It might work only with the investments of advertisers into the projects with successful history, which have already become brands.

**All the pictures will be uploaded here:** <http://bit.ly/Photos_KMW_2017>

**Texts are here:** <https://kyivmediaweek.com/en/presskit>

**The program of the next days of KMW 2017** [here](https://kyivmediaweek.com/en/#program)