

PRODUCTION?

Think Wales.



Autumn '09

Welcome to the Autumn '09 edition of the Creative Business Wales e-Bulletin.

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Celtic Media Festival

VALUE OF THE FESTIVAL TO THE LOCAL ECONOMY

Further to the highlights of the Celtic Media Festival in the Spring e bulletin, this report aims to provides a picture of the economic benefits gained from the 2009 Celtic Media Festival which took place in Caernarfon in Mid March.

The Celtic Media Festival proudly promotes and celebrates the languages and cultures of the Celtic Countries and Regions in film, television, radio and digital media and develops and rewards quality and originality through daily awards ceremonies.

CMF Caernarfon maintained the high number of entries of recent years. The final numbers were as follows: 330 screen entries; 51 radio entries; 23 New Media – **404 in total.**

204 of the entries were in English and 200 were in an indigenous language. The 18 prestigious awards were presented during daily lunchtime ceremonies over the three days.

Galeri, a well equipped Arts centre provided all the space required to host the entire festival under one roof. Facilities include a large theatre space, DVD Library, office space for Festival staff and café/bar.

The Festival attracted some 411 delegates; these were a mix of students, delegates, panelists and Festival Staff. From the data supplied by the Glasgow office we are able to draw the following conclusions. (to the nearest .05%)

- 186 x Welsh delegates, representing some **45%** of the attendance
- 142 x Scottish delegates, representing some **36%** of the attendance
- 46 x Irish delegates, representing some **11%** of the attendance
- 8 x Cornish delegates, representing some **1.5%** of the attendance
- 12 x Breton delegates, representing some **2%** of the attendance
- 16 x English delegates, representing some **4%** of the attendance
- 1 x unspecified delegate, representing some **0.5%** of the attendance

To attempt to put a value on this data for economic purposes, figures from 'Visit Britain' United Kingdom Tourism Survey 2008 have been used.

- Overnight business stay @ £117.00 per person, per night.
 - £27.00 day visitor, per person per day.
- 800 x bed night at £117 per person per night = £93,600.00
152 days for other attendees @ £27.00 per night = £ 4,104.00
Total estimated benefit to the local economy £97,704.00

Hugh Edwin Jones, one of the Festival organizers, said, *"There is no doubt that generally this was a Festival we can all be proud of for many reasons"*.

CBW Events/Call for submissions:

Dates for your Diary:

Soundtrack Film Festival Cardiff

18th – 22nd November 09

The International Film and Music Festival, dedicated to exploring the crucial creative relationship between film and music.

Please click on the link below to sign up to the mailing list to keep abreast of developments with Soundtrack 09.

<http://www.soundtrackfilmfestival.com/>

American Film Market – Santa Monica

4TH – 11TH November 09.

Over 8,000 industry leaders converge in Santa Monica for eight days of deal-making, screenings, seminars, networking etc. Participants come from over 70 countries and include acquisition and development executives and more ...

To book click on the appropriate link at: <http://www.ifta-online.org/afm/home.asp>

Swansea Animation Days Digital Media Conference

24TH – 25TH November 09.

The annual international digital visualization Conference is tailored primarily for the Creative IP Industries and individuals interested in animated film, post-production effects, games and interactive art and media.

For more information please click on the appropriate link at:

www.smu.ac.uk

Details of how to register will shortly be available on this site.

Technology Strategy Board allocates £2m for feasibility studies in support of the Government's vision of a Digital Britain.

To stimulate innovation in business models, applications, services and technologies in support of the Government's vision of a Digital Britain, the Technology Strategy Board is allocating up to £2m for feasibility studies.

The competition is open to individuals and industrial organisations of any size with an interest in the following four priority areas:

Enabling Technologies for the Internet

Hardware and/or software technologies that could extend the core functions of the internet and support the services that run on it.

Applications and services for Digital Britain

Novel applications, services and business models in support of the Digital Britain strategy

Access to Public Service Information

Proposals that provide a compelling vision of the future shape of digital public services

Cost Effective deployment and operation of digital infrastructure

Innovative methods and technologies that confront the deployment and operational challenges

Deadlines

- **Registration of intention to submit, by applicants - Thursday 24th September 2009.**
- **Deadline for receipt of full applications – Thursday 1st October 2009 (midday)**

Please click [here](#) link for further information and key dates:

Trade Missions: International Business Wales

Trade Mission to Malaysia (Multi Sector – Kuala Lumpur)

10th – 17th October 09

For details of how to register, click on link: [IBW Trade Missions](#)

Trade Mission to Saudi Arabia and Qatar (Multi Sector – Riyadh, Damman and Qatar)

8th – 15th October 09

For details of how to register, click on link: [IBW Trade Missions](#)

Trade Mission to China (Multi sector – Shanghai)

1st – 7th November 09

For details of how to register, click on link: [IBW Trade Missions](#)

Trade Mission to India (Multi sector – Mumbai and Delhi)

28th November – 5 December 09

For details of how to register, click on link: [IBW Trade Missions](#)



MEDIA Supported Training Schemes:

Deadlines are approaching for the following MEDIA supported training programmes;

5 October Fabulafilm MAIA Workshop – Slovakia.

A training programme targeted at emerging professionals in the European audiovisual industry; equipping participants with the fundamental skills required to steer documentary projects through all stages of development.

Deadline for applications: 25 September

EAVE – European Producers' Workshop 2010. March-November 2010 – various locations.

A year long professional development programme for European audiovisual producers, delivered through three seven day workshops led by experienced producers. The 2010 locations are: Luxembourg (March), Seville (June) and Belgrade (October/November).

Deadline for applications 1 October

Documentary Campus Masterschool 2010- various locations.

A unique project development course for European documentary filmmakers and producers. Participants receive an explicit insight into the development, production and distribution of documentary programmes for the international market. Each participant is supported by two tutors during the development phase and take part in an internship with a production or distribution company.

Deadline for applications 2 October

13 February 2010 Berlinale Talent Campus, Berlin

A six-day creative summit for up-and-coming filmmakers from all over the world; offering a wide variety of programme elements ranging from lectures, workshops, excursions and hands-on training.

Deadline for applications 7 October

MEDIA Antenna

Other upcoming MEDIA Supported Festivals/Forums/Networking Events:

22nd – 25th September – *Cartoon Forum, Norway.*

A European co-production forum for animation producers attended by over 260 potential investors.

19th – 24th October – *Lisbon Docs (EDN), Portugal*

An opportunity to pitch documentary projects to leading financiers, receive feedback from internationally known professionals and form new alliances for future collaboration.

21st - 22nd October – *Film London Finance Market, UK*

The only event of its kind in the UK; a two-day event focusing on facilitating face-to-face meetings between producers and financiers from the international marketplace.

4th – 8th November – *Sheffield DocFest/Meet Market, UK*

Designed to match independent producers' most innovative project ideas with UK and international commissioners and financiers.

4th – 16th November – *Leeds International Film Festival, UK*

One of UK's fastest growing festivals, programming a vast panorama of film genres and styles.

For further information and for a full list of MEDIA supported Networking Events go to:

www.mediadeskuk.eu/networking

20 October Cartoon Master: Feature – Spain.

A top level training seminar aimed at European animation professionals. The programme content takes both a theoretical and practical approach to the current issues facing the industry.

Deadline for applications: 9 October

3-5 December Digital Production Challenge - Switzerland.

A workshop for producers of low and medium budget feature films analyzing the best digital production workflow for their projects.

Deadline for applications: 15 October

For further information and for a full list of MEDIA supported Training Programmes go to:

www.mediadeskuk.eu/training



Wales Creative IP Fund makes first investment in soundtrack for new Matthew Rhys film

The crew of Patagonia on location at the Museum of Welsh Life, St Fagans.

The Wales Creative IP Fund has taken its first stake in a film soundtrack after investing in Matthew Rhys' latest feature film, *Patagonia*, which has received additional funding from the Film Agency for Wales. The IP Fund's £120,000 equity stake in the film production is its first investment to include rights to revenues generated from a production's soundtrack. *Patagonia*, which stars Rhys alongside Nia Roberts, is a dual-language production set in Welsh Patagonia (Argentina) and in Wales. The film, written by Laurence Coriat and Marc Evans, is produced by Rebekah Gilbertson and Flora Fernández-Marengo. Rhys previously worked with Gilbertson on *The Edge of Love*.

Filming took place in Patagonia and locations throughout Wales. At least £322,000 of production costs were spent in Wales. *"Patagonia is unique for the IP Fund in that it is the first production in which we have invested not only in the film itself but in the associated soundtrack as well"*, said Bethan Bannister of the IP Fund. The Wales Screen Commission provided logistical and liaison support with all four of the Commission's regional offices assisting by scouting locations, conducting reconnaissance visits,



Date: Thursday 22nd – Friday 23rd October 2009

A free event for all of the production team, designed to promote understanding of the latest business information and production practices.

Seminars will include presentations about commissioning, co-production finance, production budgeting, local area opportunities and an overview of the latest production workflow theory formats, products and benefits.

Hosts: Mwnci
Venue: SWALEC cricket stadium in Sophia Gardens.

Events are free but you must register. Registration opens on the **30th September at** www.televisual.com/roadshow.

Welsh Music Foundation

WOMEX 2009 (Copenhagen):

Womex is the music trade fair for world, folk and minority language music.

28th October – 1 November 09

WMF are asking for expressions of interest in attending ASAP. **Please email:**

kieron@welshmusicfoundation.com if you are interested.

liaising with location owners and council contacts, and offering advice on many of the production's requirements, such as accommodation and facilities.

Pauline Burt, Chief Executive of the Film Agency for Wales, has said: *"The Film Agency was particularly compelled to support this project, with its attractive pairing of key talent, throughout its development phase and on into its production. Welcoming the investment and funding from the Wales-based organisations, producer Rebekah Gilbertson said: "A producer struggles for months finding and developing an idea..... Then you begin location finding and casting. After all this comes the make-or-break moment when you make a presentation for raising the funds so that your picture can be made.....Then, just when you think you may have to throw in the towel, along come investors like the Welsh Creative IP Fund and organisations such as the Film Agency for Wales, who recognise what you are trying to do and lend you the helping hand that makes all the difference. Marc Evans, myself, our cast and all the production team cannot thank them enough for making our dream a reality."*

In the location manager's note of thanks to the Wales Screen Commission, he said *"The cast and crew have had a fantastic time filming and didn't want it to end... if all our contacts were as helpful it would make our lives much easier."* [Read more](http://www.financewales.co.uk/news_and_media/press_releases/280709_patagonia.aspx)
http://www.financewales.co.uk/news_and_media/press_releases/280709_patagonia.aspx



Academy +

Academy+ is a high-profile project which is a unique collaboration between 6 higher education partners working across film, television, animation, games radio, journalism and interactive media in Wales, and Skillset Cymru. This exciting new programme of training support for the sector is being developed and hosted by the partners of the Skillset Screen Academy* and new Media Academy* in Wales and the project has been funded by the HEFCW Economic Support Initiative.

The new **Academy+** training programme will provide cutting edge Continuous Professional Development schemes for production companies and freelancers, new entrant training and industry-focused career advice and guidance.

Further information on the programme of courses will be promoted in late September. For further information please contact [Hannah Raybould](#).

WELSH MUSIC FOUNDATION DROP IN SESSION -

PORTH

Tuesday 29th September 2009

Venue: Porth Plaza, Pontypridd Road
Porth, Rhondda

Time: 4.00pm – 6.00pm

The Drop In Sessions are free to attend and appointments last approximately 30 minutes.

[Read more WMF Drop In Sessions](#)

To book your timeslot, email hello@welshmusicfoundation.com or call 02920 494110.



One day workshops for **freelancers** and limited spaces for **graduates** and tutors in Photoshop / Pro Tools / E-marketing / Dreamweaver / CV development / Blogging / Podcasting and more...

Costs per course are between £15 - £35 for the day

For available dates or to book a place on workshops in 2009 please click on the relevant link on the [website](#), or alternatively call Greg on 02920 480344 or [email](#).

Industry News

- Feasibility Studies for Digital Britain - Technology Strategy Board £2m fund.
- Trade unions join UK anti-piracy campaign
- Ofcom's sixth annual Communications Market Report.
- BBC Blast & BAFTA Bursary.
- Internet cut-off threat for illegal downloaders.
- The Pirate Party UK and a new frontier for filesharing.
- Government statement on the proposed P2P file-sharing legislation.
- Games industry presses UK government for tax break.
- Young people 'need more information about creative industries'.
- Spend on TV, communications not impacted by downturn: Ofcom.

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