



Ministry of External Affairs
Government of India

&

FICCI FRAMES 2020

Asia's Largest Convention on the Business of Entertainment

Announces

FIRST EVER BRICS FILM TECHNOLOGY SYMPOSIUM

18-20th March 2020, Mumbai



Who should attend?

- Film Producers and Directors, Audio Visual content developers
- Cinematographers / DoPs
- Film production and content development companies
- Film Commissions and Industry Bodies
- Film Distributors
- Animation and Gaming Studios
- VFX & Post-Production Companies
- AR/VR/MR Companies
- Movie Theatres
- Audio and Video Equipment Companies
- Film Technology Providers & Innovators
- Country High Commissions and Consulates
- Government Officials

Special Features

- Industry & government delegations from BRICS Countries
- Key notes, Panel discussions, and Master classes on film technologies from eminent industry experts
- Cutting-edge film technology showcase
- Business networking
- One to one business meetings

Come,
Connect &
Collaborate

Objectives of BRICS Film Technology Symposium:

- To provide a platform to discuss cutting edge technologies and their application in film production, distribution, and exhibition.
- To showcase cutting edge film technologies
- To develop business collaboration among BRICS countries by exploring complementarity in the field of film technology.
- To broaden the areas of collaboration among BRICS countries and further strengthen India's relation with the other BRICS Countries
- To boost intra BRICS trade in creative content and technologies.
- To connect BRICS countries with the stakeholders from other countries who are using and providing latest technologies in film making.

Salient features of film industry in BRICS Countries

Brazil :

The Brazilian film industry has shown increasing dynamism since the mid-90s. Brazilian cinema is only growing today thanks to public policies for the sector. The state plays a crucial role in the performance of film industry. The scenario of the film production is characterized by small production companies seeking funds to carry out long and short films.

Films are actively inserted in the cultural sector of the economy just like the music and literature industry. The film industry is comprised of companies that participate in four segments: production, infrastructure, distribution and exhibition. The film industry deals with a long productive process, films take an average period of three years from the beginning of production until the distribution to cinemas or to the commercialization in stores.

Russia :

Russia's cinema business is growing three times faster than the real economy. In 2018, Russian movie-goers set a new record with 56 million visits to a cinema to generate a box office take of 13.5 bln rubles (\$200mn). With one Russian in three having a night out in front of the silver screen, the growth of the business is fuelling a revival in the whole media sector where Russia has a long and prestigious pedigree. There is de-centralised development of film exhibition business in China. The top five cinema chains control 30 percent of the market and 70 percent of the market is made up of single cinemas or small chains scattered across the regions.

India :

Indian cinema which is represented by films made in over 20 different Indian languages, produces largest number of films in the world in a year. It underwent a significant journey from its beginnings to the Independence of the country. The early pioneering efforts of Dada Saheb Phalke and others during the silent era laid the foundations of Indian filmmaking. During the early era of filmmaking, the short films or 'topicals' served as important sources of education and documentation. The emergence and growth of film studios, which acted as huge magnates, attracted a horde of talented and promising filmmakers and technicians into the business of film making. The films of this period exhibit undercurrents of patriotism, zeal for social reform, advocacy of democracy, peasant and industrial concerns and desire to attain independence. The roots of the formula films of today can be traced back to the Second World War. The new class of capitalists and financiers hired big stars, directors and music directors and started making the formula film of song, dance and star-appeal that continues even today. As the years passed on, a large number of escapist entertainers and musicals started to flood the film theaters and continues to do so. This gave birth to the formula films which are primarily entertainers, even though some path-breaking films were also being made along its side.

China :

China's passion for movies, at home and abroad, follows a much more optimistic plotline. Its growth has been phenomenal, even outperforming China's traditional industries. Many experts believe China is on track to have the largest film audience in the world – and by one estimate as early as 2020. Chinese movies are grossing big amounts. The record for an American film, Avatar, was \$760 million on Chinese screens. Movies also are underpenetrated in China. Extending movie runs to second, third and fourth-tier cities should further propel box office receipts. Big cities are very mature already. Now those smaller cities are becoming very important. Now the movie stars do promotional appearances in more than 20 cities, not just in major urban centres.

South Africa :

South Africa has a vibrant, growing film industry that is growing in reputation and is competitive internationally. Local and foreign filmmakers are taking advantage of the country's diverse, unique locations – as well as low production costs and favourable exchange rate, which make it cheaper to make a movie here than in Europe or the US. In 2010, District 9 – an action-packed science-fiction movie about a sub-class of aliens forced to live in the slums of Johannesburg – was nominated for four Academy Awards, including best picture. South Africa also has a growing reputation as a producer for award-winning local content. Building on South Africa's reputation for quality, creative film making, a string of successful big budget international productions have been filmed here, with Cape Town appearing in 57 different settings. Opportunities abound, with the makers of movies, commercials and other productions being attracted by South Africa's highly skilled film crews and technicians, excellent technical capacity and infrastructure – as well as the good weather.

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