

Creative Business Wales (part of the Welsh Assembly Government) supporting and encouraging Welsh Creative Businesses within the TV, Film, Music and Interactive Media sectors. That can make a significant contribution to the economy, particularly through the creation, retention and exploitation of Intellectual Property.

# Creative Business Wales, e bulletin

## Winter '09

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

If you would like any colleagues to be added, or alternatively would like to be removed from the distribution please email: [cbw@wales-uk.com](mailto:cbw@wales-uk.com)

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### Sectors:

Film; Television; Music; Interactive Media.

### Services:

Production and Business Support; Advice on Funding and Training.

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### **CBW Events/Call for submissions:**

#### **Realscreen**

1 – 3 February 2010

IBW Subsidy of £460.00 per company may be available. <http://summit.realscreen.com/>

#### **Kidscreen**

10 - 12 February 2010

IBW Subsidy of £490.00 per company may be available. <http://summit.kidscreen.com/>

IBW will subsidise 50% of economy air fare, overseas transfers and hotel accommodation up to the ceiling amount stated above.

Please contact [Claire.heat@wales-uk.com](mailto:Claire.heat@wales-uk.com) for more details about the support and an application form.

#### **SXSW 2010**

12 – 21 March 2010

Fostering creative and professional growth alike, SXSW is the premier destination for discovery. WMF will be hosting a Wales 'party' at SXSW – showcasing a selection of Welsh Acts that have been invited to play by the SXSW panel. In addition to the programme of events for interactive companies and the array of opportunities for music delegates, WMF will also be part of the British trade stand at both the music and interactive conventions.

For more information click on: <http://sxsw.com/music> e mail

[Lisa@welshmusicfoundation.com](mailto:Lisa@welshmusicfoundation.com) for details as soon as possible.

## International Emmy® Awards 2010

The International Academy of Television Arts & Sciences is now accepting entries for the 2010 International Emmy® Awards.

**ENTRY DEADLINE:** Friday, 5<sup>th</sup> February 2010

Details of the Rules & Regulations and entry forms could be found at:  
[http://www.iemmys.tv/awards\\_entry.aspx](http://www.iemmys.tv/awards_entry.aspx)

Eligible submissions must have been created and initially distributed outside of the United States between January 1, 2009 and December 31, 2009. The **deadline for entries is February 5, 2010.**

Should you have any questions or concerns, please contact the Awards Department of The International Academy of Television Arts & Sciences at [awardsdept@iemmys.tv](mailto:awardsdept@iemmys.tv) or +1-212-489-1946.

## International Trade Missions: International Business Wales

### Trade Mission to South Korea (Multi Sector – Seoul)

February 2010

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

### Trade Mission to China (Multi Sector – Chongqing)

1<sup>st</sup> – 5<sup>th</sup> March 2010

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

### Trade Mission to Turkey (Multi sector – Istanbul)

21<sup>st</sup> – 26<sup>th</sup> March 2010

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

## Industry News

### Touchpaper opens in Wales

[www.broadcastnow.co.uk/news/indies/touchpaper-opens-in-wales](http://www.broadcastnow.co.uk/news/indies/touchpaper-opens-in-wales)

### UKFC announces sweeping reorganisation, new Production Fund

[www.screendaily.com/news/production](http://www.screendaily.com/news/production)

### Wales Creative IP Fund generates £1.7m revenue

[www.walesonline.co.uk/business/wales-creative-ip-fund-generates-1.7m-revenue](http://www.walesonline.co.uk/business/wales-creative-ip-fund-generates-1.7m-revenue)

### MIDEM 2010: Important funding news

[www.welshmusicfoundation.com/midem\\_2010\\_important\\_funding\\_news/](http://www.welshmusicfoundation.com/midem_2010_important_funding_news/)

### BBC journalism training website goes public

[www.how-do.co.uk/north-west-media-news/BBC-journalism-training-website](http://www.how-do.co.uk/north-west-media-news/BBC-journalism-training-website)

### Film Agency for Wales invested \$1.9 in local film industry last year

[www.screendaily.com/film-agency-for-wales-invested-19m-in-local-film-industry](http://www.screendaily.com/film-agency-for-wales-invested-19m-in-local-film-industry)

### Russell Crowe's new film touted as the "ultimate" Robin Hood film

[russell-crowe-new-film-touted-as-the-ultimate-robin-hood-film](http://www.russell-crowe-new-film-touted-as-the-ultimate-robin-hood-film)

### UK's Minister for Europe comments on the MEDIA Programme

[www.cinemabusiness.co.uk/news](http://www.cinemabusiness.co.uk/news)

### Ofcom: ITV could lose £64m a year on regional news

[www.broadcastnow.co.uk/news/broadcasters/ofcom-itv](http://www.broadcastnow.co.uk/news/broadcasters/ofcom-itv)

### Thomson signals review will reduce size of BBC

[www.broadcastnow.co.uk/news/broadcasters/thompson-signals-review](http://www.broadcastnow.co.uk/news/broadcasters/thompson-signals-review)

### Industry gloom lifts at Mipcom

[www.broadcastnow.co.uk/news/international/industrys-gloom-lifts](http://www.broadcastnow.co.uk/news/international/industrys-gloom-lifts)

### C4 Commissioners outline wish-list for filling Big Brother gap

[www.broadcastnow.co.uk/news/commissioning/c4-commissioners](http://www.broadcastnow.co.uk/news/commissioning/c4-commissioners)

### **BBC seeks web-comedy shows to cross to TV**

[www.broadcastnow.co.uk/news/multi-platform/bbc-seeks-web-comedy-shows](http://www.broadcastnow.co.uk/news/multi-platform/bbc-seeks-web-comedy-shows)

### **UK is top format exporter**

[www.broadcastnow.co.uk/news/international/uk-is-top-format-exporter](http://www.broadcastnow.co.uk/news/international/uk-is-top-format-exporter)

### **BBC plans Casualty webisode**

[www.broadcastnow.co.uk/ratings/multichannel/bbc-plans-casualty-webisode](http://www.broadcastnow.co.uk/ratings/multichannel/bbc-plans-casualty-webisode)

### **ITV news Pilots set for April**

[www.broadcastnow.co.uk/news/itv-news-pilots-set-for-april-2010](http://www.broadcastnow.co.uk/news/itv-news-pilots-set-for-april-2010)

### **BBC Worldwide to rein in Indie investment**

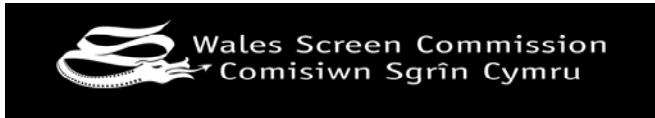
[www.broadcastnow.co.uk/news/indies/bbcw-to-rein-in-indie-investment](http://www.broadcastnow.co.uk/news/indies/bbcw-to-rein-in-indie-investment)

### **Early assessment of Business Link health checks**

[www.berr.gov.uk/files/file](http://www.berr.gov.uk/files/file)

### **The Musicians' Union: exploring ways to engage members**

[www.berr.gov.uk/files](http://www.berr.gov.uk/files)



## **Filming at Dragon Studios.**

**The Wales Screen Commission (part of Creative Business Wales)** has been heavily involved with the feature film *Ironclad* from the early stages of seeking locations for the film, providing the details of local crew, facilities and accommodation, liaising with government departments and funding bodies and even suggesting venues for the wrap party.

Wales Screen Commission and Creative Business Wales, along with their colleagues in the wider Welsh Assembly Government, worked hard to ensure that the film came to Wales, realising not only the potential impact the film would have on the local economy but the knock-on effect of tourism, should the film become as popular as classics such as *Braveheart* or *Gladiator*.

Before a location manager was on board the project, Commission staff undertook location scouting and site visits with the film's producers Andrew Curtis and Rick Benattar, and director Jonathan English, showing them the stunning array of locations that Wales has to offer.

Originally the film was slated to shoot in Germany and Hungary but the collapse in sterling caused the producers to look elsewhere. Wales was competing with numerous European countries to provide a base for the \$24.4 million budget project. Producer Benattar said, *"I never dreamt of making it in Wales, but we came over here, scouted locations, and had a great time...I've also been amazed by the amount of Welsh talent – skilled labourers, crew and actors...These guys will work through thick or thin, whereas in the States as soon as it rains everyone leaves for the day."*

The medieval action thriller is set in 1215, and centres around the siege of Rochester Castle. It features an acclaimed cast, including Oscar-nominated Paul Giamatti, James Purefoy, Brian Cox, Mackenzie Crook, Jason Flemyng, Derek Jacobi and Kate Mara.

Local crew and facilities were employed on the project across all departments including: the production team, assistant directors, runners, costume assistants, special effects crew, not to mention the numerous riggers, painters and carpenters that worked on the replica of Rochester Castle that was constructed especially for the film.

A spokesperson for the Wales Screen Commission said: *"It's the first time, certainly since the Commission has been going that a film on this scale has been based entirely here in Wales. We're used to high profile productions coming over and using the fabulous locations that Wales is famous for, but only for one or two weeks at the most, then they go back to London for the studio space they require for their sets. The opportunity has finally opened up for other larger scale productions to be based here in South Wales."*



Photo: Replica of Rochester Castle purpose built on the Dragon Studio Site for the film *Ironclad*



## MEDIA Funding Deadlines

### Producer's Support

i2i Audiovisual Deadline **5 Feb 2010**

TV Broadcasting Deadline **5 Mar 2010**

### Networking

Bergamo Film Meeting

Italy Deadline **15 Jan 2010**

Festival du Court Mètrage de Bruxelles

Belgium Deadline **15 Jan 2010**

Indie Lisboa

Portugal Deadline **22 Jan 2010**

Stockholm International Film Festival

Sweden Deadline **23 Jan 2010**

### Training

ETMA –Postgraduate Diploma in media Management

France Deadline **15 Jan 2010**

## MEDIA Desk UK publishes guide for documentary makers.

MEDIA Desk UK are pleased to announce the release of their latest publication: *MEDIA 2007 for documentary filmmakers*, offering a comprehensive guide to the many ways the MEDIA Programme can support professionals in the field of documentary filmmaking, from providing development funding and offering production financing to subsidising bank borrowing costs. This guide also includes detailed listings of MEDIA-funded training courses, pitching forums, markets and festivals taking place across Europe, all of which are particularly tailored to the needs of documentary filmmakers.

A PDF version of *MEDIA 2007 for documentary filmmakers* is available to [download](#), or for those of you wishing to receive a glossy hard copy, simply email the [wales@mediadeskuk.eu](mailto:wales@mediadeskuk.eu) with your name and address, and write 'Documentary brochure request' in the subject line.

## Cardiff hosts European Audiovisual Entrepreneurs (EAVE) W3 Workshop.

Cardiff played host to the final week of the prestigious EAVE producers workshop 2009, from 16<sup>th</sup> – 23<sup>rd</sup> November 09, welcoming 51 European producers from 27 European countries. The Film Agency for Wales and Mark John of Vision Thing Communications partnered with EAVE officials to co-ordinate the week long event.

Throughout the high profile event, there was specific focus on the Welsh audiovisual industry. Participants had the opportunity to meet the cream of Welsh film-making talent to explore co-production and international film-making opportunities in Wales. Local Professionals were invited to participate in a special Mini-EAVE element of the 4<sup>th</sup> Workshop with events tailored to their

requirements and opportunities to participate in the main EAVE programme.

Supported by the Film Agency for Wales, Welsh Assembly Government, Creative Business Wales, MEDIA Antenna, Skillset Cymru, Cardiff City Council and Welsh Producers Alliance (TAC), this is the first time such an ambitious, large-scale, high-profile event has been brought to Wales.

Pauline Burt Chief Executive of Film Agency Wales and Allison Dowzell of Creative Business Wales took part in a panel discussion on 'Producing in Wales', alongside Welsh director Marc Evans, other members of the Film Agency for Wales and the Wales Creative IP Fund, where an overview of the support provided to production in Wales was given. This event was hosted by the Minister for Heritage, Alun Ffred Jones AM, in the Old Welsh Assembly Government Chambers.

MEDIA Antenna Wales were delighted to participate in the EAVE programme, giving Welsh producers an insight into European co-production and an opportunity to meet some of the key members of the



European audiovisual industry. There were specific sessions geared towards European co-productions. Head of MEDIA Wales, Judy Wasdell, lead a plenary session, discussing 'How to Access European Funding'; which included a case-study of EAVE graduate and Welsh success story Mark John, who has recently received Single Project MEDIA funding.

*The feature film 'A Boy Called Dad' which was co-produced by Mark John was screened on Thursday 19th November during the Soundtrack International Film and Music Festival, in a special MEDIA sponsored event for all EAVE participants.*

Photo: Scene from the film 'A boy called Dad'



**EAVE is one of Europe's leading media training and project development agencies**, with a range of industry-led programs for European and international audiovisual producers.

EAVE is supported by a variety of international funding partners, including the MEDIA programme, EAVE has been running for over 20 years - and can name some of the world's leading film-makers amongst its alumni - like the producers of Cannes Palme d'Or winner 'The Wind that Shakes the Barley', Oscar-winning 'The Last King of Scotland' and 'The Counterfeiters'.

For more information on EAVE (European Audiovisual Entrepreneurs) and its workshops and training initiatives visit: [www.eave.org](http://www.eave.org)



## Wales Creative IP Fund generates £1.7m revenue

The **WELSH Assembly Government fund which backs film and television projects** has generated more than £1m in revenues from subsequent commercial sales. The Wales Creative IP (intellectual property) Fund has invested £8.7m in film, television and animation projects. 80% of this investment has been classified by Finance Wales as “active” in that the investment has started to generate returns of about £1.7m (or 22% of the active portfolio) a figure which is comparable to similar regional/national investment funds within the creative industries sector.

According to a spokesperson from Welsh Assembly Government’s investment bank subsidiary, it is still relatively early to judge what the total future return on the Creative IP Fund investment is likely to be because, projects undertaken within the Creative sector, particularly in animation, can have a five to 10-year lifecycle on revenue generation and should therefore be viewed over the long term.

Finance Wales said project related spending benefiting the Welsh economy currently stands at over £21m, which represents a 2.4 times multiple on investment. Activities contributing to this spend includes: payments made to all production staff whose primary residence is in Wales: location fees and studio hire: construction and transport costs; hotel expenditure in Wales and all expenditure made to companies in Wales providing production services.

Projects backed by the fund to date include the 2006 movie the Big Nothing, parts of which were filmed in South Wales, and which stars Friends actor David Schwimmer, and earlier this year Mr Nice starring Rhys Ifans – a film based on the life of infamous drug dealer Howard Marks. Other film projects backed by the fund include Patagonia, starring Matthew Rhys. Also benefiting was pre-school animation Hanna’s Helpline.

Read more: [Wales Creative IP Fund generates £1.7m revenue](#)

### About Wales Creative IP Fund ....

Managed by Finance Wales plc on behalf of the Welsh Assembly Government, the Wales Creative IP Fund provides equity investment for feature films, television productions, new media and music projects. A proportion of the total production budget must be spent in Wales as part of the overall investment.

The funding works on two levels. Firstly, in return for financial backing, a project has to be filmed or produced partly in Wales. And with an IP stake, the fund has rights to a portion of any resulting commercial revenues generated through distribution channels, like DVD sales or box office receipts.

One of the Fund’s key objectives is to invest in Wales’ creative industries and encourage productions to Wales. To date the Fund has invested in a number of feature films, animation series and video games and continues to seek further commercial television opportunities in order to develop as wide and varied a portfolio as possible.

## **£1.15 million film investment unites culture and commerce in Wales.**

**The Film Agency for Wales announced figures detailing a £1.15 million investment in the Welsh film industry.** Launching the 2008/09 Annual Report, Peter Edwards, Chairman of the Film Agency for Wales said that financial awards totalling some £940,050 had enabled the development of 20 features and eight feature film productions over the twelve month period. All involved Welsh talent. A further £162,996 was awarded to seven cinema venues, 17 film societies, ten film festivals and four special film events to enhance specialist film exhibition across Wales with audience figures rising by 35% over the last three years. £52,168 was also granted to 13 film education projects benefiting some 2300 young people across Wales.

*"Now in its third year, the Film Agency for Wales .... continues to focus on uniting culture and commerce, pioneering digital film and, importantly, delivering success,"* explains Mr Edwards. *"Working with stakeholders throughout the industry, the team has focused on exploiting the benefits of a digital economy, embracing the future of digital delivery in Wales while engaging our future talent and young people with the Welsh film industry."*

*"This year alone, we have seen 15 Film Agency funded films either start or complete production with an estimated Welsh spend of £4 million and total partnership funding in excess of £11.1 million – that's a huge achievement given our limited production funding input of just £2.1 million since we began life in 2006."*

*"There are scales of economy and additional strategic benefits to be had in an environment where repeat business with co-financiers is encouraged and where those financiers can work together to better achieve their aims."*

## **Soundtrack International Film and Music Festival Cardiff, in its second year.**

Now in its second year, the Soundtrack International Film and Music Festival took place in various venues around Cardiff and the Bay area from Wednesday the 18<sup>th</sup> to Sunday the 22<sup>nd</sup> of November 2009.

The festival celebrates the special relationship between music and the moving image. Musical legend, composer and artist John Cale headlined this year's festival along with psych rockers Super Furry Animals.

Soundtrack was launched in 2008 with high profile guests such as Slumdog Millionaire director Danny Boyle, Oscar winning Lebanese composer Gabriel Yared, respected actor Jonathan Pryce and composer David Holmes.

For more information click on: <http://www.soundtrackfilmfestival.com/about-soundtrack-festival>

# Film Agency for Wales appoints new Board Members

**Peter Edwards, the Chairman of the Film Agency for Wales (photographed on the right), announced a new Board of Directors for this pan Wales organisation**



Eight new Board members joined the Film Agency for Wales in November this year, to replace a number of Director's who have completed their term, and to expand the existing Board from 10 to 14. The high profile appointments include Wales' former Deputy Minister for Culture, Delyth Evans, along with Producer Rebekah Gilbertson (whose credits include Edge of Love with Keira Knightley, Mathew Rhys and Sienna Miller, and Patagonia, Marc Evans' latest feature,) and Heather Stewart, Cultural Programme Director for the British Film Institute.

The Board is also strengthened with the addition of Welsh Producer and EAVE alumni, Gethin Scourfield and former leader of Denbighshire County Council, County Councillor and member of the Welsh Arts Council Rhiannon Wyn Hughes (joining in March 2010). Hughes has been a driving force behind a pioneering independent Digital Cinema, The Scala Prestatyn.

Barrister and Venture Capital Fund overseer, Thomas Dillon also joins along with producer Jane Dauncey who benefits from strong television network and corporate credentials and agent Rob Kraitt who comes with a wide ranging set of talent, production company and financier relationships.

*Read more: [Film Agency for Wales new Board appointments](#)*



Photo: New Board Members of Film Agency For Wales.

## Film Agency for Wales

More click on: [film agency wales dates for your diary](#)

*Dates for your Diary*

## Zoom – Wales International Young People's Film Festival

Deadline for submissions: 15<sup>th</sup> January 2010

Zoom – Wales' International Young People's Film Festival is now accepting entries for its 2010 Zoom Young Filmmakers Awards. Films must be produced by children/young people aged 25 or under, can cover the genres of Fiction, Animation, Music Video or Documentary, must have a running time of no longer than 10 minutes and must have been made in Wales after January 2008. For full details and submission forms, please contact [info@zoomcymru.com](mailto:info@zoomcymru.com)

## ICO Intensive Cultural Cinema Exhibition Course

18<sup>th</sup> – 29<sup>th</sup> January 2010 (excluding weekends)

The ICO is running an intensive Cultural Cinema Exhibition course 18<sup>th</sup> – 29<sup>th</sup> January 2010 (excluding weekend) at the BFI Southbank, London. The course offers a unique opportunity for people working in the cultural cinema

exhibition sector who want to develop their skills, knowledge and understanding of film programming.

Taught by a wide range of experts working at the forefront of the film industry it covers:

For more information see: [www.independentcinemaoffice.org.uk/training-2010-culturalcinemaexhibition](http://www.independentcinemaoffice.org.uk/training-2010-culturalcinemaexhibition) or contact Tilly Walnes at [info@independentcinemaoffice.org.uk](mailto:info@independentcinemaoffice.org.uk)

## Features receiving production investment from FAW include:

- the theatrical documentaries *Little Matador* (currently in production), *IFDA*, *Hotdocs* and winner of the World Feature at the AFI's esteemed *Silverdocs*,
- *A Boy Called Dad*, subsequently selected for the Edinburgh Film Festival, and
- *Barafundle Bay* one of the industry's 'top 20 unproduced screenplays' according to *Variety*.

All of the above projects have had Welsh writer, director and or producer(s) at their heart.

## More FAW funded projects ..

- *Mugabe and the White African*, funded by the Film Agency for Wales, has been shortlisted for an Oscar. The powerful and intimate feature-length documentary about the Mugabe regime is amongst the 15 Documentary Features shortlisted for an Academy Award, hoping to make it onto the final five list ready for the 82<sup>nd</sup> Oscar night in Hollywood in the New Year. It was directed by Andrew Thompson and Lucy Bailey and is the account of a farmer's challenge to the violent Land Reform program in Zimbabwe.
- Paddy Considine, Sally Hawkins and Noah Taylor are all starring in *Submarine*, funded by the Film Agency for Wales. Adapted from Joe Dunthorne's novel, *Submarine* finds teenage Oliver Tate played by newcomer Craig Roberts attempting to woo classmate Joradana Bevan (Yasmin Page) and to tell his own story. Directed by *The IT Crowd's* Richard Ayoade, the film is now shooting in Wales.



Photo: Craig Roberts as Oliver Tate in *Submarine*

- **The Film Agency for Wales has secured funding from HSBC** to continue with the Filmclub pilot project in Wales. HSBC have awarded £9,900 to sustain 11 clubs in five local authorities as well as establishing a new club in Prestatyn, where the local HSBC branch staff will assist in the running of the club. Michael Sheen is the ambassador for Filmclub in Wales.

## WMF at Soundtrack Film Festival.



*Photo: Delegates at the 'All The Right Mov(i)es : Getting your music in film and TV'*

**On Friday 20<sup>th</sup> November 2009 Welsh Music Foundation** held an event as part of Soundtrack International Film Festival entitled 'All The Right Mov(i)es : Getting your music in film and TV', a free seminar at The Gate, Roath, Cardiff. With music synchronisation

such a growing area of opportunity for music creators and rights holders, around 60 composers, artists, labels and publishers from across Wales attended to hear hints and tips from a special guest panel looking at creating music for media sources such as film and television. The Panel featured experts from national trade bodies who are also established composers, along with Amelia Hartley a Music Supervisor from global production company Endemol, talking about their experiences and sharing their know-how.

*Pictured on the right, (from left to right) Amelia Hartley, Music Supervisor from Endemol UK (iTunes Festival, Big Brother series 1-10, The Brit Awards, The Orange British Academy Film Awards). Stuart Worthington, Head of MMF Training and session Chair. Mark Fishlock - Chair of the Media Executive Committee at BASCA (British Academy of Songwriters, Composers and Authors). Blair Mowat, award-winning composer from PCAM (The Society for Producers and Composers of Applied Music).*



## Welsh Music Foundation's Networking Meeting – 2<sup>nd</sup> December.

**On 2<sup>nd</sup> December at Galeri, Caernarfon, a WMF networking meeting was held** which coincided with the launch of Bangor University's report: Building New Music Strategies for the Music Industry in Wales.

Pwyll ap Sion and Deian ap Rhisiart who were central in the research presented the study's conclusions followed by a panel of experts reacting to the findings. Topics featured included the viability of an independent collection society for Wales itself or Welsh language music specifically, radio and tv payments, the effect and possibilities of state funding, sales and the live scene.

### Welsh Music Foundation: Dates and deadlines

**'Getting the Gig' : WMF and Musician's Union present...**

**10 February 2010, 2pm - 3.30pm  
at The National Library of Wales, Aberystwyth**

A full-circle DIY guide into approaching venues, promoters and festivals for playing live which will pinpoint key factors for artists to consider. The session will examine where and when to play, how to identify and reach an audience, and importantly, how to retain a fan-base to grow future shows. The panel will be made up from representatives of key areas of the industry offering practical advice and best practice tips. Free to attend.

Reserve your place : [hello@welshmusicfoundation.com](mailto:hello@welshmusicfoundation.com)

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[www.business-support-wales.gov.uk](http://www.business-support-wales.gov.uk)

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