

Getting a piece of the action!



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consultancy for financing the content industry

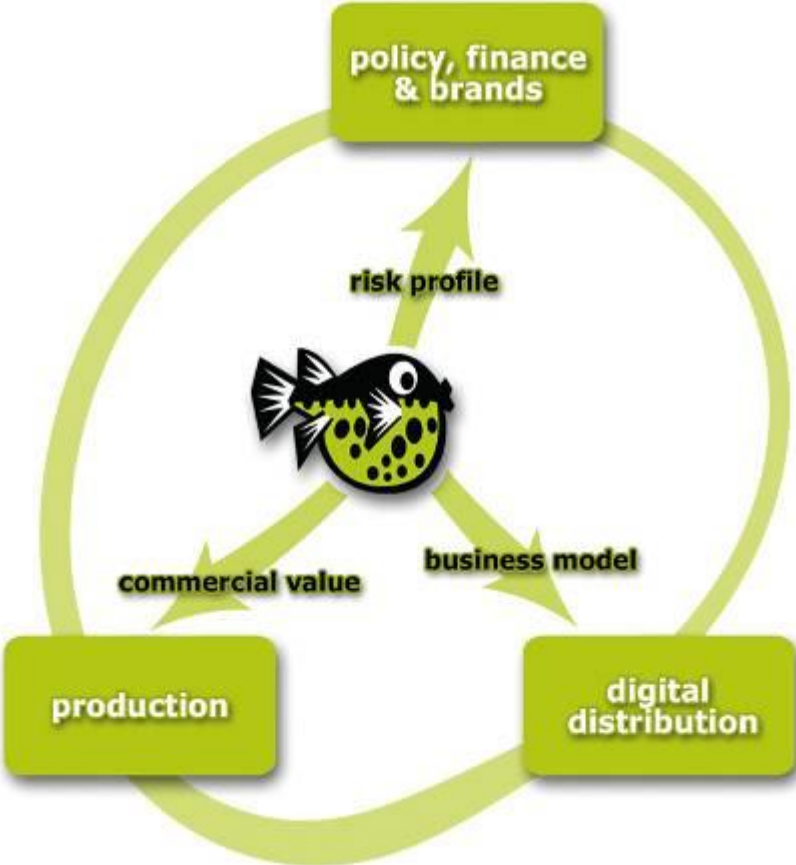
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TODAY

- **Current state of the Lithuanian film Industry**
- **SWOT analysis**
- **Recommendations**

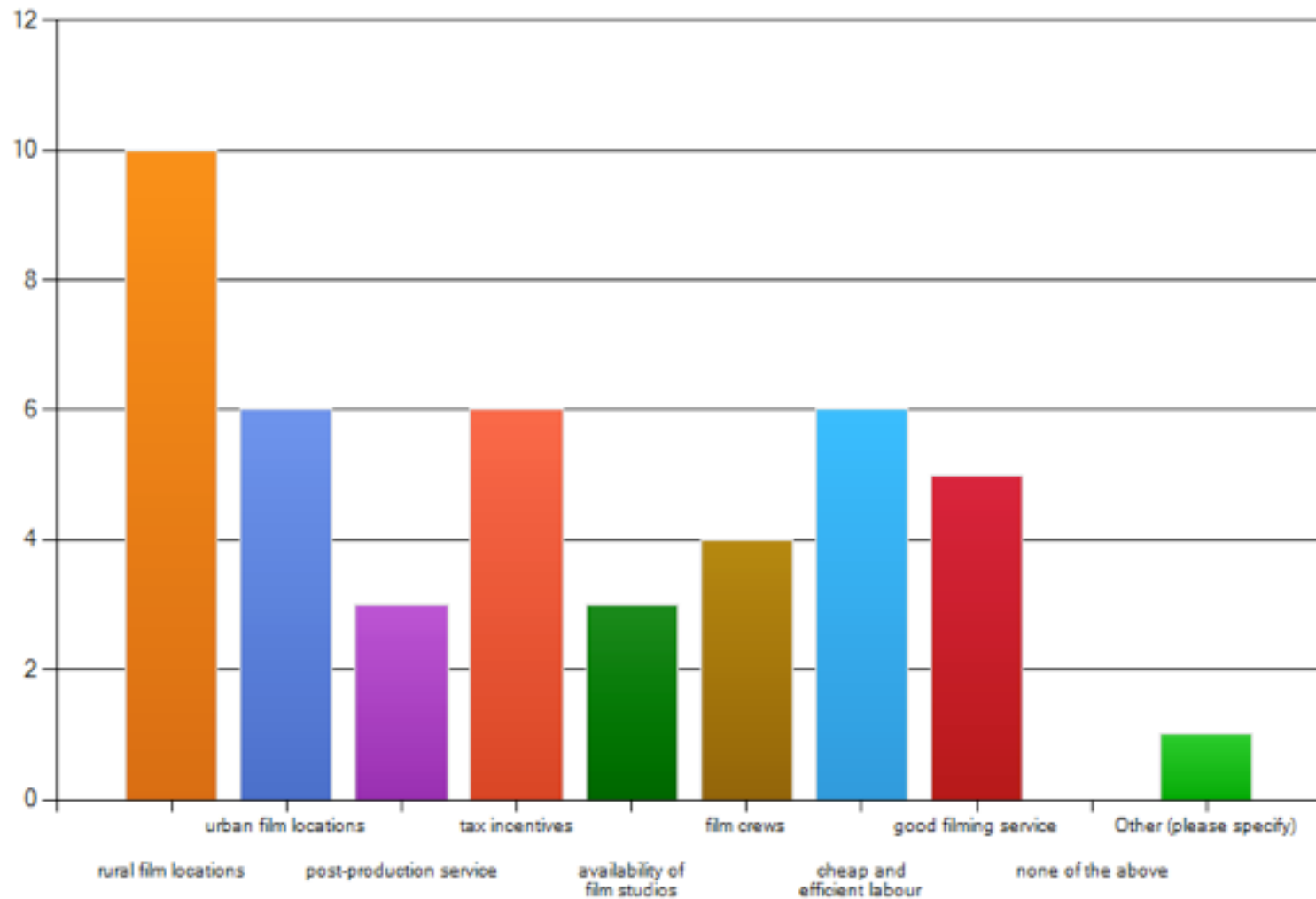


METHODOLOGY

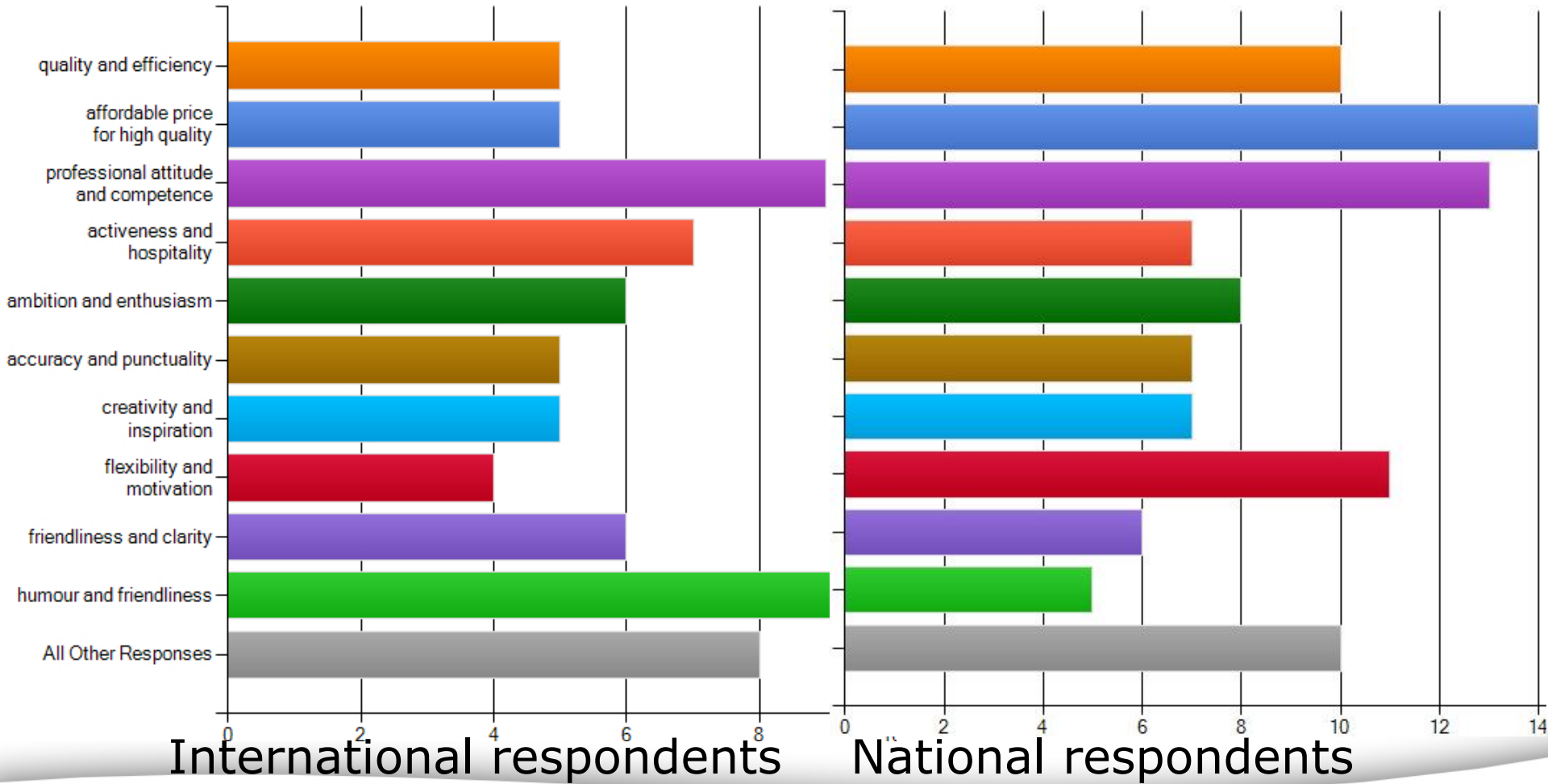
- **Meetings with Lithuanian film industry players** (producers, distributors, directors, TV, Lithuanian Film Center, Vilnius Film Office, MediaDesk, etc.)
- **Meetings with representatives of Ministry of Culture, Ministry of Finance, etc.**
- **One-to-one interviews** with international producers and film industry experts with and without experience with Lithuania
- **Online survey for Lithuanian filmmakers**
- **Online survey for international filmmakers** with and without experience with Lithuania
- **Studies, researches, reports** about Lithuania and competitive territories



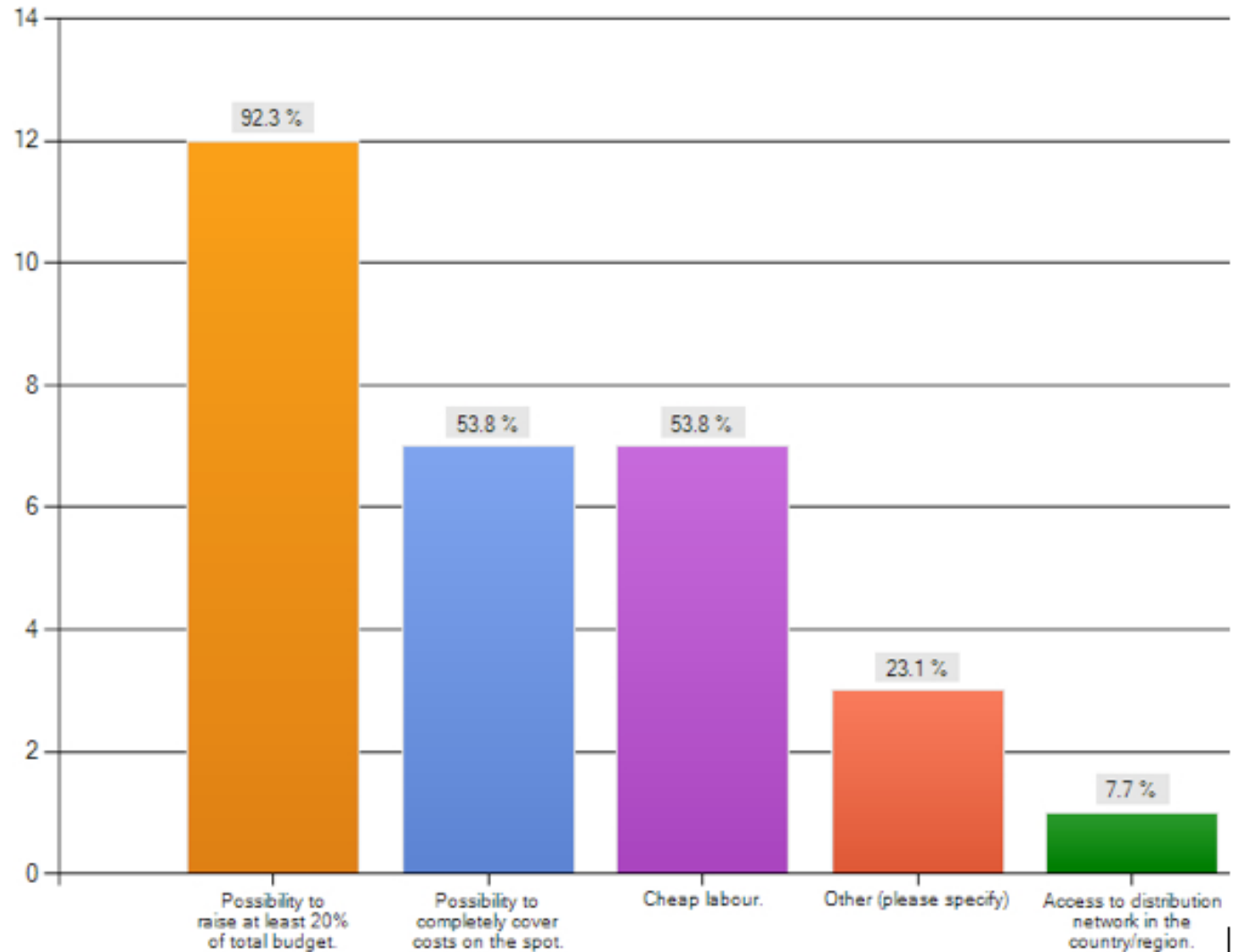
WHAT HAS LITHUANIA TO OFFER TO THE INTERNATIONAL FILM INDUSTRY?



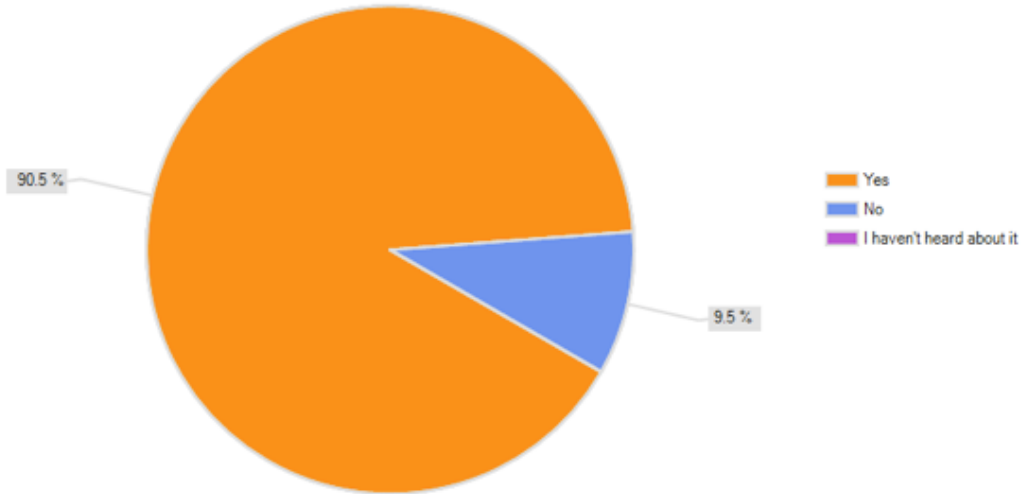
WHICH VALUES ARE REPRESENTED BY LITHUANIA?



WHAT WOULD CONVINC YOU TO PRODUCE IN LITHUANIA?

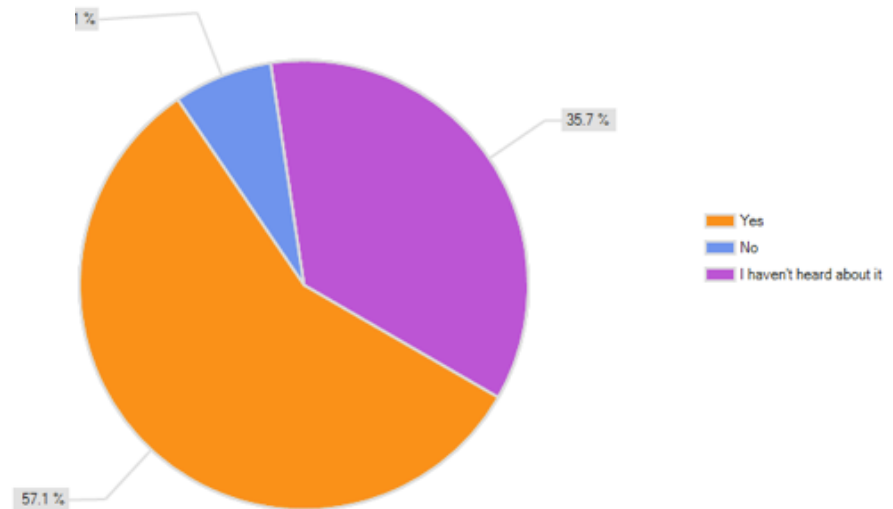


WILL TAX INCENTIVES ATTRACT MORE INTERNATIONAL PRODUCTIONS?



National respondents

National respondents



International respondents



SWOT: STRENGTHS

- Experience with international productions
- Good crews
- Crews speak foreign languages
- Low prices for high quality
- Trusted partner
- Strong technical department
- Despite developing their own projects, some local producers are ready to be service providers
- Some successful films at international festivals



SWOT: WEAKNESSES

- Lack of image of Lithuanian film industry abroad
- Lack of subsidy financing, especially for co-productions
- Bad flight connection
- Lack of scriptwriters
- Lack of key department heads
- No studio facilities
- Too many producers and directors compared to market size
- Lack of professional education
- Bureaucracy
- No bilateral co-production treaties
- Existence of several filmmakers unions (fragmentation, not unification)
- Lack of international PR
- Cooperation between film industry and local TV broadcasters is almost non-existent
- Weak distribution of Lithuanian films at home and abroad



SWOT: OPPORTUNITIES

- Tax incentive
- Potential of becoming a service country for foreign productions
- Hosting international educational/training events to grow the knowledge-base in the local industry
- Possibility to create a new image due to the lack of an image in the international market
- The new Lithuanian Film Center
- Location resemblance with other countries (Russia, Germany, Nordic countries, etc.)



SWOT: THREATS

- Direct competition with Latvia
- Other established competitors in Eastern Europe (Czech Republic, Hungary, Bulgaria)
- Necessary time for proper introduction and implementation of the new tax incentive



OFFER

- Landscapes (both rural and urban) to double other landscapes
- Subsidy funding earmarked for co productions
- A transparent, easy-monetizable tax incentive to offset production costs
- A large pool of skilled crew members
- State-of-the art film studios



COMPETITION

- Latvia: Riga tax advantage
- Estonia: More co productions
- Poland: much larger
- Czech Republic: Crews and tax incentive
- Hungary: Similiar Tax incentive model to Lithuania



RECOMMENDATIONS

1. Establishing a unified message about the values of the Lithuanian film industry
2. A focus on marketing (regular PR, online marketing, market presence, targeted meetings)
3. Expanding promotional activities (Lithuanian Film Commission, sales/distribution support for Lithuanian films both in the domestic market and internationally, film & tourism)
4. Expanding film industry infrastructure (establishing studio facility, supporting local Lithuanian talent, co-hosting international training events, national film registry)
5. New public financing opportunities (subsidy funds focused on hospitality and co-production, transparent and monetizable implementation of the tax incentive, attracting private investment into the film industry)
6. Focusing on inward investment projects (target countries, establishing a clear international offer)



Thank you!
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