

Beat: Entertainment

Historic record for the exports of FRENCH audiovisual programs

Dynamism & the good health of the sector

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USPA NEWS - The record of sales of the French audiovisual programs abroad confirms the dynamism and the good health of this sector.

A HISTORIC RECORD

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164,2 M€, it is the amount of sales abroad French audiovisual programs in 2015, that progresses of 6,8 % with regard to 2014. These results, revealed on September 6, by the National Centre for Cinema (CNC) and the TV France international (TVFI), establish a 'new historic record', which confirms the good health of the exports of hexagonal audiovisual programs.

'Series of animation as 'The Chronicles of Zorro', 'Polo' Or 'Garfield and Cie', fictions as 'Sherif', 'A French Village' Or 'Versailles', and documentaries as 'After Hitler' or 'Illustrious and unknown', 'How Jacques Jaujard saved the Louvre' show the wealth of the French production and attract the buyers of the whole world', observe the CNC and the TVFI.

GROWTH IN SALES WITH THE WESTERN EUROPE

To measure this attractiveness, the CNC and the TVFI raised 'two big trends' in 2015 : the 'growth of sales in the Western Europe' and the 'increase of three main genres, animation, documentary and fiction'.

First trend : purchases in the Western Europe continued to progress (3,3 %), 'strengthening the status of first zone of welcome of the French productions'. If these purchases are carried by the growth of the French-speaking markets (Belgium, Switzerland), we register a strong activity in Spain (70,7 %) as well as in the United Kingdom (19,3 %). Africa (13,7 %) and the Middle East (6,5 %) also revitalize the sales of the French programs abroad. Sales towards the United States, on the other hand, fell (15,4 %), while staying on very high levels.

ATTRACTIVENESS OF THE FRENCH PRODUCTIONS

TVFI assist trend analyzed by the CNC and : the 'steady progress' of three categories of production: the animation (12,4 % in 50,6 M€), the fiction (6,0 % in 41,2 M€) and the documentary (6,3 % in 37,1 M€). If the animation keeps its leader's role in the exports of audiovisual programs, with in particular sales abroad Chronicles of Zorro, Oggy and cockroaches or moronic Rabbits, it is closely followed by the hexagonal series, which take away, following the example of Versailles, a real success with the foreign buyers.

Also in progress, the documentary remains a safe bet, with quality productions as 'After Hitler' or 'How Jacques Jaujard saved the Louvre', an ambitious animated documentary. To note : the new platforms of video on demand represent 10 % of the French sales today. This new actor contributes to the dynamism of the market. According to the CNC and the TVFI, the study shows finally the importance of the sales of rights World, which '14 M€ represent, that is 8,6 % of all the sales'.

Source : Ministry of Culture and Communication

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