



PROJECT SUMMARY

Project: *Reviving, Boosting, Optimizing and Transforming European Film Competitiveness - REBOOT*

Grant Agreement: 101094796 - HORIZON-CL2-2022-HERITAGE-01

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INTRODUCTION

Existing data and indicators are insufficient to understand the competitiveness of the EU film industry. The most important financing sources for European feature films are direct public funding, investment by broadcasters or/and producers, pre-sales, and incentives. On that line of work, REBOOT is organised in *five research strands*, which aim to explore as a crucial direction of strategic thinking and research intelligence the contextual historical, institutional, cultural and civic attributions to the development of the EFI, not only as a market actor but also as a cultural and civic actor *which drives a common European vision and shared identity, shared experience and shared civic culture within the diversity of cultural contexts.*

In other words: what do the European institutions offer as a matter of cultural and economic public value to the development and nurturing of a European film sector? For example, how are schools, universities, public service broadcasters and other predominantly public institutions investing and directly or indirectly boosting the EFI? What more can the sector utilise and optimise from these historically invaluable resources of know-how powerhouses while also circumventing their historical tardiness in the application of innovations? And what is the role of national and EU policies and regulation in this respect? Furthermore, REBOOT *proposes innovative research foci on the 'construction' of the future* of the production, consumption, leadership and policy in the sector from a generative perspective, that is one where the human element together with the technological one, innovate in the making and consumption of European film products.

This REBOOT, researches by taking a close look *at the developing and changing tastes and preferences of young audiences, minors and youth, in the ways in which they access narratives, intervene in narratives* and change those in the films they consume. REBOOT explores further the technological dimensions and creative input from immersive media technologies, as well as the 'life of the film beyond its visuals' through the narrative of music, again as crucial cultural



dimensions deployed, remixed, utilised, subverted and reinvented by youth as they connect through their own mobile media with their international youth counterparts.

The aim of the project is to connect the existing strengths, identify and overcome weaknesses and plan for future competitiveness in the fields of policy, practice and experience.

Objectives

- *to explore the long-standing strengths and pervasive gaps* in European competitiveness and policies for competitiveness.
- *to place attention to the active preparation for the future* in the area of audiences by exploring audience preferences and their generation, as well as modes of film content production.

REBOOT's ambition is to provide a full set of knowledge of the European film industry, which maximises its existing strengths, combined with strategic and tactical dimensions of action for the optimisation of the potential held in European youth publics, understood both as emerging audiences and as citizens. Specifically, the ambition of the project combines several dimensions, which reinforce each other but are listed separately for analytical purposes (and in no particular order): a) increasing support for young people's engagement with European film; b) strengthening the place of the EU in the global audiovisual economy, particularly in light of the rise of video on demand (VOD); c) supporting cultural diversity in the EU film industry; d) addressing the need for a different understanding of competitiveness and relevant indicators in this context; and e) recognising and supporting the importance for the EU of film and, more broadly, of the cultural and creative sector as a geopolitical asset.



Expected Outcomes

- New knowledge on the needs and developments of the EFI, including its various sub-sectors of pre-production, production, post-production and distribution. The analysis will take place on an international, European, national and regional level considering the specific variations of competitiveness among significant members of these industries and associations, national governments, and EU institutions on both synchronic and diachronic (retrospective evaluations that cover the transformation over the last 25 years) perspectives.
- Increase further the competitiveness of the EFI in the international arena. This process will be accompanied by an examination of the institutional and policy models in EU Member States, as well as of the EU's regulatory toolkit, regarding the international promotion of the sector.
- Provide evidence of the users/viewers preferences on filmmaking, as well as limitations to identifying their preferences, in order to widen and diversify audiences.
- Promote European cultural activity and cultural diversity. The analysis is complemented by an inquiry into the contribution of actors other than policy-makers (i.e. public service media and educational institutions) to the promotion of European film through measures devised in response to formal policies or to counter their absence in support of 'alternative', nonmainstream filmmaking.

The project undertakes a significant volume of analysis into the areas of policy and strategic pathways; current practices shaping an enabling environment for competitiveness; institutional dynamics and generation of innovation; future consumption and production skill sets, tastes and modes of interaction with content and technology; under-researched creativity and filmmaking dynamics of specific social groups.



The Reboot consortium consists of 12 institutional partners and it is coordinated by the University of Vienna.

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