

# Analysis of the Audiovisual and related ICT Business Sector in Kristiansand and the Agder Region

Part of the European Medi@TIC Project

Kristiansand, October 2013

# Table of Contents

---

1. Scope and methodologies
2. Overview of the audiovisual industry in the Kristiansand Region
  1. Motion picture, video, television programme, “film”
  2. Computer games
  3. Computer animation & visual effects, related ICT
3. Overview of the audiovisual education and training opportunities in Kristiansand and beyond
4. National level
  1. Description of main distribution channels in Norway for audiovisual work
  2. National entertainment, media & ICT sectors
  3. Overview of law and regulations surrounding the audiovisual sector in Norway, as well as some institutions
5. Overview of Norway’s position in the European audiovisual sector
6. Recommendations

## Section 1

### Scope and Methodologies

# Definitions

---

The European Audiovisual Observatory splits the audiovisual market into four categories:

1. Film
2. Broadcasting (Television / radio)
3. Video / DVD
4. New Media (Multimedia and the internet)

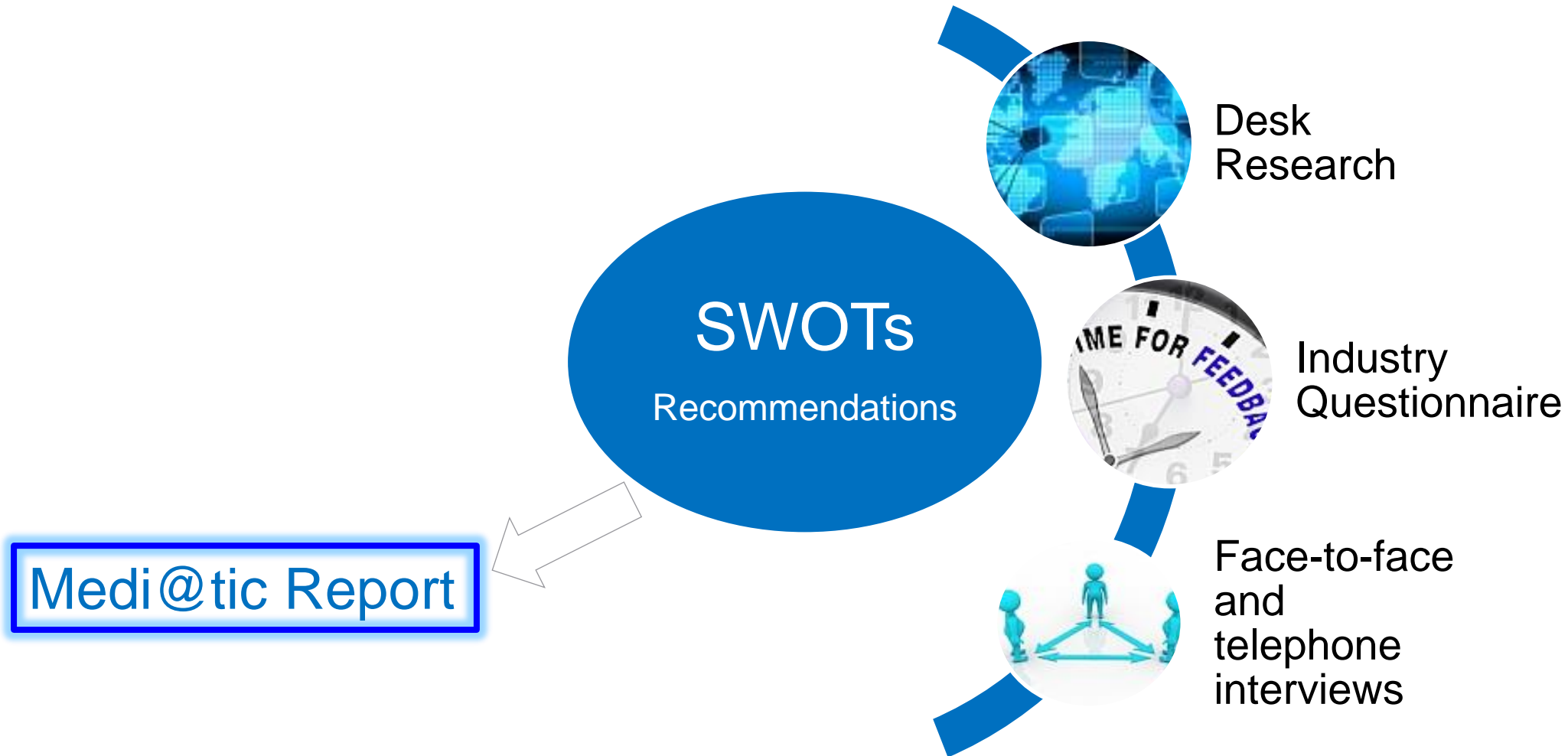
The European Union, through the MEDIA Programme, does not appear to define the term.

(Related) ICT companies who support and develop content for the audiovisual sector, are defined as:

1. Animation, recreation & digital effects (incl. videogames)
2. Production of audiovisual contents for new distribution support in the digital area (internet, mobile technology, Digital TV, etc.)
3. Cross-sector & interregional cooperation among companies, producers of digital content including Investigation and technological centres, and the audiovisual sector, including the Media

➔ audiovisual content production sector





## Section 2

Overview of the audiovisual industry in the  
Kristiansand Region

# Kristiansand Region is the main geographical focus for this report

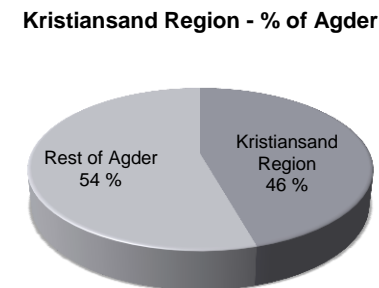
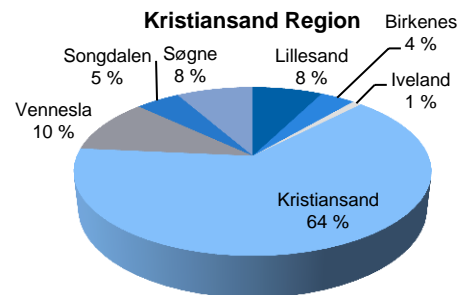
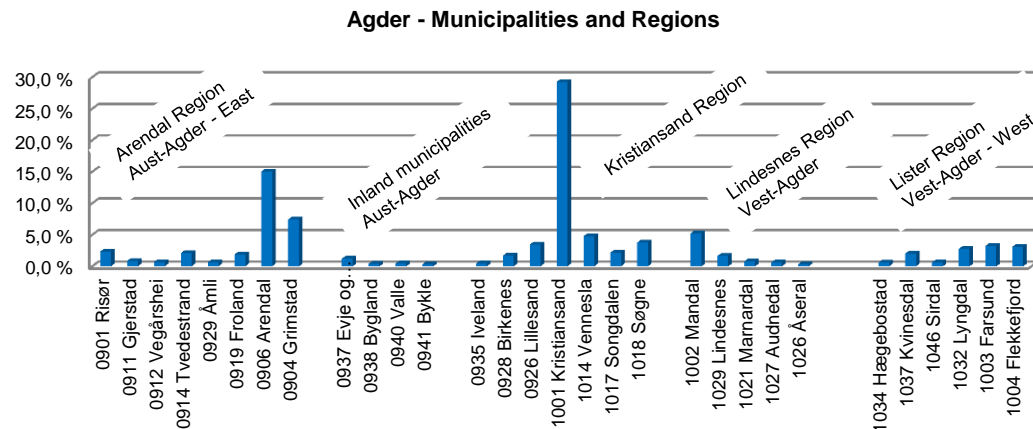


- Kristiansand Region is an inter-municipal cooperation between the seven municipalities of Birkenes, Iveland, Kristiansand, Lillesand, Songdalen, Søgne and Vennesla.
- The municipalities make up a common living and employment area for more than 132.000 people.
- The purpose of the collaboration is stated to be 'to develop local government and secure the inhabitants of the region as good and efficient services as possible'.
- Kristiansand, the hub of the Kristiansand Region, is Norway's fifth largest city with 85.000 inhabitants and the largest city in Agder region.
- The airport for Agder region is located in Kristiansand. By Oct.1, 2013, there were direct flights to 25 destinations: 6 inland, destinations, 11 international destinations, and 8 charter destinations (source: Avinor). The main international destinations are Copenhagen and Amsterdam.
- Kristiansand is also the international ferry hub in the region, with daily sailings between Hirtshals in Denmark and Kristiansand.

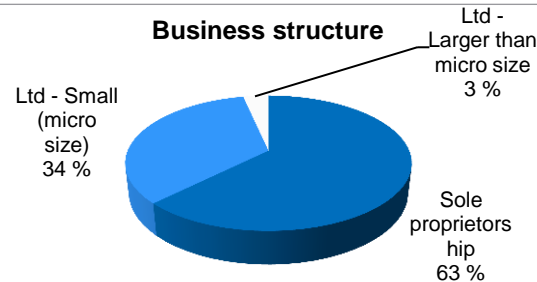
# The Kristiansand Region, with its population of 132.000 or 46% of the two Agder counties, is the main hub in Southern Norway

| Norway - Counties - Municipalities | Population by end Q2-2013 | % of Norway  | % of county | % of Agder    | Part of Kristiansand Region | % of Kristiansand Region |
|------------------------------------|---------------------------|--------------|-------------|---------------|-----------------------------|--------------------------|
| <b>0 Norway</b>                    | <b>5 077 798</b>          |              |             |               |                             |                          |
| <b>09 Aust-Agder County</b>        | <b>113 231</b>            | <b>2,2 %</b> |             | 39 %          |                             |                          |
| <b>10 Vest-Agder County</b>        | <b>177 146</b>            | <b>3,5 %</b> |             | 61 %          |                             |                          |
| <b>AGDER REGION</b>                | <b>290 377</b>            | <b>5,7 %</b> |             | 100 %         |                             |                          |
| <b>AUST AGDER COUNTY</b>           |                           |              |             |               |                             |                          |
| 0901 Risør                         | 6 855                     |              | 6,1 %       | 2,4 %         |                             |                          |
| 0904 Grimstad                      | 21 616                    |              | 19,1 %      | 7,4 %         |                             |                          |
| 0906 Arendal                       | 43 692                    |              | 38,6 %      | 15,0 %        |                             |                          |
| 0911 Gjerstad                      | 2 497                     |              | 2,2 %       | 0,9 %         |                             |                          |
| 0912 Vegårshei                     | 1 990                     |              | 1,8 %       | 0,7 %         |                             |                          |
| 0914 Tvedestrand                   | 6 069                     |              | 5,4 %       | 2,1 %         |                             |                          |
| 0919 Froland                       | 5 452                     |              | 4,8 %       | 1,9 %         |                             |                          |
| 0926 Lillesand                     | 10 028                    |              | 8,9 %       | 3,5 %         | 10 028                      | 7,6 %                    |
| 0928 Birkenes                      | 4 964                     |              | 4,4 %       | 1,7 %         | 4 964                       | 3,7 %                    |
| 0929 Åmli                          | 1 817                     |              | 1,6 %       | 0,6 %         |                             |                          |
| 0935 Iveland                       | 1 291                     |              | 1,1 %       | 0,4 %         | 1 291                       | 1,0 %                    |
| 0937 Evje og Hornes                | 3 540                     |              | 3,1 %       | 1,2 %         |                             |                          |
| 0938 Bygland                       | 1 202                     |              | 1,1 %       | 0,4 %         |                             |                          |
| 0940 Valle                         | 1 285                     |              | 1,1 %       | 0,4 %         |                             |                          |
| 0941 Bykle                         | 933                       |              | 0,8 %       | 0,3 %         |                             |                          |
|                                    | 113 231                   |              | 100,0 %     | 39,0 %        |                             |                          |
| <b>VEST AGDER COUNTY</b>           |                           |              |             |               |                             |                          |
| 1001 Kristiansand                  | 84 983                    |              | 48,0 %      | 29,3 %        | 84 983                      | 64,2 %                   |
| 1002 Mandal                        | 15 273                    |              | 8,6 %       | 5,3 %         |                             |                          |
| 1003 Farsund                       | 9 480                     |              | 5,4 %       | 3,3 %         |                             |                          |
| 1004 Flekkefjord                   | 9 061                     |              | 5,1 %       | 3,1 %         |                             |                          |
| 1014 Vennesla                      | 13 887                    |              | 7,8 %       | 4,8 %         | 13 887                      | 10,5 %                   |
| 1017 Songdalen                     | 6 320                     |              | 3,6 %       | 2,2 %         | 6 320                       | 4,8 %                    |
| 1018 Søgne                         | 10 968                    |              | 6,2 %       | 3,8 %         | 10 968                      | 8,3 %                    |
| 1021 Marnardal                     | 2 295                     |              | 1,3 %       | 0,8 %         |                             |                          |
| 1026 Åseral                        | 917                       |              | 0,5 %       | 0,3 %         |                             |                          |
| 1027 Audnedal                      | 1 730                     |              | 1,0 %       | 0,6 %         |                             |                          |
| 1029 Lindesnes                     | 4 798                     |              | 2,7 %       | 1,7 %         |                             |                          |
| 1032 Lyngdal                       | 8 060                     |              | 4,5 %       | 2,8 %         |                             |                          |
| 1034 Hægebostad                    | 1 669                     |              | 0,9 %       | 0,6 %         |                             |                          |
| 1037 Kvinesdal                     | 5 870                     |              | 3,3 %       | 2,0 %         |                             |                          |
| 1046 Sirdal                        | 1 835                     |              | 1,0 %       | 0,6 %         |                             |                          |
|                                    | 177 146                   |              | 100,0 %     | 61,0 %        | 132 441                     | 100 %                    |
| <b>KRISTIANSAND REGION</b>         |                           | <b>2,6 %</b> |             | <b>45,6 %</b> |                             |                          |

Listed by municipality numbers  
Source: Statistics Norway



# 96.4% of registered businesses in Kristiansand region are sole proprietorships or micro-sized companies



| Section       | NACE  | Divisions |
|---------------|---|-----------|
| A             | Agriculture, forestry and fishing   | 01-03     |
| B             | Mining and quarrying  | 05-09     |
| C             | Manufacturing   | 10-33     |
| D             | Electricity, gas, steam and air conditioning supply   | 35        |
| E             | Water supply; sewerage; waste management and remediation activities   | 36-39     |
| F             | Construction  | 41-43     |
| G             | Wholesale and retail trade; repair of motor vehicles and motorcycles  | 45-47     |
| H             | Transporting and storage  | 49-53     |
| I             | Accommodation and food service activities   | 55-56     |
| J             | Information and communication   | 58-63     |
| Group         | <b>J58 - Publishing activities</b>  |           |
| Group         | <b>J59 - Motion picture, video and television programme production, sound recording and music publishing activities</b> |           |
| Group         | <b>J60 - Programming and broadcasting activities</b>  |           |
| Group         | <b>J61 - Telecommunications</b>   |           |
| Group         | <b>J62 - Computer programming, consultancy and related activities</b>   |           |
| Group         | <b>J63 - Information service activities</b>   |           |
| K             | Financial and insurance activities  | 64-66     |
| L             | Real estate activities  | 68        |
| M             | Professional, scientific and technical activities   | 69-75     |
| N             | Administrative and support service activities   | 77-82     |
| O             | Public administration and defence; compulsory social security   | 84        |
| P             | Education   | 85        |
| Q             | Human health and social work activities   | 86-88     |
| R             | Arts, entertainment and recreation  | 90-93     |
| Group         | <b>R90 - Creative, arts and entertainment activities</b>  |           |
| S             | Other services activities   | 94-96     |
| T             | Activities of households as employers; undifferentiated goods - and services - producing activities                     | 97        |
| U             | Activities of extraterritorial organisations and bodies   | 99        |
| Z             | Undefined   |           |
| <b>Totals</b> |   |           |

| Kristiansand Region                 |                                       |                             |  |                                       |                             |                                      |                                       |                             |        |                                       |                             |
|-------------------------------------|---------------------------------------|-----------------------------|--|---------------------------------------|-----------------------------|--------------------------------------|---------------------------------------|-----------------------------|--------|---------------------------------------|-----------------------------|
| Sole proprietorship (self employed) |                                       |                             | Limited liability (AS/Ltd.)                            |                                       |                             | Limited liability (AS/ASA - Ltd.)    |                                       |                             | Total  |                                       |                             |
|                                     |                                       |                             | EU Micro size  |                                       |                             | Larger than EU Micro size            |                                       |                             |        |                                       |                             |
| Number                              | Distribution within geographical area | % of total by section/group | Rev. < € 2 mill. (NOK 16 mill) by 2012 + startups 2013 | Distribution within geographical area | % of total by section/group | Rev > € 2 mill (NOK 16 mill) by 2012 | Distribution within geographical area | % of total by section/group | Number | Distribution within geographical area | % of total by section/group |
| 1441                                | 11,6 %                                | 96,8 %                      | 44   | 0,7 %                                 | 3,0 %                       | 3                                    | 0,4 %                                 | 0,2 %                       | 1488   | 7,5 %                                 | 100,0 %                     |
| 13                                  | 0,1 %                                 | 39,4 %                      | 16   | 0,2 %                                 | 48,5 %                      | 4                                    | 0,6 %                                 | 12,1 %                      | 33     | 0,2 %                                 | 100,0 %                     |
| 483                                 | 3,9 %                                 | 62,4 %                      | 204  | 3,0 %                                 | 26,4 %                      | 87                                   | 12,9 %                                | 11,2 %                      | 774    | 3,9 %                                 | 100,0 %                     |
| 3                                   | 0,0 %                                 | 15,0 %                      | 11   | 0,2 %                                 | 55,0 %                      | 6                                    | 0,9 %                                 | 30,0 %                      | 20     | 0,1 %                                 | 100,0 %                     |
| 7                                   | 0,1 %                                 | 26,9 %                      | 14   | 0,2 %                                 | 53,8 %                      | 5                                    | 0,7 %                                 | 19,2 %                      | 26     | 0,1 %                                 | 100,0 %                     |
| 1383                                | 11,2 %                                | 55,5 %                      | 990  | 14,7 %                                | 39,8 %                      | 117                                  | 17,4 %                                | 4,7 %                       | 2490   | 12,6 %                                | 100,0 %                     |
| 1520                                | 12,3 %                                | 60,5 %                      | 802  | 11,9 %                                | 31,9 %                      | 192                                  | 28,5 %                                | 7,6 %                       | 2514   | 12,7 %                                | 100,0 %                     |
| 600                                 | 4,8 %                                 | 74,0 %                      | 176  | 2,6 %                                 | 21,7 %                      | 35                                   | 5,2 %                                 | 4,3 %                       | 811    | 4,1 %                                 | 100,0 %                     |
| 213                                 | 1,7 %                                 | 54,3 %                      | 163  | 2,4 %                                 | 41,6 %                      | 16                                   | 2,4 %                                 | 4,1 %                       | 392    | 2,0 %                                 | 100,0 %                     |
| 775                                 | 6,3 %                                 | 75,0 %                      | 246  | 3,7 %                                 | 23,8 %                      | 12                                   | 1,8 %                                 | 1,2 %                       | 1033   | 5,2 %                                 | 100,0 %                     |
| 47                                  | 0,4 %                                 | 58,8 %                      | 30   | 0,4 %                                 | 37,5 %                      | 3                                    | 0,4 %                                 | 3,8 %                       | 80     | 0,4 %                                 | 100,0 %                     |
| 130                                 | 1,0 %                                 | 79,8 %                      | 32   | 0,5 %                                 | 19,6 %                      | 1                                    | 0,1 %                                 | 0,6 %                       | 163    | 0,8 %                                 | 100,0 %                     |
| 0                                   | 0,0 %                                 | 0,0 %                       | 8  | 0,1 %                                 | 100,0 %                     | 0                                    | 0,0 %                                 | 0,0 %                       | 8      | 0,0 %                                 | 100,0 %                     |
| 14                                  | 0,1 %                                 | 48,3 %                      | 12   | 0,2 %                                 | 41,4 %                      | 3                                    | 0,4 %                                 | 10,3 %                      | 29     | 0,1 %                                 | 100,0 %                     |
| 507                                 | 4,1 %                                 | 77,4 %                      | 144  | 2,1 %                                 | 22,0 %                      | 4                                    | 0,6 %                                 | 0,6 %                       | 655    | 3,3 %                                 | 100,0 %                     |
| 77                                  | 0,6 %                                 | 78,6 %                      | 20   | 0,3 %                                 | 20,4 %                      | 1                                    | 0,1 %                                 | 1,0 %                       | 98     | 0,5 %                                 | 100,0 %                     |
| 25                                  | 0,2 %                                 | 5,9 %                       | 387  | 5,8 %                                 | 91,7 %                      | 10                                   | 1,5 %                                 | 2,4 %                       | 422    | 2,1 %                                 | 100,0 %                     |
| 192                                 | 1,6 %                                 | 8,7 %                       | 1959   | 29,1 %                                | 89,0 %                      | 49                                   | 7,3 %                                 | 2,2 %                       | 2200   | 11,1 %                                | 100,0 %                     |
| 1505                                | 12,2 %                                | 61,0 %                      | 892  | 13,3 %                                | 36,1 %                      | 71                                   | 10,5 %                                | 2,9 %                       | 2468   | 12,5 %                                | 100,0 %                     |
| 820                                 | 6,6 %                                 | 76,1 %                      | 222  | 3,3 %                                 | 20,6 %                      | 36                                   | 5,3 %                                 | 3,3 %                       | 1078   | 5,5 %                                 | 100,0 %                     |
| 0                                   | 0,0 %                                 |                             | 0  | 0,0 %                                 |                             | 0                                    | 0,0 %                                 |                             | 0      | 0,0 %                                 |                             |
| 664                                 | 5,4 %                                 | 87,7 %                      | 85   | 1,3 %                                 | 11,2 %                      | 8                                    | 1,2 %                                 | 1,1 %                       | 757    | 3,8 %                                 | 100,0 %                     |
| 1022                                | 8,3 %                                 | 85,5 %                      | 161  | 2,4 %                                 | 13,5 %                      | 13                                   | 1,9 %                                 | 1,1 %                       | 1196   | 6,0 %                                 | 100,0 %                     |
| 1092                                | 8,8 %                                 | 92,3 %                      | 84   | 1,2 %                                 | 7,1 %                       | 7                                    | 1,0 %                                 | 0,6 %                       | 1183   | 6,0 %                                 | 100,0 %                     |
| 1005                                | 8,1 %                                 | 96,3 %                      | 38   | 0,6 %                                 | 3,6 %                       | 1                                    | 0,1 %                                 | 0,1 %                       | 1044   | 5,3 %                                 | 100,0 %                     |
| 470                                 | 3,8 %                                 | 84,5 %                      | 84   | 1,2 %                                 | 15,1 %                      | 2                                    | 0,3 %                                 | 0,4 %                       | 556    | 2,8 %                                 | 100,0 %                     |
| 5                                   | 0,0 %                                 | 100,0 %                     | 0  | 0,0 %                                 | 0,0 %                       | 0                                    | 0,0 %                                 | 0,0 %                       | 5      | 0,0 %                                 | 100,0 %                     |
| 2                                   | 0,0 %                                 | 100,0 %                     | 0  | 0,0 %                                 | 0,0 %                       | 0                                    | 0,0 %                                 | 0,0 %                       | 2      | 0,0 %                                 | 100,0 %                     |
| 146                                 | 1,2 %                                 | 44,1 %                      | 184  | 2,7 %                                 | 55,6 %                      | 1                                    | 0,1 %                                 | 0,3 %                       | 331    | 1,7 %                                 | 100,0 %                     |
| 12381                               | 100 %                                 | 62,6 %                      | 6724   | 100 %                                 | 34,0 %                      | 674                                  | 100 %                                 | 3,4 %                       | 19779  | 100 %                                 |                             |

Source: Forvalt database

Sole proprietorship: Revenues are not publicly available. Many of these registrations are inactive.

Ltd: Of 7.695 registered companies (Ltd.), only 4.777 or 62% had revenues > NOK 1.000 in 2012. Many are inactive or holding companies

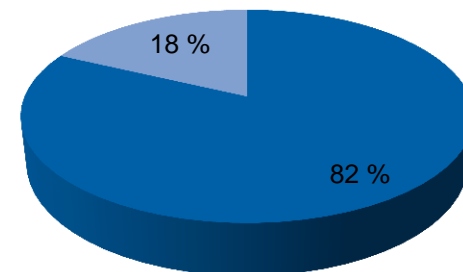
# Kristiansand Region's parade industry is within oil industry equipment. The AV-industry is characterized by very small businesses and no "locomotives"

- 12 companies registered in Kristiansand region (excluding daughter companies) had revenues > NOK 1 billion (app. €125 million) in 2012. Total revenues in 2012 for these companies were more than NOK 53 billion (app €7 billion)
- These companies are mainly within oil industry equipment (51%), energy and construction
- The three large oil industry related companies of the group employed nearly 5,000 people in 2012
- Industry J, Information and communication, represents 5.2% of registered businesses
- Subgroup J58, Publishing activities, represents only 0.4% of registered businesses in Kristiansand Region. The group includes a wider specter of industries than the scope for this report
  - J58.1 – Publishing books, periodicals and other publishing activities
  - J58.2 – Software publishing
    - J58.2.1 – Publishing computer games**
    - J58.2.9 –Other software publishing
- Computer games** consists of 1 micro company (25%) and 3 sole proprietorships (75%), a total of 4 businesses. These 4 businesses represent **0.02%** of the 19,779 registered businesses in Kristiansand Region
- Subgroup J59, Motion picture, video and television programme production, sound recording and music publishing activities, represents only 0.8% of registered businesses in Kristiansand Region. Group J59 also includes a wider group than the scope for this report:
  - J59.1 - Motion picture, video and television programme activities
    - J59.1.1 - Motion picture, video and television programme production activities**
    - J59.1.2 - Motion picture, video and television programme post-production activities**
    - J59.1.3 - Motion picture, video and television programme distribution activities
    - J59.1.4 - Motion picture projection activities
  - J59.2 - Sound recording and music publishing activities
- Film production / post-production** is characterized by sole proprietorships and tiny companies . It consists of 24 micro companies (18%) and 106 sole proprietorships (82%), a total of 130. The group has a larger share of sole proprietorships than average for the region. A large share of the registered sole proprietorships are inactive or "hobby businesses" . 10 of the 25 registered micro companies had zero revenues in 2012
- The 130 businesses represents **0.7%** of the 19,779 registered businesses in Kristiansand Region
- It should be noted that many companies use wrong NACE codes, but it gives an initial impression

Publishing computer games: **0.02%** of businesses in Kristiansand Region

## Film production / post-production

■ Sole proprietorship    ■ Ltd. - Small (micro size)

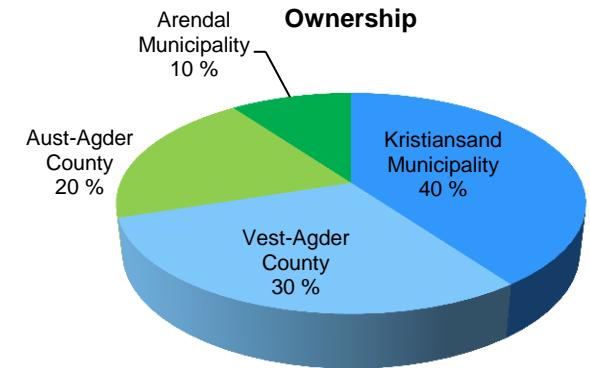


Motion picture, video and TV production / post production: **0,7 %** of businesses in Kristiansand Region

# **MOTION PICTURE, VIDEO AND TELEVISION PROGRAMME “FILM”**

# Sørnorsk filmsenter AS (South Norwegian Film Centre) is an important driving force for the local film industry

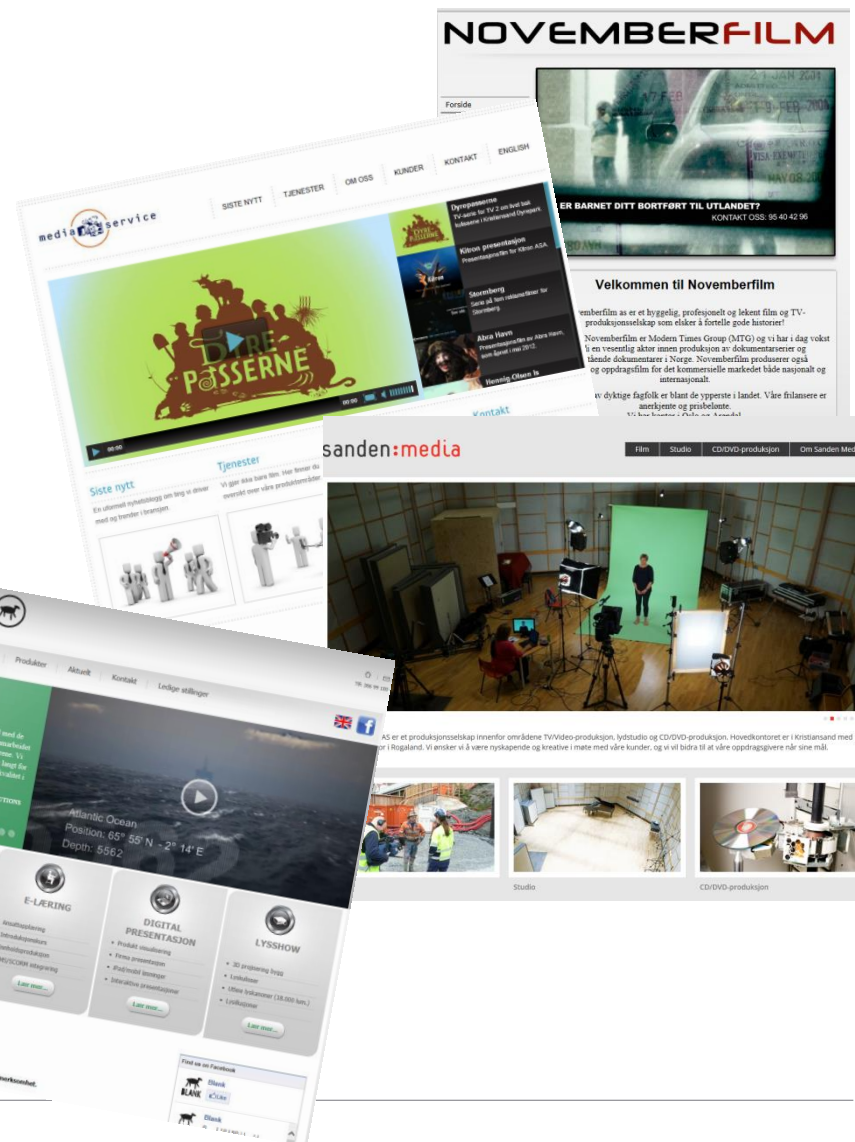
- Established 2008
- Covers the counties of Vest-Agder, Aust-Agder and Telemark, and is located in Kristiansand
- The main mission is:
  - To support development and production of short films, documentaries, animation films and electronic games
  - To raise competence among professionals
  - To spot, cultivate and support young talent
  - To provide advisory support to the industry
  - To contribute to the development of professional networks
  - To contribute to reach political goals, and that the industry as a whole is stimulated towards artistic and professional development
- The owners provide funds to cover the operating costs of the centre. Funding for the industry activities is mainly provided by The Royal Norwegian Ministry for Culture. Minor funding is also provided by institutions like Cultiva and Film & Kino
- The funds are mainly targeted towards projects recorded within the geographical area of the centre, that have a local director, producer or co-producer and a large share of regional film workers.
- For 2012, the centre was assigned NOK **4.5 million** from The Royal Norwegian Ministry for Culture
- The number of applications in 2012 was 76 with a total value of NOK 6.5 million. **45 projects were supported.**
  - 43 applications for development support for short films and documentaries
    - 11 short film and 13 documentary projects were supported, a total of 24 projects or 73% of applications. Total grants were NOK 1.8 million
  - 33 applications for production support for short films and documentaries
    - 15 short film and 6 documentary projects were supported, a total of 21 projects or 64% of applications. Total grants were NOK 2.5 million





# The industry may be characterized as fragmented and there is a lack of a strong, resourceful “locomotive” in Kristiansand Region

- The two largest film companies, Novemberfilm AS and Media Service AS, are both located in Arendal.
  - Their combined revenues of NOK 24.5 million represented 38% of revenues from limited companies in Agder in 2012.
  - Their individual revenues were NOK15.4 million for Novemberfilm and NOK 9.2 million for Media Service. Number of employees was 19 and 10 respectively
- The largest film company in Kristiansand Region was Sanden Media AS with revenues of NOK 6.4 million. The company reported 10 employees
- A related company worth mentioning is Blank AS in Kristiansand
  - The company is registered with NACE code J62.0.2 - Computer consultancy activities.
  - The company is specialized in project work for professional clients.
  - “The main objectives in Blank are within the fields of film & 3D, digital presentations, e-Learning and 3D mapping. .... Our film production, ..... spans from traditional films to 3D animation films and hybrid films, .....”
  - Revenue in 2012 was NOK 6.8 million
  - These companies are also part of the AV industry
- The rest of the industry consists of very small companies and sole proprietorships



# Based on official enterprise registrations, one could argue that the industry in Agder Region should be larger relative to population size

- On the following page are statistics collected from the Brønnsøysund Register Centre for:
  - J58.2.1 – Publishing computer games
  - J59.1.1 - Motion picture, video and television programme production activities
  - J59.1.2 - Motion picture, video and television programme post-production activities
- The numbers should only be used as indicative, as there typically are many companies registered with wrong or misleading NACE code – either due to change of business focus or that their activities span many NACE-codes
- The official registrations for the groups mentioned shows **134 businesses in Kristiansand** or 61% of the **220 registered in Agder**
- Statistics for the **40 limited companies registered in Agder** are:
  - Revenues NOK 65 million, 54 employees. 14 companies with zero revenue, 26 with revenue > 0. Of the 14 companies with zero revenue, 6 are new registrations in 2013, indicating 33 active and 7 inactive companies.
- Statistics for the **25 limited companies registered in Kristiansand Region** are:
  - Revenue NOK 28 million, 27 employees. 10 companies with zero revenue, 15 with revenue > 0. Of the 10 companies with zero revenue, 4 are new registrations in 2013, indicating 19 active and 6 inactive companies.
- Statistics for the **180 self-employed, of which 109 are located in Kristiansand Region**, are not available. Many of these are inactive registrations.
- Compared to Agder and Kristiansand regions' share of population, one could say that the industry is under-represented in the region
  - Agder Region should have had 82 or 37% more registrations
  - Kristiansand Region should have had 4 or 3% more registrations
  - In reality, a metro area like Kristiansand should be more heavily represented than many other areas

Using population size as an indication, the number of registered businesses related to film production in Agder should have been 36 % higher - 65 self-employed and 15 limited companies. 80 more businesses!

## Registered Limited companies, code 59.110 and 59.120

| AGDER                 | Oct. 2013 | 2012   | 2011   | Change |        |
|-----------------------|-----------|--------|--------|--------|--------|
| Companies w/rev. > 0  |           | 26     | 25     |        |        |
| New registrations     | 7         | 5      | 1      |        |        |
| Turnover              |           | 64 780 | 57 853 | 12 %   | Better |
| Net profit before tax |           | -4 230 | -4 048 | 4 %    | Worse  |
| Number of employees   | 69        | 54     | 42     |        | Better |

| KRISTIANSAND REGION   | Oct. 2013 | 2012   | 2011   | Change |        |
|-----------------------|-----------|--------|--------|--------|--------|
| Companies w/rev. > 0  |           | 15     | 16     |        |        |
| New registrations     | 4         | 3      | 0      |        |        |
| Turnover              |           | 28 749 | 29 551 | -3 %   | Worse  |
| Net profit before tax |           | -6 079 | -1 460 | 316 %  | Worse  |
| Number of employees   | 27        | 18     | 19     |        | Better |

Financial numbers - NOK 1 000

Statistics

These numbers include all registered companies and self-employed people within the industry. It does not necessarily reflect the activity level, as many businesses are without any activity / have zero revenue.

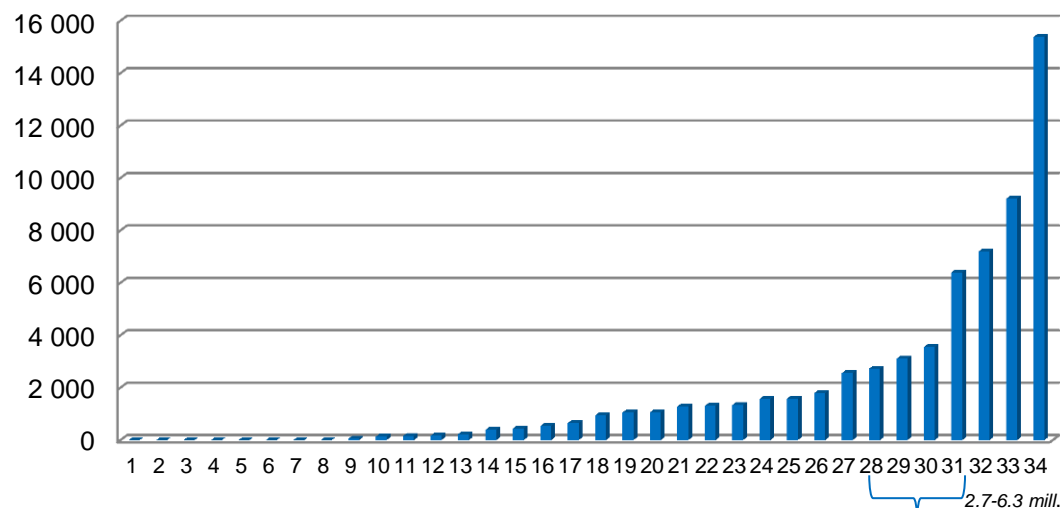
Source: The Brønnøysund Register Centre – The Register of Business Enterprises / Forvalt

| Norway - Counties - Municipalities | J59.1.1 - Motion picture, video and television programme production activities | J59.1.1 - Motion picture, video and television programme production activities | J59.1.1 – Total | J59.1.2 - Motion picture, video and television programme post-production activities | J59.1.2 - Motion picture, video and television programme post-production activities | J59.1.2 – Total | Film production J59.1.1 AND J59.1.2 | Film production J59.1.1 AND J59.1.2 | Film production J59.1.1 AND J59.1.2 | J58.2.1 – Publishing computer games | J58.2.1 – Publishing computer games | J58.2.1 – Publishing computer games | Total                | Total  | Grand total |
|------------------------------------|--|--|-----------------|---|---|-----------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|----------------------|--------|-------------|
|                                    | Sole proprietorship*   | Ltd.*  |                 | Sole proprietorship*  | Ltd.*   |                 | Sole proprietorship*                | Ltd.*                               | Sum                                 | Sole proprietorship*                | Ltd.*                               |                                     | Sole proprietorship* | Ltd.*  |             |
| 0 Norway                           | 3 762  | 905  | 4 667           | 497   | 46  | 543             | 4 259                               | 951                                 | 5 210                               | 45                                  | 21                                  | 66                                  | 4 304                | 972    | 5 276       |
| 09 Aust-Agder County               | 46   | 9  | 55              | 5   | 0   | 5               | 51                                  | 9                                   | 60                                  | 1                                   | 0                                   | 1                                   | 52                   | 9      | 61          |
| % of Agder                         | 30,1 %   | 25,7 %   | 29,3 %          | 21,7 %  | 0,0 %   | 18,5 %          | 29,0 %                              | 23,1 %                              | 27,9 %                              | 25,0 %                              | 0,0 %                               | 20,0 %                              | 28,9 %               | 22,5 % | 27,7 %      |
| % of National                      | 1,2 %  | 1,0 %  | 1,2 %           | 1,0 %   | 0,0 %   | 0,9 %           | 1,2 %                               | 0,9 %                               | 1,2 %                               | 2,2 %                               | 0,0 %                               | 1,5 %                               | 1,2 %                | 0,9 %  | 1,2 %       |
| Population % of national           | 2,2 %  | 2,2 %  | 2,2 %           | 2,2 %   | 2,2 %   | 2,2 %           | 2,2 %                               | 2,2 %                               | 2,2 %                               | 2,2 %                               | 2,2 %                               | 2,2 %                               | 2,2 %                | 2,2 %  | 2,2 %       |
| 10 Vest-Agder County               | 107  | 26   | 133             | 18  | 4   | 22              | 125                                 | 30                                  | 155                                 | 3                                   | 1                                   | 4                                   | 128                  | 31     | 159         |
| % of Agder                         | 69,9 %   | 74,3 %   | 70,7 %          | 78,3 %  | 100,0 %   | 81,5 %          | 71,0 %                              | 76,9 %                              | 72,1 %                              | 75,0 %                              | 100,0 %                             | 80,0 %                              | 71,1 %               | 77,5 % | 72,3 %      |
| % of National                      | 2,8 %  | 2,9 %  | 2,9 %           | 3,6 %   | 8,7 %   | 4,1 %           | 2,9 %                               | 3,2 %                               | 3,0 %                               | 6,7 %                               | 4,8 %                               | 6,1 %                               | 3,0 %                | 3,2 %  | 3,0 %       |
| Population % of national           | 3,5 %  | 3,5 %  | 3,5 %           | 3,5 %   | 3,5 %   | 3,5 %           | 3,5 %                               | 3,5 %                               | 3,5 %                               | 3,5 %                               | 3,5 %                               | 3,5 %                               | 3,5 %                | 3,5 %  | 3,5 %       |
| AGDER REGION                       | 153  | 35   | 188             | 23  | 4   | 27              | 176                                 | 39                                  | 215                                 | 4                                   | 1                                   | 5                                   | 180                  | 40     | 220         |
| % of National                      | 4,1 %  | 3,9 %  | 4,0 %           | 4,6 %   | 8,7 %   | 5,0 %           | 4,1 %                               | 4,1 %                               | 4,1 %                               | 8,9 %                               | 4,8 %                               | 7,6 %                               | 4,2 %                | 4,1 %  | 4,2 %       |
| Population % of national           | 5,7 %  | 5,7 %  | 5,7 %           | 5,7 %   | 5,7 %   | 5,7 %           | 5,7 %                               | 5,7 %                               | 5,7 %                               | 5,7 %                               | 5,7 %                               | 5,7 %                               | 5,7 %                | 5,7 %  | 5,7 %       |
| Size according to population       | 214  | 52   | 266             | 28  | 3   | 31              | 243                                 | 54                                  | 297                                 | 3                                   | 1                                   | 4                                   | 245                  | 55     | 301         |
| Deviation                          | -61  | -17  | -78             | -5  | 1   | -4              | -67                                 | -15                                 | -82                                 | 1                                   | 0                                   | 1                                   | -65                  | -15    | -81         |
| AUST AGDER COUNTY                  |  |  |                 |   |   |                 |                                     |                                     |                                     |                                     |                                     |                                     |                      |        |             |
| 0901 Risør                         | 3  | 1  | 4               |   |   |                 | 3                                   | 1                                   | 4                                   |                                     |                                     |                                     | 3                    | 1      | 4           |
| 0904 Grimstad                      | 15   | 1  | 16              | 1   |   | 1               | 16                                  | 1                                   | 17                                  |                                     |                                     |                                     | 16                   | 1      | 17          |
| 0906 Arendal                       | 16   | 6  | 22              | 2   |   | 2               | 18                                  | 6                                   | 24                                  |                                     |                                     |                                     | 18                   | 6      | 24          |
| 0911 Gjerstad                      |  |  |                 |   |   |                 |                                     |                                     |                                     |                                     |                                     |                                     |                      |        |             |
| 0912 Vegårshei                     |  |  |                 |   |   |                 |                                     |                                     |                                     |                                     |                                     |                                     |                      |        |             |
| 0914 Tvedestrand                   | 1  |  | 1               |   |   |                 | 1                                   |                                     | 1                                   |                                     |                                     |                                     | 1                    |        | 1           |
| 0919 Froland                       | 2  |  | 2               |   |   |                 | 2                                   |                                     | 2                                   |                                     |                                     |                                     | 2                    |        | 2           |
| 0926 Lillesand                     | 5  | 1  | 6               | 1   |   | 1               | 6                                   | 1                                   | 7                                   |                                     |                                     |                                     | 6                    | 1      | 7           |
| 0928 Birkenes                      | 2  |  | 2               | 1   |   | 1               | 3                                   |                                     | 3                                   |                                     |                                     |                                     | 3                    |        | 3           |
| 0929 Åmli                          | 1  |  | 1               |   |   |                 | 1                                   |                                     | 1                                   |                                     |                                     |                                     | 1                    |        | 1           |
| 0935 Iveland                       | 1  |  | 1               |   |   |                 | 1                                   |                                     | 1                                   |                                     |                                     |                                     | 1                    |        | 1           |
| 0937 Evje og Hornnes               |  |  |                 |   |   |                 |                                     |                                     |                                     | 1                                   |                                     | 1                                   | 1                    |        | 1           |
| 0938 Bygland                       |  |  |                 |   |   |                 |                                     |                                     |                                     |                                     |                                     |                                     |                      |        |             |
| 0940 Valle                         |  |  |                 |   |   |                 |                                     |                                     |                                     |                                     |                                     |                                     |                      |        |             |
| 0941 Bykle                         |  |  |                 |   |   |                 |                                     |                                     |                                     |                                     |                                     |                                     |                      |        |             |
| Sum                                | 46   | 9  | 55              | 5   | 0   | 5               | 51                                  | 9                                   | 60                                  | 1                                   | 0                                   | 1                                   | 52                   | 9      | 61          |
| VEST AGDER COUNTY                  |  |  |                 |   |   |                 |                                     |                                     |                                     |                                     |                                     |                                     |                      |        |             |
| 1001 Kristiansand                  | 75   | 20   | 95              | 12  | 3   | 15              | 87                                  | 23                                  | 110                                 | 2                                   | 1                                   | 3                                   | 89                   | 24     | 113         |
| 1002 Mandal                        | 5  | 4  | 9               | 1   |   | 1               | 6                                   | 4                                   | 10                                  |                                     |                                     |                                     | 6                    | 4      | 10          |
| 1003 Farsund                       | 3  |  | 3               |   |   |                 | 3                                   |                                     | 3                                   |                                     |                                     |                                     | 3                    |        | 3           |
| 1004 Flekkefjord                   | 6  | 2  | 8               |   |   |                 | 6                                   | 2                                   | 8                                   |                                     |                                     |                                     | 6                    | 2      | 8           |
| 1014 Vennesla                      | 4  |  | 4               | 1   |   | 1               | 5                                   |                                     | 5                                   |                                     |                                     |                                     | 5                    |        | 5           |
| 1017 Songdalen                     | 1  |  | 1               |   |   |                 | 1                                   |                                     | 1                                   |                                     |                                     |                                     | 1                    |        | 1           |
| 1018 Søgne                         | 3  |  | 3               |   |   |                 | 3                                   |                                     | 3                                   | 1                                   |                                     | 1                                   | 4                    |        | 4           |
| 1021 Marnardal                     |  |  |                 |   |   |                 |                                     |                                     |                                     |                                     |                                     |                                     |                      |        |             |
| 1026 Åseral                        |  |  |                 |   |   |                 |                                     |                                     |                                     |                                     |                                     |                                     |                      |        |             |
| 1027 Audnedal                      |  |  |                 | 1   |   | 1               | 1                                   |                                     | 1                                   |                                     |                                     |                                     | 1                    |        | 1           |
| 1029 Lindesnes                     | 3  |  | 3               | 1   |   | 1               | 4                                   |                                     | 4                                   |                                     |                                     |                                     | 4                    |        | 4           |
| 1032 Lyngdal                       | 4  |  | 4               |   | 1   | 1               | 4                                   | 1                                   | 5                                   |                                     |                                     |                                     | 4                    | 1      | 5           |
| 1034 Hægebostad                    | 1  |  | 1               |   |   |                 | 1                                   |                                     | 1                                   |                                     |                                     |                                     | 1                    |        | 1           |
| 1037 Kvinesdal                     | 1  |  | 1               | 1   |   | 1               | 2                                   |                                     | 2                                   |                                     |                                     |                                     | 2                    |        | 2           |
| 1046 Sirdal                        | 1  |  | 1               | 1   |   | 1               | 2                                   |                                     | 2                                   |                                     |                                     |                                     | 2                    |        | 2           |
| Sum                                | 107  | 26   | 133             | 18  | 4   | 22              | 125                                 | 30                                  | 155                                 | 3                                   | 1                                   | 4                                   | 128                  | 31     | 159         |
| AGDER REGION                       | 153  | 35   | 188             | 23  | 4   | 27              | 176                                 | 39                                  | 215                                 | 4                                   | 1                                   | 5                                   | 180                  | 40     | 220         |
| KRISTIANSAND REGION                | 91   | 21   | 112             | 15  | 3   | 18              | 106                                 | 24                                  | 130                                 | 3                                   | 1                                   | 4                                   | 109                  | 25     | 134         |
| KRISTIANSAND R. OF AGDER           | 59 %   | 60 %   | 60 %            | 65 %  | 75 %  | 67 %            | 60 %                                | 62 %                                | 60 %                                | 75 %                                | 100 %                               | 80 %                                | 61 %                 | 63 %   | 61 %        |

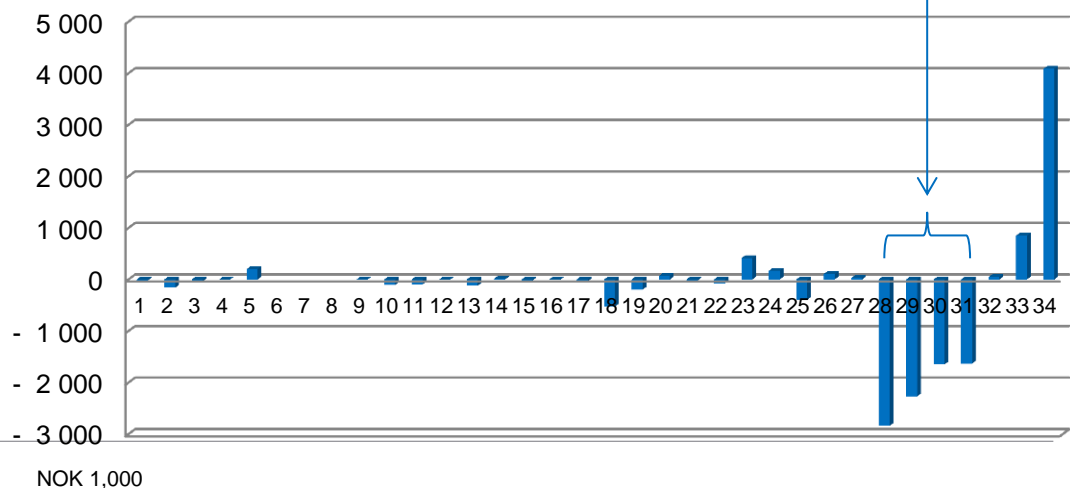
# Profitability is generally weak for the companies. What we don't see are the revenues and profits generated for all the self-employed

- 40 limited companies were registered within Agder Region by October 2013
  - 7 or 18% were new registrations in 2013
  - 33 companies were registered before 2013
    - 7 of 34 had zero revenue
    - 26 of 34 had revenue >0
      - Revenue for these were NOK 65 million
      - Profits before tax were NOK - 4.2 million
      - 16 out of these 26, or 62%, achieved negative profit before tax in 2012 in Agder Region
- 25 of 40 companies were located within the Kristiansand Region.
  - 4 or 16% were new registrations in 2013
  - 21 companies were registered before 2013
    - 6 of 21 had zero revenue in 2012
    - 15 of 21 had revenue > 0
      - Revenue for these were NOK 28 million
      - Profits before tax were NOK - 6.1 million
      - 11 out of these 15, or 73%, achieved negative profits before tax in 2012
- The graphs indicates how difficult it is to grow and make a profit

**Revenues for 34 limited companies in Agder registered before 2013**



**Profit before tax for 34 limited companies in Agder registered before 2013**

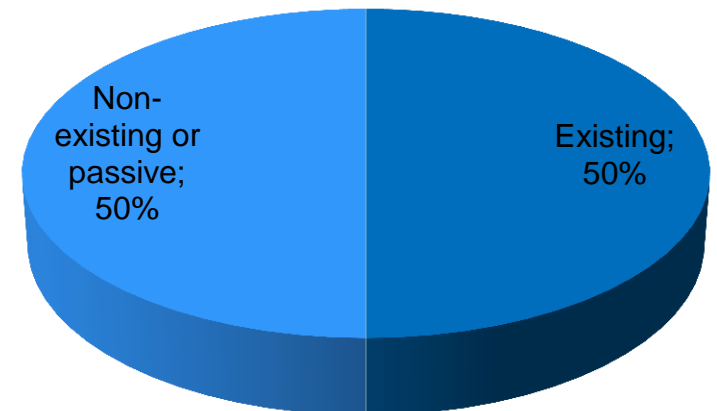


## 50% of businesses within film production identified in 2004 have survived, but mainly are still self-employed or very small companies

---

- “Filmbyen Kristiansand” was a survey of the local film industry undertaken by Kristiansand Kino in 2004. In the report, they listed 27 businesses, of which 25 were located in Kristiansand, 1 in Arendal and 1 in Oslo (but with links to Kristiansand).
- Grouping the companies gave the following list:
  1. Film production (all stages/activities): 22
  2. Film distribution: 2
  3. Education: 2 (student works)
  4. Festivals: 1
- The business names were reviewed by Sørnorsk Filmsenter and checked against the Forvalt database. Search on internet was also done to find any websites.
- Within group 1, 11 of 22 were identified as still being active. The other 11 were identified as non-existent or passive (one had relocated to Oslo). The existing businesses are still mainly small today. The largest company in 2004, located in Arendal, is still the largest.
- The companies within groups 2, 3, and 4 were still alive. One particular successful area has been within the digital distribution of films

**"Survival rate" film production businesses identified in 2004**



# How many are there – in reality?

- The preceding analysis of company registrations for Kristiansand Region showed:
  - 25 limited companies
  - 109 self-employed individuals
  - 134 businesses in total
- These numbers seem not to reflect the true activity level
- South Norwegian Film Centre has recently started to map the industry. The Centre has provided invaluable input to establish the number of active versus passive businesses
- The result of this review was:
  - 17 limited companies
  - 10 self-employed individuals
  - 1 inter-municipal company
  - 28 businesses in total (21% of registrations)
- The total number is probably higher, depending on who you ask and how you define “active”. The numbers seems to reflect the most active businesses. Clearly, there are many more competent companies and individuals in the industry who await the opportunity to start or get involved in projects but who are not in a financial situation to prioritize film work
- Also, it reflects that many individuals have registered sole proprietorships which are not deleted even though they are not active, as it is “nice to keep”, just in case



## Prosjektet

Filmen Lillevik lager skal inneholde klipp fra tidligere filmer, bakomfilm-klipp, samt intervjuer med folk i filmbransjen.

Med bakgrunn som manusforfatter og dokumentarist, innrømmer Lillevik at han sliter fælt med å stable sin 40-minutters film på beina. Han håper på både pengestøtte og annen drahjelp.

- Foreløpig er det kun mine penger jeg bruker. Men jeg trenger støtte til både reiser og redigering. Jeg ser at det er fryktelig mye mer arbeid enn jeg hadde regnet med. Jeg vil jo helst konsentrere meg om intervjuene, men det kommer veldig mye organisatorisk arbeid. Daniel hadde sikkert ledd rått av meg nå. Men jeg kan ikke legge dette fra meg. Det er et lidenskapsprosjekt, sier Lillevik.

- Så du savner en produsent?

- Ja, jeg skulle hatt det. Daniel var så flink til å holde oversikt. Jeg har noen navn i kikkerten, sier Lillevik.

## The project

.... he admits struggling hard to get the film under way. ...He is hoping for financial support as well as other support

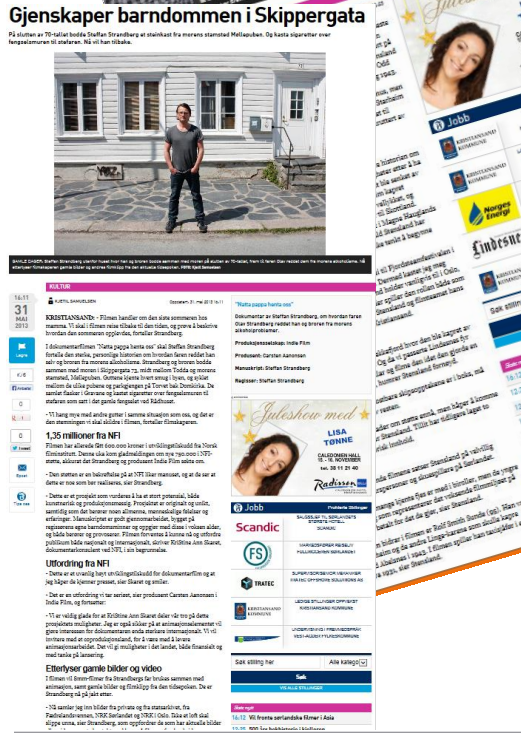
- For the moment, I use my own money. But I need support for travelling and editing. I realize now that it is far more work than I anticipated. I would like to concentrate on the interviews, but there is so much administrative work..... But I cannot stop. I am passionate about this project....

So you miss a producer?

Yes, I should have had a producer...



Although film is a small industry in the region, media coverage is good. There are many talented people capable of making quality productions on low budgets. This is an art in itself, but makes full-time work difficult to fund



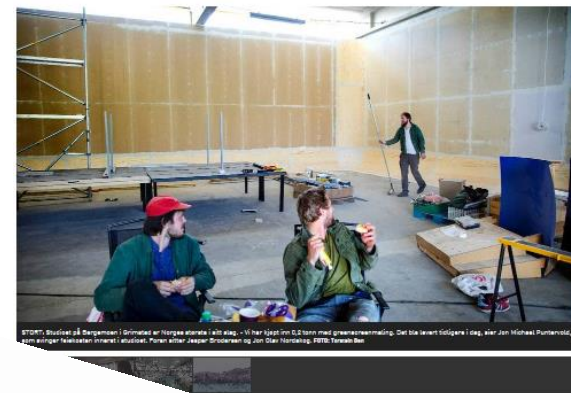


# As the industry is quite small, the industry should focus on utilizing infrastructure and resources across Agder

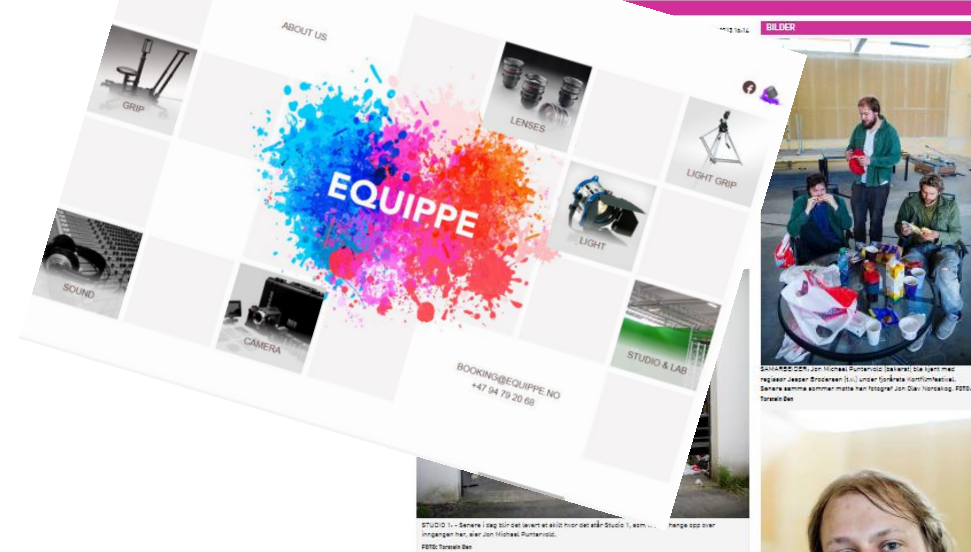
- Companies, individuals, equipment and infrastructure are spread all over Agder
- The dominant geographical area is on an axis from Kristiansand, via Grimstad (UiA campus, private studio), to Arendal (the largest companies in the region)
- As an example, Norway's largest green screen studio is constructed in Grimstad
- For local cooperation, as well as facilitating national and international film producers considering Agder as a location, a comprehensive on-line film industry directory "Yellow pages" should be developed. This directory should include personnel, equipment, infrastructure, services, etc.

## Lager Norges største greenscreenstudio

Jon Michael Pustervold ser på film som en frihet fra alt det andre. I Grimstad har han bygget seg 450 kvadratmeter med frihetsfelless.



STORT: Studioet på Bergsnes i Grimstad er Norges største fritt lag. -Vi har kjøpt inn 5,5 tonn med greenscreenmaling. Det ble levert tidligere i dag, sier Jon Michael Pustervold, som eier og leder foran i studioet. Pustervold er leder for Bergsnes og Jon Ole Hordberg. FOTO: Torstein Ben



Sammen med gD-utvikler Dan-Viktor Holm (20) driver grimstadmannen filmfirmaet Equipe, hvor de leier ut både studio og utstyr. I tillegg lager Pustervold filmer selv. Og i dag skal kortfilmen "Corporate Love", som Pustervold regisserer selv, og "Tellers", hvor Pustervold er produsent, presenteres under Sørlands filmsektors idageprogram under Kortfilmfestivalens andre dag.

- Det er kjempetbra. Jeg har levert mye utstyr til filmene som er på festivalen, og senere i går ringte en regissør og sa at filmen ikke hadde



# Film festivals and events are important arenas for the local film industry and create awareness through media coverage

---

- Film festivals and other events are important for the local film industry.
- The short Film Festival in Grimstad, founded in 1978, provides producers of short films the opportunity to reach an audience. Albeit not located in Kristiansand Region, but in a neighbouring municipality, the festival is important to the industry for all of Agder
- Kristiansand International Children's Film Festival, founded in 1998, gives national and international visibility and recognition to the film industry. It has recently been decided to split the festival in two parts. The children's festival will be moved to Autumn, whereas a new youth festival will be held during Spring.
- Film i Sør is a yearly, informal short film competition for both professionals and amateurs. Ten short movies compete for the NOK 5,000 first prize, decided by a jury. An honorary first prize is given to the favourite film decided by the audience.
- Ad-hoc competitions and events are also important to stimulate the industry. In 2013, two of these events were
  - A one-minute film competition with a NOK 50,000 first prize. This was a cooperation between the local destination company and the local film industry
  - 5 year anniversary for Sørnorsk Filmsenter. To celebrate this, a Film Bonanza" was created. On this one-day event, 50 locally produced films were shown in the cinema. In addition, there were industry-related debates.

## Kortfilmfestivalen

The Norwegian Short Film Festival  
Grimstad 11.6 – 16.6 2013

<http://www.kortfilmfestivalen.no/en/>

**BARNE**film  
festivalen

skole

trange

english

nyheter

programmet

om oss

🔔

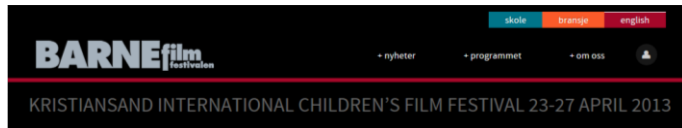
KRISTIANSAND INTERNATIONAL CHILDREN'S FILM FESTIVAL 23-27 APRIL 2013

<http://www.barnefilmfestivalen.no/index.php/news-in-english>

**FILM I SØR**

<http://www.krscinematik.no/filmisor.html>

Media coverage on festivals and events is generally good for the local film industry. Some examples below.



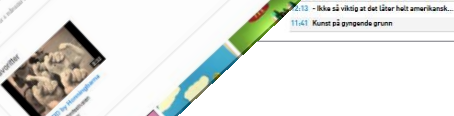
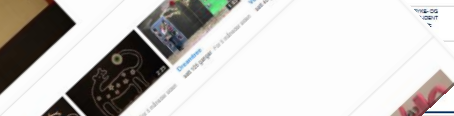
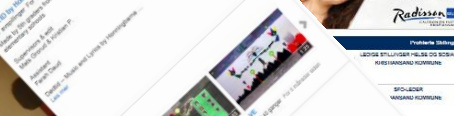
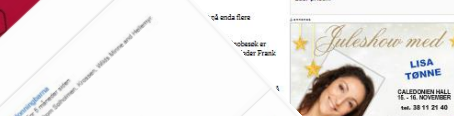
## Håper på ny publikumsrekord

Barnefilmfestivalen har en stor bakgrunn. Tredje år på rad har den 16. Barnefilmfestivalen i Kristiansand.



## Flytter Barnefilmfestivalen til høsten

Kristiansand Barnefilmfestival ønsker å bli mer publikumsvennlig. Derfor flyttes festivalen fra vår til høst.



## Kortfilmfestivalen

The Norwegian Short Film Festival  
Grimstad 11.6 – 16.6 2013



Source: Fædrelandsvennen, Agderposten, NRK P3, Youtube



## Film i Sør

## 5 year anniversary

## One-minute film competition

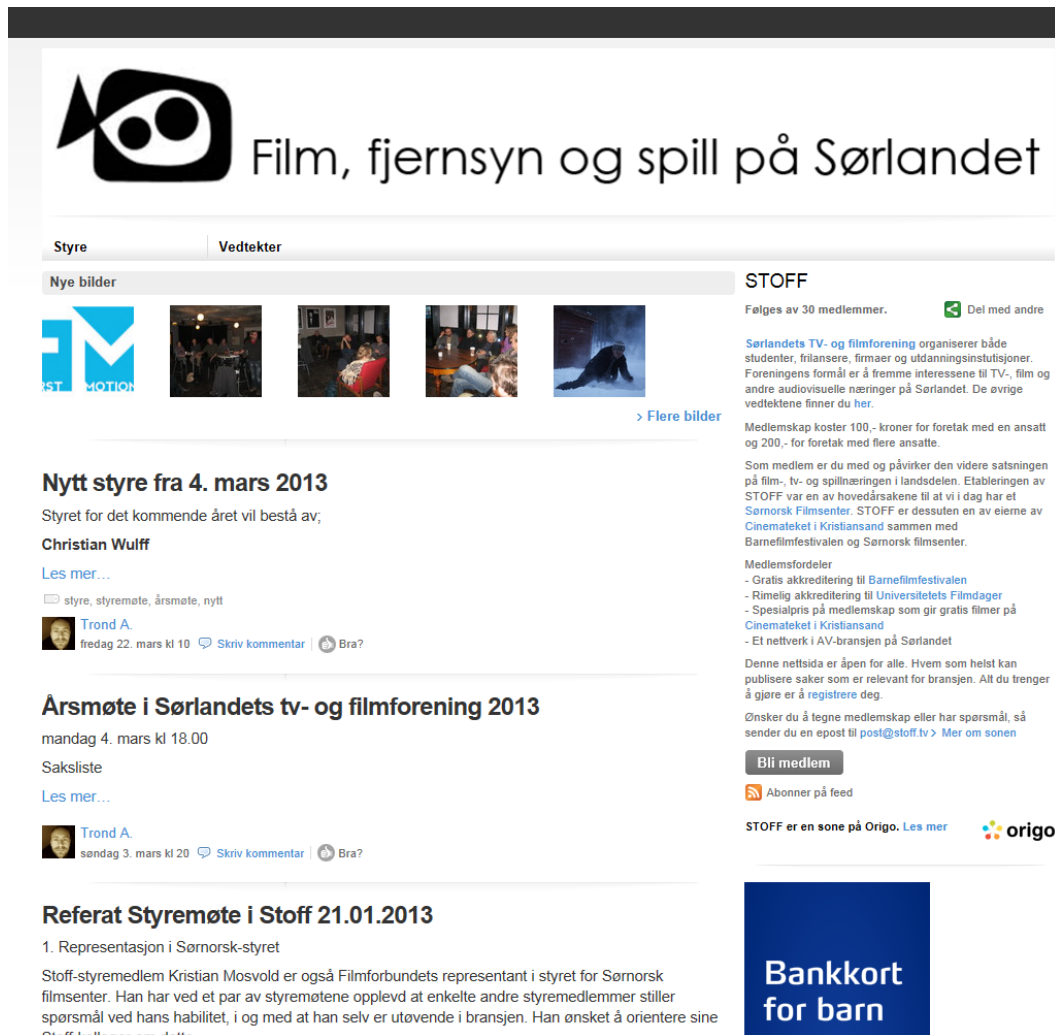
## Inviterer til filmkonkurranse

[illegible]

# Local industry network

## South Norwegian TV and film association (STOFF)

- South Norwegian TV and Film Association (Sørlandets TV- og filmforening - STOFF) groups students, freelancers, companies and educational institutions.
- The purpose of the organisation is to promote the interests of TV, film and other audiovisual industries in Agder.
- The foundation of STOFF was important for the subsequent foundation of South Norwegian Film Centre.
- STOFF is also one of the owners of “Cinematheque” <http://www.krscinemathek.no/> together with Kristiansand International Children’s Film Festival and South Norwegian Film Centre.
- <http://stoff.origo.no/?ref=checkpoint>



The screenshot displays the STOFF website. At the top is the logo, a stylized eye with a film strip, followed by the text "Film, fjernsyn og spill på Sørlandet". Below the logo are two tabs: "Styre" and "Vedtekter". A section titled "Nye bilder" shows a grid of five images, including a blue and white logo, a group of people, and a person in a dark setting. To the right of the images is a link "> Flere bilder". Below the images is a section titled "Nytt styre fra 4. mars 2013" with the text "Styret for det kommende året vil bestå av; Christian Wulff". Below this is a link "Les mer..." and a small image of a person. To the right of the image is the text "Trond A. fredag 22. mars kl 10" and a link "Skriv kommentar". Below this is a section titled "Årsmøte i Sørlandets tv- og filmforening 2013" with the text "mandag 4. mars kl 18.00". Below this is a link "Les mer..." and a small image of a person. To the right of the image is the text "Trond A. søndag 3. mars kl 20" and a link "Skriv kommentar". Below this is a section titled "Referat Styremøte i Stoff 21.01.2013" with the text "1. Representasjon i Sørnorsk-styret". Below this is the text "Stoff-styremedlem Kristian Mosvold er også Filmforbundets representant i styret for Sørnorsk filmsenter. Han har ved et par av styremøtene opplevd at enkelte andre styremedlemmer stiller spørsmål ved hans habilitet, i og med at han selv er utøvende i bransjen. Han ønsket å orientere sine Stoff-kollaborer om dette". To the right of the main content is a sidebar with the title "STOFF" and the text "Følges av 30 medlemmer." and a link "Del med andre". Below this is the text "Sørlandets TV- og filmforening organiserer både studenter, frilansere, firmaer og utdanningsinstitusjoner. Foreningens formål er å fremme interessene til TV-, film og andre audiovisuelle næringer på Sørlandet. De øvrige vedtektene finner du her." Below this is the text "Medlemskap koster 100,- kroner for foretak med en ansatt og 200,- for foretak med flere ansatte." Below this is the text "Som medlem er du med og påvirker den videre satsningen på film-, tv- og spillnæringen i landsdelen. Etableringen av STOFF var en av hovedårsakene til at vi i dag har et Sørnorsk Filmsenter. STOFF er dessuten en av eierne av Cinemateket i Kristiansand sammen med Barnefilmfestivalen og Sørnorsk filmsenter." Below this is the text "Medlemsfordeler" and a list of benefits: "Gratis akkreditering til Barnefilmfestivalen", "Rimelig akkreditering til Universitetets Filmdager", "Spesialpris på medlemskap som gir gratis filmer på Cinemateket i Kristiansand", and "Et nettverk i AV-bransjen på Sørlandet". Below this is the text "Denne nettsida er åpen for alle. Hvem som helst kan publisere saker som er relevant for bransjen. Alt du trenger å gjøre er å registrere deg." Below this is the text "Ønsker du å tegne medlemskap eller har spørsmål, så sender du en epost til [post@stoff.tv](mailto:post@stoff.tv) > Mer om sonen". Below this is a button "Bli medlem" and a link "Abonner på feed". At the bottom right is a blue box with the text "Bankkort for barn" and the Origo logo.

# Case, exploiting new technologies: Digital distribution of live performances from Kilden Performing Arts Centre in Kristiansand

Kilden Performing Arts Centre in Kristiansand is the home of Agder Regional Theatre, Kristiansand Symphony Orchestra and Opera Sør (the regional opera company). The centre also hosts an array of other cultural events. With the breadth and quality of its programming, Kilden is Southern Norway's cultural powerhouse.

Kilden Performing Arts Centre is located on the waterfront in Kristiansand, next to the fish market - at the entrance to Kristiansand harbour. With a gross area of 16,500 square metres, it is difficult not to notice this cultural landmark in Southern Norway.

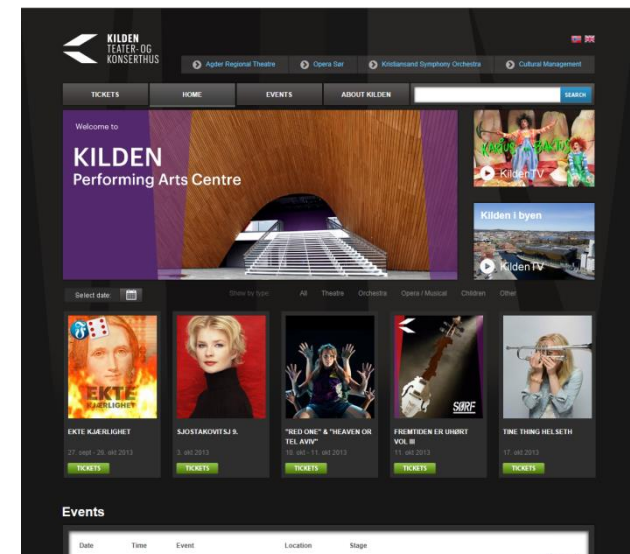
Inside, there are four unique venues:

- **The Concert Hall** is, with its 1,185 seats, one of Scandinavia's finest acoustic spaces. Using the latest in acoustic technology, the Concert Hall accommodates everything from rock concerts to great symphonic experiences. This is Kristiansand Symphony Orchestra's permanent abode, but the hall also welcomes guests from home and abroad.
- **The Theatre and Opera Hall** has 700 seats and a movable orchestra pit. Here the public can experience theatre, musicals and operas - self-produced as well as guest performances.
- **The Multipurpose Hall** has many opportunities for seating the audience. With a retractable amphitheatre of 230 seats, it can be a classic black box stage. Without these seats, there is room for different types of performances and concerts requiring a flat floor.
- **The Intimate Hall**, with its 150 seats, is the smallest hall in Kilden. This is also a black box stage, with possibilities for variable audience and stage setups.

Source: Kilden



Photo: <http://www.kilden.com/image/Kilden-by-night1-Foto-Kjartan-Bjelland.jpeg>





# Case: Kilden Digital

---

## Background

- Kilden Digital is a project initiated in 2011 with the goal of exploiting AV technologies to distribute live performances from Kilden Performing Arts Centre.
- The project is part of the Kilden Social Responsibility strategy. Kilden Digital is meant to be an expansion of the physical centre to reach people who are prevented from coming to the events. The target groups are thought to be nursing homes, hospitals, rehabilitation centres, etc.
- The region has a well developed infrastructure including widespread use of fibre cables.

## Cooperation with owners

- The main owners of Kilden are Kristiansand Municipality and Vest-Agder County Council. Streaming an art production is not uncommon, but even with large-scale distribution, it has typically been difficult to develop a business model that justifies the investments required. As a consequence of this, Kilden has focused on publicly-owned institutions, like themselves. Cooperation with the two main owners was therefore a natural strategy.

## Ambitions

- High quality, stable distributions to institutions

## Technology: Streaming or broadband/IPTV

- Pilot concert was transmitted to Sørlandet Hospital Arendal by HTML live video streaming. Issues related to quality, stability and local end-user competence has made this solution unfavourable.
- Currently, Kilden Digital is working towards an IPTV solution. This is a more costly solution, but eliminates serious quality issues related to streaming. Part of this step is the development of a new open source broadcast encoder.

## Status

- Phase two of the project will be finalized by end-2013. This phase also includes research on business models.
- The ambition for the next phase is to reach 20 institutions in Kristiansand and other municipalities in Agder and Telemark Counties.
- Issues related to intellectual property rights remain to be solved (especially related to theatre productions).

## Resources and competence

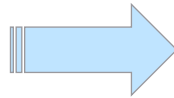
- The project has made and makes use of in-house as well as local competence.

*"With IPTV, a network operator controls the whole path from the time they assemble the content to the delivery of that content to the consumer's home. They can set quality of service; and they can control the security on it. With traditional streaming, the signal might have to traverse different people's networks. So the network operators don't have the same bandwidth control." This need for end-to-end control has also affected how IPTV is deployed. "IPTV is being implemented by people who own the entire network," says Pyle. "It's not really being sent from one end of the world to the other; it's much more regional or local than streaming service."*

<http://www.streamingmedia.com/Articles/ReadArticle.aspx?ArticleID=64719>

# Case: Kilden Digital

## Symphonic concert digitally transmitted live to Presteheia nursing home



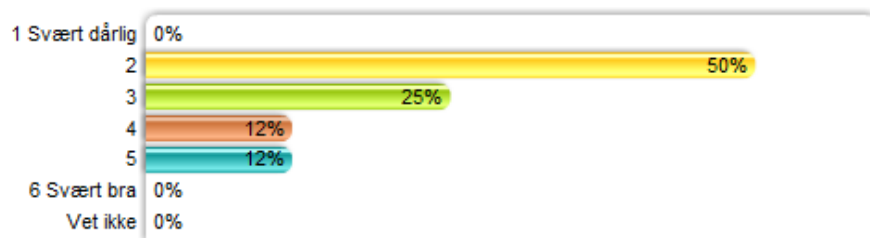
Picture 1: <http://www.kilden.com/kristiansand-symphony-orchestra>

Picture 3: Presteheia Omsorgssenter, building: Kristiansand Kommune

Picture 2,4,5: <http://www.fvn.no/kultur/Kilden-kringkaster-konserter-2311999.html#.UkvYb-Y4VaQ>

# Some extracts and unfiltered comments from survey responses

- 68% answered that they did not have sufficient overview over **funding opportunities** nationally and internationally
- Comments related to **funding** opportunities indicates satisfaction with South Norwegian Film Centre's role. They also indicate that it is extremely difficult to obtain private funding and that public funding levels are regarded as low
- 75% of respondents answered **commissioned work** as most important source for funding
- Input to **training / courses**
  - Directing
  - Understanding digital challenges
  - Film production, budgeting and controlling for producers
- Answers to a question regarding **partners** in Agder indicate that there may be opportunities for better exploitation of resources / cooperation among these small businesses . Some have partners outside the region, and one internationally
- One a scale from 1 (very poor) to 6 (very good), we asked the respondents for their opinion on how well the industry **cooperated locally**



- Possible **areas for cooperation**:
  - Develop larger projects together
  - Shared studio, exchange/share equipment
  - Cooperate to obtain a continuous flow of productions of documentaries/drama/fiction. Will result in higher productivity, improved profits and professionalism and, as a consequence, improved quality and prestige. This may again open up new project and cooperation opportunities nationally and internationally.
  - The local industry should cooperate to develop and support culture businesses/companies. One cannot expect to find investors willing to invest in projects run by self-employed people on a part-time basis.
- Do you think the industry locally adapt to and exploit **digital/ICT changes**?
  - To a lesser degree, with some exceptions
  - Don't know. Usually, the industry works very conventionally
  - No, to little knowledge about digital opportunities
  - Yes. The full time professionals typically work with matters within this area
- Specific areas related to **ICT / digital distribution** worth strengthening?
  - Animation
  - Learn from Norgesfilm
  - Enormous improvement potential related to digital distribution abroad



# Some extracts and unfiltered comments from survey responses (cont.)

---

- Strengths:

- Creativity, many good ideas
- Competent people within many disciplines (photo, film music, directing)
- An unutilized potential within directing
- One of the leading Nordic companies, and possibly Norway's leading company within digital distribution is located in Kristiansand (Norgesfilm)
- The region can offer a great mix of equipment and services
- Funds through South Norwegian Film Centre stimulate the industry
- Kristiansand Region has many unexploited resources
- Strong willingness to work on a "voluntary" basis to cover up for lack of funding

- Opportunities

- Public sector buys services locally
- More funds transferred from the Government to the regions
- Larger production units, better funding and continuous flow of productions
- Build digital competence
- Difficult to change the situation so that you can work full-time. Currently, many have to have regular jobs during the day and work with film on their leisure time
- Build strong companies. Join forces.
- More practically-oriented studies with outplacements

- Weaknesses

- Fragmented industry with only small production companies
- Poor cooperation within the local industry
- Lack of professional film producers
- Investors reluctant to invest in film projects
- Too fragmented an industry
- Lack of routine. The combination of amateurs (part-time engaged personnel) and professionals does not work well as there is an overweight of amateurs (part-time film workers)
- It's not a healthy industry where we can make a living out of our work. The willingness among public institutions and private companies to pay regular prices for our services is low, undermining the possibility to survive in the long-run
- Few solid enterprises.
- Private companies reluctant to spend money on our services
- Sales focus

- Threats

- Commercially-driven companies being outbid by publicly-funded companies
- The industry becomes too small due to people relocating to cities with better market opportunities
- The most professional and talented people are attracted to more challenging opportunities outside the region
- Continuous fragmentation. Harder to make a living out the film industry locally
- Danger of many people giving up
- Bad economic environment, reduction of public funding, producers are not paid and give up

# SWOT

## Film

| Strengths   | Weaknesses  |
|---|---|
| <ul style="list-style-type: none"> <li>• South Norwegian Film Centre</li> <li>• Dedicated and highly committed individuals in the local industry</li> <li>• Creativity and high competence level within many disciplines</li> <li>• Unexploited resources, according to industry individuals</li> <li>• Strong willingness and capability to work on a “volunteer” basis to cover up for lack of funding</li> <li>• New start ups – even though the financial outlook is challenging</li> <li>• High level of basic education within film and games, with many different offers</li> <li>• Agder Region is technically well-equipped</li> <li>• Many potentially good stories for documentaries and fiction</li> <li>• Easy access to individuals in the local industry</li> <li>• One of the leading Nordic companies, and possibly Norway’s leading company within digital distribution is located in Kristiansand (Norgesfilm)</li> <li>• All cinemas are digital</li> <li>• Great location (close to continental Europe, good infrastructure, etc.)</li> <li>• Highly educated and multilingual support staff</li> <li>• Leading film festivals like Short Film Festival and Children’s International Film Festival, as well as smaller local events like Film I Sør</li> <li>• Kilden Performing Arts Centre – digital distribution of live events</li> <li>• Cultiva – a local foundation which provide grants to projects which set up art, cultural, and educational institutions or organisations that contribute to innovation, development and competence-building within the creative milieu of Kristiansand <a href="http://cultiva.no/english/#sthash.FifH4GFK.dpuf">http://cultiva.no/english/#sthash.FifH4GFK.dpuf</a></li> </ul> | <ul style="list-style-type: none"> <li>• A fragmented local industry characterized by self-employed individuals, tiny companies and lack of visible “locomotives”</li> <li>• The local fragmented industry structure coupled with difficult financial situation for many of the players may hamper cooperation, mentoring, support and knowledge sharing</li> <li>• Many self taught individuals – the market today demands professionalism</li> <li>• Focus is for many on commissioned work in order to survive</li> <li>• The troubled financial situation in general within the local industry</li> <li>• Lack of awareness on funding opportunities and lack of competence in application writing</li> <li>• Small producer businesses without the financial ability to work full-time.</li> <li>• Producers, contrary to many other groups, need to work full-time. Part-time producers less likely to succeed in the long run. This is a key role</li> <li>• Lack of producer education</li> <li>• County and municipal borders hamper the development of the region as one industrial film area.</li> <li>• Cooperation between educational institutions and the film industry, including South Norwegian Film Centre, seems to be modest at best</li> <li>• Little international information for foreign film producers</li> <li>• Norway is expensive for foreigners</li> </ul> |

# SWOT

## Film

| Opportunities   | Threats   |
|---|---|
| <ul style="list-style-type: none"> <li>• Political pressure to increase decentralisation of film related funds</li> <li>• Producer education at UiA</li> <li>• Producer grant funding – enabling full time work for two producers: one related to fiction and one related to documentaries. Active producers in the region is a key success factor</li> <li>• Proactive information on funding opportunities – national and international</li> <li>• Provide application writing support – especially on international applications</li> <li>• Develop and maintain a professional local online industry registry. “Agder AV/Film Yellow Pages”. Further develop work already initiated by South Norwegian Film Centre</li> <li>• Improve local cooperation to be able to handle larger projects. Evaluate the possibility to create one larger company based on professional self-employed or establish an umbrella company for marketing purposes. Join forces!</li> <li>• Improve cooperation among educational institutions and between educational institutions and the local industry (more use of industry professionals in education and more outplacement of students)</li> <li>• Develop a case study that shows what it takes to make a documentary or short film (time, phases, process, resources, costs, etc.). This may help municipalities and others external to better understand the industry</li> <li>• Kristiansand-Grimstad-Arendal as one industrial film area. Better cooperation and utilization of equipment</li> <li>• Target festivals as an arena for paid work. Today dominated by out-of-region companies</li> <li>• Improved digital distribution of short films and documentaries – digital preview for film distributors</li> <li>• Organize a mentoring system</li> <li>• Business development training</li> <li>• Seminars on digital opportunities.</li> <li>• Digital cinemas can be used as a social, entertainment and community resource, with live relays of cultural performances, business conferences, etc., allowing new business models to evolve</li> <li>• Agder could be established as a film friendly location</li> <li>• The international market for film distribution</li> </ul> | <ul style="list-style-type: none"> <li>• Financial / funding situation at South Norwegian Film Centre worsen. The centre covers three counties. The funds seems to keep the industry alive at a minimum level, but activity level may be reduced. The result may be fewer grants and less focus on courses and training</li> <li>• It is increasingly difficult for small companies / self employed to succeed in interaction with e.g. Norwegian Film Institute and Norwegian Broadcasting Corp</li> <li>• If the industry is not capable of joining forces and improve national visibility and credibility/interest among investors, the industry may stay at the current fragmented level – despite capable and professional individuals</li> <li>• In the absence of better horizontal co-operation between the different municipal/regional department, the sectors risks being alienated by multiple approaches for similar information, with little evident progress.</li> <li>• Foreign film producers will film elsewhere if they are not informed of possibilities</li> </ul> |

# COMPUTER GAMES

# Local computer game industry

## Downward trend last years – dedicated people about to bring new life to gaming

- The local digital game industry has become very marginal, but there are dedicated people who now take initiatives to improve the situation. This includes establishing a local section of Spillmakerlauget (The Game Developers Guild) to improve networks, cooperation and industry development
- Kristiansand hosts SørLanet <http://sorlanet.no/2013/> - a computer/gaming event during Autumn vacation, gathering nearly 1,000 participants. This event creates important industry awareness.
- At the moment, there are only a few companies within the industry. Some of these have brought gaming from fun to e.g. e-learning. The list may not be complete, but based on interviews with people in the industry, we have identified five companies as of today:
  - Agenius AS – est. 2007
  - Applicus AS – est. 2011
  - Fatcow Games AS – est. 2010
  - Eco Games AS – est. 2010
  - APOX ENTERTAINMENT R Mahmutagic ENK est. 2007
- The four companies organized as AS (Ltd.) had total combined revenue of NOK 759,000 in 2012 and a negative profit before tax of NOK 1,612,000.
- Other companies, like Sjapper AS, is classified as a computer game company, but has moved over to app development, planning to use gamification for its own application named Sjapper. <http://en.wikipedia.org/wiki/Gamification>
- Other companies, like KOOL Productions AS, is heavily focused on animation, but seemingly not with the interactive game element. This company is classified under film
- Kristiansand Region hosts educational institutions offering relevant education. e.g. Noroff - Bachelor of interactive media - games



LÅNGBORD: Søndag formiddag var det snøppe for gjengen bak SørLanet 2013. Mandag sermes totalt 1000 personer, under ledelse av event-leder Ramato Mahmutagic. Foto: Sørk Damsgård / NTB.

### 1000 pc-spillentusiaster til Kristiansand

SørLanet i Gimlehallen i Kristiansand venter deltakerrekord og befester posisjonen som et av landets aller største dataspill-arrangement.

(S) Publisert 22.09.2013, kl. 13:26

Idrettshallen er i høstferien arena for e-sport-entusiastene, som er blitt betegnelsen på de som er et godt stykke over middels interessert i dataspill.

I ekte spillånd ble det jobbet mye med scener og spillebord gjennom hele natt til søndag i Gimlehallen i Kristiansand.

Mandag klokken 13:37 braker det løs for femte året på rad.

– Vi har jobbet i hele natt. Det er så mye som skal på plass, sier event-leder Ramato Mahmutagic søndag formiddag.

#### Store premier

SørLanet skifter med 90.000 kroner i pengepremier og venter besøk av flere av verdens beste utøvere, som skal sitte på scenen og spille.

På lange bord i idrettshallen på Lund skal portene åpnes til en verden som er fremmed for mange. Men i Gimlehallen kommende uke er spillfolket på hjemmebane.

Universene som tilbys går under navn som «StarCraft II», «League of Legends» og «Dota 2».

– Hva vil du si om spillkulturen på Sørlandet?

– Den er blitt mye større de siste årene. Det er mye mer fokus på gaming i Kristiansand, og det er mye mer fokus på gaming i Norge.

prosjektspill og spillutvikling. Det er mye mer fokus på gaming i Kristiansand, og det er mye mer fokus på gaming i Norge.



Source: NRK



# Local computer game industry

## Examples of companies



Home Blog Games About Us Free Stuff



Available on the App Store

**Welcome to FatCow Games**

FatCow Games is a small independent game developer in Kristiansand, Norway. In addition to our game development projects we also offer other products and services.

[Read more about Fat Cow Games -->](#)

**Game Development**

We develop games for iPhone and iPad. In addition to our own projects we offer game testing and porting for other projects.

[Read more -->](#)

**NEWSLETTER**

Name

E-mail

[Subscribe](#)



HOME ABOUT



The best way to make ch...

**CROSSMEDIA**

Eco Games is a Norwegian based game children and youth. CrossMedia is a or developed for the three big screens all

Our company was founded in 2009 and... encouraging a positive outlook on our planets future, giving the next generation hope, optimism and will to face the challenges ahead. As a company we strive for cooperation and creativity in all aspects of production, and we always welcome the input and advice of our skilled brethren in the digital industry!


**CURRENT PROJECTS**

Eco Games is currently working on a fast paced high energy show for boys in the 3-6 year old demographic. The project is in early concept stage, more information will be released Fall 2010.

Eco Games is also co-creating the Quirky Land and the Sunshine Kathy web based games in cooperation with Phidu Labs and Zap Motion.

[mail@ecogames.no](mailto:mail@ecogames.no)

© 2010 Eco Games AS, Website by Gry Nerjordet - Digital Opplevelsesproduksjon



JOIN US


Do you have the right skills and attitude to help our team become the best in business? Please send your resume to [join@applicus.no](mailto:join@applicus.no)

**APPS**

We help enterprises with app development services. Contact us at [project@applicus.no](mailto:project@applicus.no)


Projects Services About us Join us Contact Blog

PROJECTS




**SkillTree**

Enterprise Learning App (iOS)



**Marty's Zapstack**

Mobile Casual Game (iOS)



**Deepminds**

Cross-Platform Game In development

www.4TRAY.com BETA

↑ TOP

↑ TOP

**Web development**

Together with our partners we can offer clients complete web development and design services, with full monitoring capabilities.

We can help either on stand-alone website projects or as an integrated part of your server-backed APP or GAME project.

↑ TOP

**Supporters**

↑ TOP



INFO SPILL LÆR



**KJOP NÅ!**

Tilgjengelig på Nintendo DSi Shop.

DSiWare.

**FLERE SPRÅK**

til 4 TRAVELLERS® serien KOMMER SNART

FR FR FR

**LÆREAPPLIKASJON**

til Apple iPod/iPhone/iPad KOMMER SNART

© AGENIUS Interactive AS 2010. All rights reserved.

Trademarks are property of their respective owners. Nintendo DSi and Nintendo DSiWare are trademarks of Nintendo.

Apple iPhone, Apple iPod and Apple iPad are trademarks of Apple. 4 TRAVELLERS is a trademark of AGENIUS Interactive.

Registrert dog for nyhetsbrev.

↑ TOP

# SWOT

## Local computer game industry

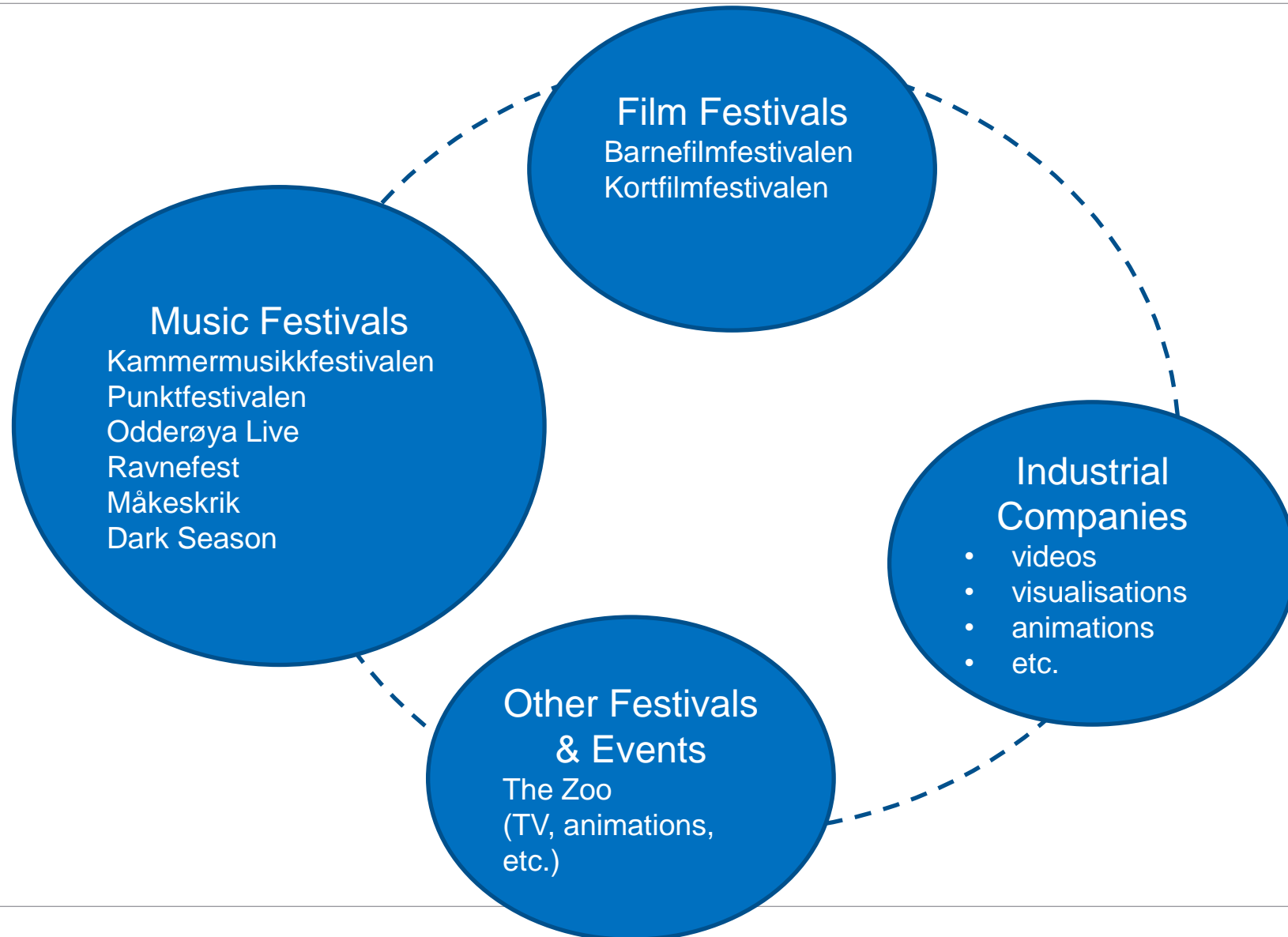
| Strengths  | Weaknesses  |
|--|---|
| <ul style="list-style-type: none"> <li>• There are some dedicated and highly committed individuals in the local industry</li> <li>• Kristiansand Region offers popular gaming education – e.g. <a href="http://www.noroff.no/studieoversikt/fagskolestudier/3d-spilldesign">http://www.noroff.no/studieoversikt/fagskolestudier/3d-spilldesign</a></li> <li>• Establishment of a local chapter of The Game Developers Guild / Spillmakerlauget (<a href="http://www.spillmakerlauget.no">www.spillmakerlauget.no</a>) is underway</li> <li>• Individuals with ideas awaiting better financial climate</li> <li>• SørLanet <a href="http://sorlanet.no/2013/">http://sorlanet.no/2013/</a> - a computer/gaming event during Autumn vacation, gathering nearly 1,000 participants</li> <li>• Computer games are among the AV productions that fall within the boundaries for funding through Sørnorsk filmsenter</li> </ul>  | <ul style="list-style-type: none"> <li>• Marginal industry locally (and nationally)</li> <li>• Difficult funding situation</li> <li>• Hard to succeed. Game development is typically either chasing paid projects for other companies or develop and publish own concepts.</li> <li>• Due to difficult funding and commercial situation, some businesses has changed focus to e.g. app development and e- learning</li> <li>• Small, seemingly non-existing local network structure</li> <li>• Typically project-oriented business – creates uncertainty for long term income</li> <li>• Game design education is not sufficiently matched by game-oriented programming</li> <li>• There seems to be little focus on the computer game industry within the strategic plan for Sørnorsk filmsenter.</li> </ul> |
| Opportunities  | Threats   |
| <ul style="list-style-type: none"> <li>• Establish a well functioning Spillmakerlaug to help create a network hub and give the industry greater visibility</li> <li>• Map all participants within the local industry and publish an online “yellow pages” directory</li> <li>• Map and proactive distribute information on public funding opportunities locally, nationally, and internationally (EU)</li> <li>• Provide support for funding application writing where necessary</li> <li>• Arrange local game jams and participate at global game jams to spur interest (<a href="http://www.bergengamejam.org/">http://www.bergengamejam.org/</a> <a href="http://globalgamejam.org/">http://globalgamejam.org/</a> )</li> <li>• Arrange an mini seminar addressing issues related to e.g. funding, competence etc. – and use as networking event. Ref. <a href="http://konsoll.org/">http://konsoll.org/</a></li> <li>• Increase cooperation between educational institutions and gaming companies (student outplacement).</li> <li>• Create student tasks – prototyping</li> </ul> | <ul style="list-style-type: none"> <li>• Without greater focus on this industry, it will remain a marginal business. This is unfortunate, as it has great potential – though difficult to realize.</li> <li>• The competence created within this industry is relevant for other industries working with animation, 3D, etc.</li> <li>• Students within computer programming are less focused on gaming as there are many other and easier opportunities. The lack of dedicated courses or studies in game-related programming may hamper development.</li> </ul>  |

# COMPUTER ANIMATION AND VISUAL EFFECTS, RELATED ICT



## Expansion of AV competence into other sectors

---



# Computer animation and visual effects, related ICT is not a clearly defined industry, but rather tools that have come to be used in many professions

- Which companies in Kristiansand Region affected by this is not obviously clear
- They can be found within many industries, ranging from film, digital games, computer/software programming and services, manufacturing to professional, scientific and technical activities
- Interestingly, the largest business environment for 3D animation and visualizations may not be within the film industry, but rather within complex manufacturing businesses
- This group also included companies developing new technical innovations, e.g. advanced photo equipment.
- We will exemplify this topic with some company examples from Agder Region on the following pages, starting with traditional animation movies and then moving on to other industries
- These examples shows that the region contains world-class companies within these areas

- *“Computer animation is used for many things like film, flight simulation, science and art.*
  - *Film is a favourite use of computer animation. Movies such as “Terminator Two”, “Jurassic Park”, and “Abyss” use computer animation.*
  - *An oil rig crew would want to know where the exits are in case of an emergency, so they might decide to hire a computer animated version of the rig.*
  - *A pilot uses it to practise flying in situations that would be too dangerous in real life.*
  - *Automobile companies use it for making three dimensional model cars.*
  - *It is used for many things in architecture, like making models of houses so that clients can take a virtual tour. In programs like these, furniture and appliances can be added.*
  - *Computer animation is also used in creating three dimensional video games.*
  - *Computer animation is used in art to make some effects you can’t make with a palette.*
- *It is used in many professions and can also be a profession itself.”*
- Source: [http://en.wikipedia.org/wiki/Computer\\_animation](http://en.wikipedia.org/wiki/Computer_animation)

# Example: Kool Produktion AS (Kristiansand) – makes animation movies for children

**KOOL PRODUKTION AS**

HOME COMPANY CREW LOCATION SHOWREEL PRODUCTIONS LOGIN

KOOL Produktion AS was founded in 1996 and has produced/co-produced feature films, short films and television series. The company started with animation in 2004 and is now solely focusing on making content for children. The target groups for the films/series of KOOL Produktion AS are children from pre-school to tweens.

Our mission statment is  
"We make children laugh!"

Sunshine Kathy playing the drums

**KOOL PRODUKTION AS**

HOME COMPANY CREW LOCATION SHOWREEL PRODUCTIONS LOGIN

**SUNSHINE KATHY**

IN PRODUCTION

You haven't seen the world until you've seen it with Kathy.

When 5 year old Kathy whirls into a room, everyone can't help but smile. Kathy is a bundle of creative energy who loves to play and explore the world around her. Kathy's hands-on approach means often what she wants to happen and what actually happens creates a comical calamity instead, but this doesn't stop Kathy from wanting to put things right in her own unique way.

HDTV  
Target: 3-6  
26 X 7 minutes

The animated series about Sunshine Kathy has been created by producer Frank Mosvold, screenwriter Trond Morten K. Venassen and director/animator Tom Petter Hansen.

**HUBERT**

COMPLETED

Join Hubert in his struggle to survive first grade!

Hubert does not have any superpowers, but he has the heart of a superhero. He wants to do good, but always ends up in trouble. No school day is ever the same when Hubert is around.

The animated series Hubert is based upon the popular children's books by Arne Svvingen. His books have a huge following in Norway, Sweden, Germany and Italy.

HDTV  
Target: 5 - 9  
26 X 10 minutes

The animated television series has been developed by Tom Petter Hansen, Trond Morten K. Venassen and Frank Mosvold, in co-operation with NRK.

**BABBOO**

IN DEVELOPMENT

There's no business like monkey business.

BABBOO is a animated pre-school series about a loony baboon BABBOO and his two friends, Ane and Christian.

BABBOO considers himself to be the very best at everything he does. Whenever Ane and Christian are in trouble, he is always ready to help. But nothing goes as expected when BABBOO lends a hand.

HDTV  
Target: 4 - 6  
26 X 6 minutes

The animated series BABBOO has been developed by producer Frank Mosvold and written by Arne Svvingen.

# Example: Manufacturing of equipment for the oil industry, National Oilwell Varco (Kristiansand), uses advanced 3D visualisations

## Explore NOV

By National Oilwell Varco, Inc.

Open iTunes to buy and download apps.



### Description

National Oilwell Varco® invites you to explore a selection of NOV® technology within offshore and onshore drilling, construction, production and alternative energy. The Explore app gives you insight to our know-how and experience, through numerous 3D animations. At NOV we are passionate about improving technology within the energy industry

[National Oilwell Varco, Inc. Web Site](#) [Explore NOV Support](#)

[...More](#)

### What's New in Version 1.1

- Minor textual adjustments

[View More By This Developer](#)

## - Dere trenger ikke 6 i matte

- Vi ønsker dere og trenger dere! Det er budskapet fra kvinnene i olje- og prosessindustrien som er på turné hos 9. klassene på Serlandet.



Erichsen har akkurat fortalt at hun passer på at alle jobber i riktig rekkefølge og at ingen ting farlig skjer når de lager utstyr for å hente olje fra store havdyp. Og hun har vist en profesjonell animasjonsfilm med dramatisk filmmusikk som viser roterende, monumentale stålkonstruksjoner. Den tente mange av guttene i klasse 9A3 på Grim skole. De fikk store øyne da de ble fortalt at NOV har 50 "Nintendo-gutter" som ikke gjør annet enn å lage 3D-filmer.

- Næh, lager de spill hele dagen? spurte en gutt.

....And she has showed a professional animation movie.... ...when they were told that NOV has 50 "Nintendo boys" who do nothing else than making 3D film...



About | Contact



# Example: Blank AS (Kristiansand) – providing professional services within film & 3D, digital presentations, e-learning and 3D mapping

"We are very pleased with the outcome of years of collaboration with Blank. It is our experience that Blank goes as far as possible in meeting deadlines and delivers high quality at all levels."

AKER SOLUTIONS

Atlantic Ocean  
Position: 65° 55' N - 2° 14' E  
Depth: 3023

### FILM & 3D

- Business to business (B2B)
- Promotion films
- 3D visualisation
- Product film

[Learn more...](#)

### E-LEARNING

- Employee training
- Introduction courses
- Content production
- LMS/SCORM integration

[Learn more...](#)

### DIGITAL PRESENTATION

- Produkt visualisering
- Firma presentasjon
- iPad/mobil løsninger
- Interaktive presentasjoner

[Learn more...](#)

### 3D MAPPING

- 3D projection on buildings
- Light stages
- Light cannons for rent
- Light illusions

[Learn more...](#)



## Klar for 3D-show til én million

Her finklippes lysshowet som skal presenteres på Torvet i Kristiansand klokka 18. Produksjonen har en prislapp på rundt en million kroner.



Se snutt fra 3D-showet her. Her er en liten smakebit fra 3D-showet som skal vises på Torvet i Kristiansand i desember. VIDEO: Pædlandsvæsen



# Example: Scopos AS (Flekkefjord) – developing advanced camera optics technology and software

[Home](#) | [News](#) | [Contact](#) | [About us](#) | [Intranet](#)

[Products](#) [Services](#) [Projects](#)



## Investigator



**SCOPOS Investigator** is a camera and measuring device specially designed for non-contact measurement of geometry in real time.

## 180° film



**SCOPOS 180° film** tailor films for production and presentation in 180 degree 3 x full proHD.

## Multiscreen solution



**SCOPOS Integrated Operation room** enables a multi-screen solution for integrated control room systems.



## About us

Founded in 2004 by Harald and Gro Gundersen the primary purpose for Scopos was to produce 180 degree seamless films for the marketing and tourist industry. Since then the company has grown into becoming a technology company which through the meaning of the name indicates our line of business "ideas that create solutions"

[Read more...](#)



Scopos is a certified Achilles supplier. Click on image to view certificate.

The company offers three main products. The common denominator is the use of camera optics technology combined with software solutions.

The **Investigator** is a non-contact, real-time measurement tool. The custom designed tool enables digitized measurements in 3D. It provides the subsea-, offshore- and surveillance/security industry with a product enabling real-time data and documentation for instant assessment and educated decisions.

**Automatically calibrated** and stitched 180 degree panorama film production. We carry out all aspects of the movie making process, from script to presentation.

**Integrated operation room** multi-screen solution. This system enables operation of several applications/sources, herunder panorama 180 degree film, from one common Man-Machine-Interface using the same principle as operating multiple programs within windows.



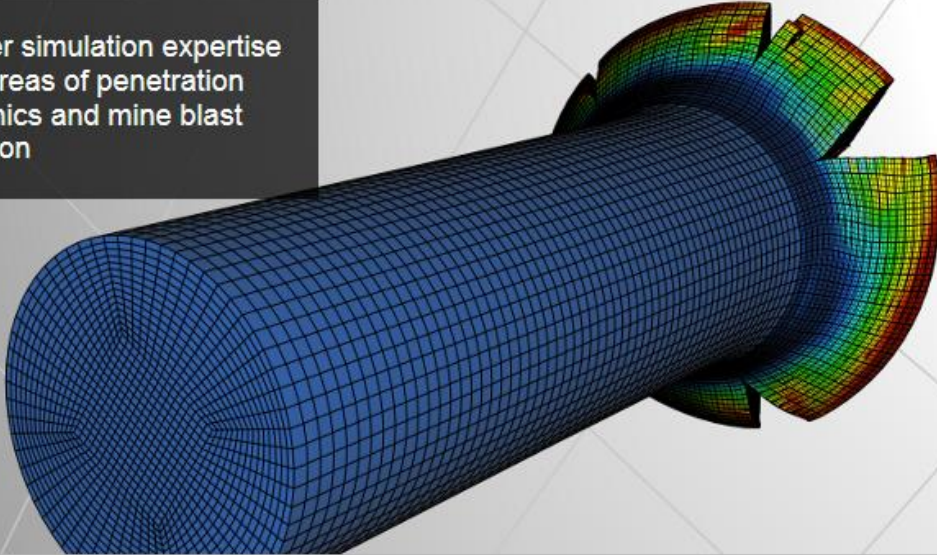
# Example: IMPETUS Afea AS (Flekkefjord) – advanced engineering and simulation

IMPETUS AFEA

HomeAbout usProductsServicesPublicationsContactSupport

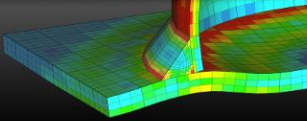
IMPETUS AFEA SOLVER  
ENGINEERING  
INDUSTRIAL MANUFACTURING  
AUTOMOTIVE  
DEFENSE

We offer simulation expertise in the areas of penetration mechanics and mine blast protection



IMPETUS AFEA

HomeAbout usProductsServicesPublicationsContactSupport

Automatic weld generation and merging of disjoint grids


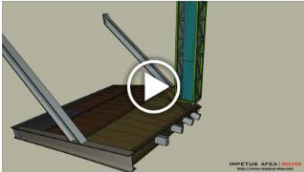


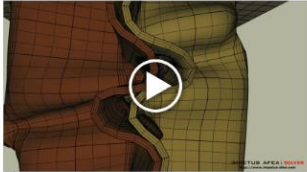

IMPETUS Afea SolverAboutModulesPost ProcessorVersion 2.0GalleryValidation Models

IMPETUS Afea Solver is a general purpose software package for non-linear computational mechanics. The video clips below have been prepared to illustrate some typical areas of application. Enjoy!

More video clips can be found in [Validation models](#) under preview for each model.

Video gallery

Finite Elements



ABOUT IMPETUS AFEA

IMPETUS Afea is an expert company in computational mechanics. We offer access to our unique finite element tool IMPETUS Afea Solver, as well as advanced engineering services.

We are mainly active in offshore, automotive, fortification and aeronautics.


[Read more »](#)

IMPETUS AFEA SOLVER

Version 2.0 of IMPETUS Afea Solver has been released. Primary focus has been robustness and development of general functionalities to simplify the use of the software.

[Read more »](#)  
[Video gallery »](#)  
[User documentation »](#)

CONTACT



43

# Local industry network

## Digin – Southern Norway ICT cluster

- Digin is one of Norway's biggest IT clusters. Approximately 60 ICT companies are members.
- The organisation is located in Kristiansand.
- Most of the members fall into the SME category, but there are also some large member companies from the oil industry and healthcare.
- In addition to ICT companies in general, the game developers would typically be members of this organisation.
- <http://www.digin.no/>



**digin**

Om Digin | Bli medlem | Hvorfor Digin? | Prosjekter | Kontakt

Du er her: / Om Digin / Om Digin

### IT-klyngen på Sørlandet

**Digin er en av Norges største IT-klynger. Den består av rundt 60 små og mellomstore IKT-bedrifter på Sørlandet. Gjennom Digin går bedriftene sammen for å løse store oppgaver for krevende kunder.**

Du kan ikke være liten og best i alt. Mange av Diggins medlemsbedrifter er små og spesialiserte. De er gjerne enere eller blant de beste i sin nisje. Men det er mye de ikke kan. I møte med store bedrifter med sammensatte IKT-utfordringer, må disse enerne finne sammen for å kunne løse hele oppdraget.

Og det gjør de i Digin. Vi er digitale matchmakers. Gjennom Digin finner bedriftene hverandre, blir kjent med hverandre og engasjerer seg i hverandre. Noen faller for hverandre og fusjonerer. Andre lever lykkelig som samboere eller særboere. Noen forblir single, men omsluttet av et faglig nettverk som gjør dem bedre.

Digin kobler kompetanse og videreutvikler allerede sterke kunnskapsmiljøer. Derfor finner stadig flere selskaper og organisasjoner veien til Sørlandet, for innovativ og konkurransedyktig IKT-kompetanse.



Erik Mong i Knowit (t.v.), Hege K. Christensen i EVRY og Øistein Rosen i Blank.

[Digin-brosjyre 2013](#)

Digin er støttet av **Arena-programmet**, en felles satsing mellom Innovasjon Norge, Forskningsrådet og SIVA.

**INNOVASJON NORGE** **Forskningsrådet** **SIVA**



## Section 3

### Overview of the Audiovisual Education & Training Opportunities in Kristiansand and Beyond

# Kristiansand Region offers a wide range of educational possibilities related to the audiovisual industry

- Kristiansand Region offers a wide range of educational opportunities related to the AV industry
  - Secondary / High Schools
  - Folk High Schools
  - Vocational Schools
  - University College
  - University
    - Kristiansand Campus
    - Grimstad Campus
- In addition to these educational institutions, several others offer courses (e.g. South Norwegian Film Centre) and training, as well as leisure activities related to film, ICT and media



# 3 public secondary high schools (age 16-19) offering AV-related specialization

- Within the Kristiansand Region, three secondary high schools offer a specialization called Media and Communication. It includes basic education within AV areas, like video production
- Outside the Kristiansand Region, there are four equivalent studies:
  - Vest-Agder: Lister Videregående (Flekkefjord)
  - Aust-Agder: Risør Videregående og Sam Eyde Videregående (Arendal)



## MEDIER OG KOMMUNIKASJON

- > Vg1
- > Vg2
- > Vg3
- > Kontakt

## Medier og kommunikasjon



Utdanningsprogrammet Medier og kommunikasjon gir deg bred innsikt i hvordan innhold, form og formidling blir til i ulike medier.

Du får praktisk innføring i temaer som video, lyd, trykksaker, internett, journalistikk, foto og bildebehandling, og du får teoretisk kunnskap om medier og kommunikasjon, i tillegg til god allmennoorientering. Programmet gir innsikt i kommunikasjon og bruk av media, samt innføring i programvare for design, illustrasjon, lyd, layout, video- og fotoredigering.

Tre år på Medier og kommunikasjon gir generellstudiekompetanse.

Tredje året kan du også velge programfaget Mediedesign som gir yrkeskompetanse. Du har også muligheter til å ta videre utdanning på ulike fagskoler. Et alternativ til generell studiekompetanse eller Mediedesign er å ta fagbrev som fotograf eller mediegrafiker.



## MEDIER OG KOMMUNIKASJON

- > VG1 Medier og kommunikasjon
- > VG2 Medier og kommunikasjon
- > VG3 Medier og kommunikasjon

## Medier og kommunikasjon (MK)

Er du kreativ og liker å arbeide selvstendig? Da er Medier og kommunikasjon det utdanningsprogrammet du bør velge.



Jone Nicolai Stein V. Anja Thomas Egil Tom Dagny Øyvind

(klikk på navnene over for å få vite mer om den enkelte lærer)

På utdanningsprogrammet Medier og kommunikasjon kan du fordype deg i fotografering, grafisk design, webdesign, lyd og videoproduksjon. Medier og kommunikasjon er en treårig utdannelse som gir studiekompetanse. Det trenger du dersom du vil studere på høyskole eller universitet. Yrker som krever høyskoleutdanning er for eksempel journalist, TV-produsent og kommunikasjonsrådgiver. Men du kan også velge å gå ut i lære som fotograf eller mediegrafiker etter to år på skolen. Da kan du få fagbrev og jobb som fotograf eller mediegrafiker i en mediebedrift, i et reklamebyrå eller i et fotostudio.

MK passer for deg som liker å samarbeide med andre. Du får stor frihet, men også stort ansvar i en prosjektertrett undervisningsform. I løpet av skolebda får du prøve deg på reelle oppdrag for lokale organisasjoner, mediebedrifter og næringsliv.

Jeg er glad jeg valgte Medier og kommunikasjon, vi lærer så mye gøy.



# 1 private secondary high school and vocational school offering an AV specialization



## Noroff Vocational School

This school offers a lot of exiting vocational courses on-campus and online.

[noroff.no](http://noroff.no)

## Secondary High School

Noroff Secondary High School is located in Stavanger, Kristiansand, Oslo and Fredrikstad.

[noroffvgs.no](http://noroffvgs.no)

## Noroff Privatist

Tutoring in front of external examinations in secondary education.

[noroffprivatist.no](http://noroffprivatist.no)



Kristiansand

# The digital situation in Norwegian schools in general is very good compared to EU Member States

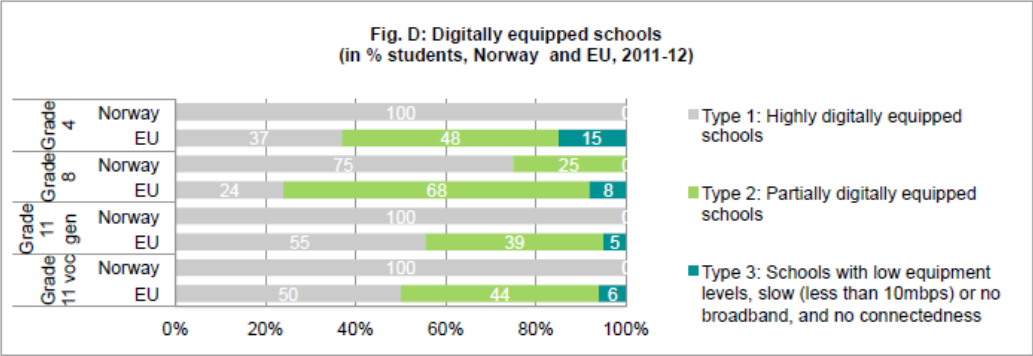
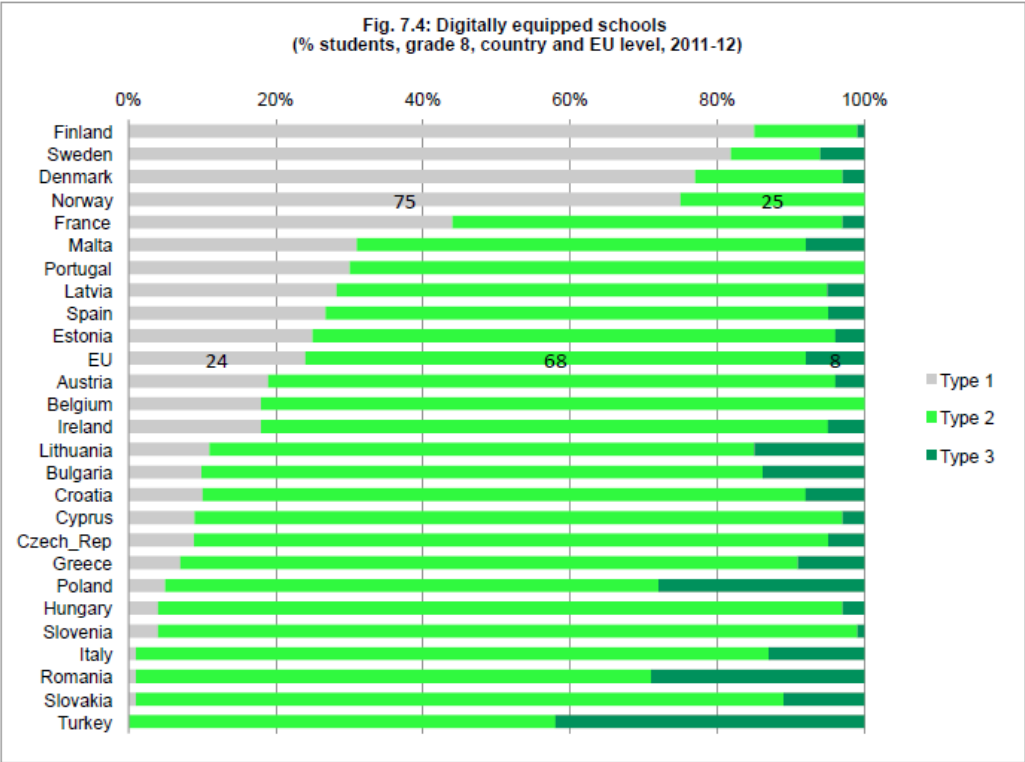


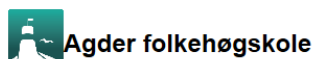
Fig. 7.4 shows how Norway compares with other countries at grade 8 on this measure; at other grades Norway ranks first or second (main report, fig. 1.13).





# Two Folk High Schools offering AV-related specialization

Folk high schools are one-year boarding schools based on the idea of learning for life, not only for occupations and degrees.



Home Linjene Felles For elever Ledige plasser? Send søknad Kurssenteret Kontakt oss 

Du er her: [Home](#) > [Filmlinja](#)

## Film

### Glad i mørkets opplevelser?

Lev ut filmdrømmen din og få tid til å realisere filmideene dine. Her møter du andre filmfreaks i et kreativt miljø, og får et godt grunnlag for videre studier innen film- og mediefag.

### Bak og foran kamera

"Film" er et begrep som dekker all bruk av levende bilder. Vi fordyper oss i dokumentar-, fiksjon-, eksperimentalfilm- og animasjonsfilm. Gjennom egenproduksjoner på video lærer du de ulike genrene og filmatiske virkemidlene å kjenne. Du utvikler kreativitet og får prøve deg i mange utfordrende roller, både bak og foran kamera.



### Regissør i magen?



Skriv egne manus og sett sammen egen stab. Sammen går vi gjennom det som lages og evaluerer produksjonene for å finne måter å utvikle dem videre på. Inspirasjonen fra medelever og solid tilbakemelding på det du lager, gjør deg til en bedre filmskaper.

Foto og regiarbeid, lyssetting og redigering er andre viktige emner. Den viktigste kilden til inspirasjon og kunnskap er likevel en grundig gjennomgang av filmhistorien - både norsk og internasjonal - og møte med god film. På filmlinja vil du lære mange klassikere å kjenne.

### Lag film

Du vil både få anledning til å arbeide på egenhånd og i grupper. Filmteori tilegnes gjennom forelesninger og oppgaver. Det blir besøk av filmfolk og gjestelærere. Men viktigst av alt er at du er villig til å avsette tid til å jobbe sammen med andre både på dine egne og andres prosjekter. Din egen innsats er avgjørende for utbyttet av året.

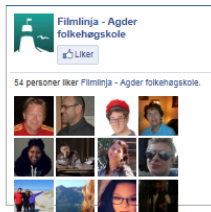


Du trenger ingen spesielle forkunnskaper, men arbeidet på

IDEUTVIKLING - MANUS - KAMERATEKNIKK  
- LYSSETTING - REDIGERING -  
LYDMIKSING - DOKUMENTARFILM -  
FIKSJONSFILM - EKSPERIMENTALFILM -  
ANIMASJON

### Relevante linker:

[Hva skjer på linja? \(Facebook\)](#)  
[Linjas fotoalbum](#)  
[Send søknad](#)



### Facebookgrupper

[Agder.fhs 2013-14](#)  
[Agder.fhs 2012-13](#)  
[Agder.fhs 2011-12](#)  
[Agder.fhs 2010-11](#)



**FOLKEHØGSKOLEN SØRLANDET**

**FOLKEHØGSKOLEN SØRLANDET**

Folkehøgskoleveien 30  
4760 Birkeland  
37 28 11 00  
40 40 77 19 (etter kl 16)

- Multisport
- Fotball
- Helse og Velvære
- Musikk - New York
- Data Media - Japan
- Barn og Ungdom
- Biil og Motor
- Globalt Fokus - Afrika
- Internasjonal
- English
- VALGFAG

[folkehøgskolene](#)

[Lånekassen](#)

## aktiv og global

HJEM

OM SKOLEN

FAG OG LINJER

TURER

BILDER

ØKONOMI

VEILEDNING

ANSATTE

NYHETER

KONTAKT OSS

UTLEIE

ELEV 13/14

Linjer

Fellesfag

Seminar

Valgfag

English

### Data Media - Japan

- digital produksjon

#### FAGFORDELING

*Linjefag (10 - 12 t / u)*

- Videoredigering
- Bildebehandling
- Lydstudio
- Lydteknikk
- Internett og hjemmesider
- Animasjon
- 3D-grafikk

*Fellesfag (9 t / u)*

*Seminar (4 t / u)*

*Valgfag (2-6 t / u)*

[www.fhsdatamedia.com](#)

- gå hit for å se hjemmesiden til Data Media



### SØK HER

### BROSJYRE

### VIDEO

VÅRE EIERE



normisjon



skolestyret

#### INNHold




På Data Media får du opplæring i bruk av datamaskinen som et multimedia- og produksjonsverktøy. Datamaskinen og systemkamera med videofunksjon blir hovedverktøyene, samt at skolen har et flott lydstudio som også vil være læringsarena gjennom hele året!

Adobe sine program; Photoshop, Premier, AfterEffect og Flash brukes hovedsaklig. Du vil få erfaring med produksjon av digitale godsaker og publisere disse ut til venner, bekjente, skolen og hvem ellers du måtte ønske skal få oppleve dine digitale mesterverk.

*Gjennom dette året skal du få mye tid til å dyrke lidenskapene dine:*


- Rediger videoer med morsomme klipp og kul musikk
- Ta bildene dine til nye høyder i Photoshop
- Utfordre kreativiteten din gjennom leken animasjon (Flash)

# NOROFF University College in Kristiansand




We are Noroff **What can I study?** Why study here? Student life

At Noroff University College, creativity is your only limit.




**Bachelor of Interactive Media - Animation**

Three-year bachelor education geared toward career in the gaming and entertainment industry.



**Bachelor of Interactive Media - Games**

Three-year bachelor education geared toward career in the gaming and entertainment industry.



**Bachelor of Digital Forensics**

Three-year bachelor degree for career in digital forensics and security.



**3D FILMPRODUKSJON**

Les mer om studiet og søk opptak nå!



**3D SPILLDESIGN**

Les mer om studiet og søk opptak nå!

BRANSJE I VEKST



**3D DESIGN OG ANIMASJON**

Les mer om studiet og søk opptak nå!

FUNDAMENTET



# NLA University College in Kristiansand offers studies in media and communication, including multimedia training



## Be the difference!

NLA is a private and Christian institution and therefore we are a bit different from most other universities/university colleges in Norway. We are different, but not too different. NLA University College is accredited by the Norwegian Agency for Quality Assurance in Education. This means that the academic level and standard is the same as in public universities. Based on the feedback we get from our students, we can claim that students feel more welcome and better taken care of at NLA, than at larger institutions.

We treasure quality, fellowship and values - both academically and socially. We want NLA to be a place where you feel welcome, whether you are visiting for a short period of time, study here for a semester or take a full degree. We provide you with an interesting academic environment, with faculty devoted to teaching and research. We have a service minded staff that will guide you through practical/administrative issues, and we have an active and including student environment.

The education we equip you with, will be your tool when you start working. We expect that the knowledge, competence, fellowship and values you have gained and experienced through your studies at NLA, you will represent a difference!

Welcome to NLA University College!



Bjarne Kvam  
Rector

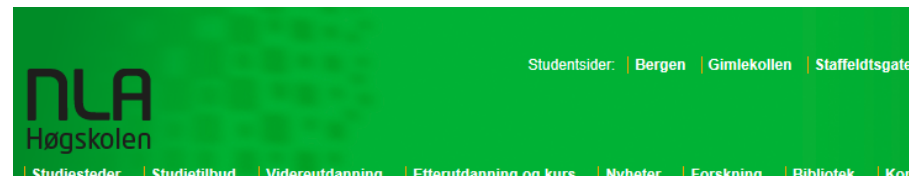
### Courses taught in English

- Political Science
- Intercultural Communication: Field Experience
- Master of Philosophy in Religious Education

### Shortcuts



Lifelong Learning Programme



### Kommunikasjon og medier»

- Emner og pensum »
- Bachelor Kommunikasjon og medier »
- Årsstudium Kommunikasjonsarbeid »
- Enkeltemner »
- Praksis »

## Årsstudium Kommunikasjonsarbeid

Fra høsten 2013 tilbys årsstudium i Kommunikasjonsarbeid. Årsstudiet er identisk med det [første året i bachelorstudiet](#).

### Informasjon og samfunnskontakt

KM-studiet utdanner primært til arbeid med kommunikasjon innen rammen av eller på vegne av virksomheter. Studiet innledes derfor med emnet [Kommunikasjonsarbeid](#) (20 stp) som gir en grunnleggende innføring i dette. Emnet omfatter kommunikasjonsteori, og studier i informasjon og samfunnskontakt, samt praktisk opplæring i digital fotografering/bildebehandling, design/produksjon av publikasjoner for trykk, og i skriftlig og muntlig formidling. Høstsemesteret avsluttes med emnet [Medier, kultur og samfunn](#) (10 stp).

### Digitale medier i fokus

Vårsemesteret innledes med det teoretiske emnet [Digitale medier](#) (10 stp) som gir en grunnleggende innføring i Internett, webmedier/nettsider og sosiale medier som et grunnlag for praktisk arbeid med innholdsproduksjon. Analyse av ulike typer nettsider utgjør et sentralt element i emnet. Samtidig gis det praktisk innføring i blogg.

### Praktisk prosjekt

Det praktiske emnet [Digital formidling og fortelling](#) (20 stp) gir en grunnleggende innføring i video for web, lyd og foto, utforming av nettsider, skriftlige sjangre for nett, fortellerteknikk og dramaturgi. Emnet avsluttes med et praktisk formidlingsprosjekt på vegne av en ekstern organisasjon. Her prøver vi å gi oppgave etter interesse.


### Inngår i bachelorvarianter av KL og IK

KM-studiets første år inngår også som det andre året i de to bachelorstudiene [Interkulturell kommunikasjon med medier](#) og [Kommunikasjon og livssyn med medier](#).

Emnene på studiets førsteår kan også tas som [enkeltemner](#) (lokalt opptak).

Se [studieplanen](#).

# University of Agder – Kristiansand Campus and Grimstad Campus – offers programmes in media and communication



 UNIVERSITY OF AGDER

HOME CONTACT VACANCIES FRONTER INTRANET PÅ NORSK

Google™ Tilpasset søk

STUDY RESEARCH ABOUT THE UNIVERSITY LIBRARY

Strategy Support services Faculties & administration Working at UiA Who, what, where




### A MODERN UNIVERSITY WITH LONG TRADITIONS


The University was officially established in 2007, but has a history dating back to 1839, and was formerly known as Agder University College. The university's central administration and five faculties, Faculty of Engineering and Science, Faculty of Economics and Social Sciences, Faculty of Humanities and Education, Faculty of Health and Sport Sciences and Faculty of Fine arts, is located on two main campuses. Campus Kristiansand and campus Grimstad.

The university is recognized for its modern teaching and research facilities, innovative use of technology and communication media, and close ties to regional businesses and the public sector. UiA also has a strong international connection. 200 international agreements secure an active academic exchange of students and staff with partner institutions worldwide.

#### Faculties & administration

The University of Agder is organised into five faculties:





#### Getting to the University of Agder

The University of Agder has locations in Kristiansand and Grimstad. Both campuses have good bus connections from the airport, train and bus stations.

### IT SERVICES


[for students and faculty](#)


### INFORMATION FOR

[Exchange students](#)  
[Degree-seeking students](#)  
[PhD students](#)  
[Job applicants](#)  
[Faculty and staff](#)  
[Press](#)  
[Businesses](#)  
[Visitors](#)



### UIA IS EU-CERTIFIED

The University of Agder was the first university in Norway to have been **awarded the ECTS-label**, a certificate proving that the university follows the EU's recommended quality assurance routines for information about and approval of student exchange.

 [ECTS Course Catalogue](#)

 [Agder University Research Archive](#)

University of Agder [post@uia.no](mailto:post@uia.no) Phone: +47 38 14 10 00 Fax: +47 38 14 10 01

# University of Agder – overview of programmes and courses

## ▪ University of Agder (Kristiansand and Grimstad)

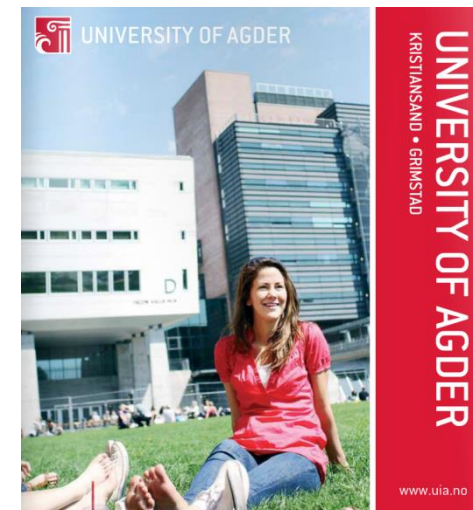
- <http://www.uia.no/en>

### – Bachelor programmes

- Communication (Kristiansand)
  - Number of students places for 2013 (Visual media): Sound and picture: 15 TV production: 15
  - <http://www.uia.no/portaler/studietilbud/studier/kommunikasjon>
- Literature, film, and theatre (Kristiansand)
  - Number of student places for 2013: 10
  - [http://www.uia.no/portaler/studietilbud/studier/litteratur\\_film\\_og\\_teater](http://www.uia.no/portaler/studietilbud/studier/litteratur_film_og_teater)
- Multimedia technology and design (Grimstad)
  - Number of student places for 2013: 50
  - [http://www.uia.no/portaler/studietilbud/studier/multimedieteknologi\\_og\\_-design](http://www.uia.no/portaler/studietilbud/studier/multimedieteknologi_og_-design)

### – One-year study programmes

- Communication (Kristiansand)
  - Number of student places for 2013 (Visual media): Sound and picture: 15 TV production: 15
  - <http://www.uia.no/portaler/studietilbud/studier/kommunikasjon2>
- Literature, film, and theatre (Kristiansand)
  - Number of student places for 2013: 9
  - [http://www.uia.no/portaler/studietilbud/studier/litteratur\\_film\\_og\\_teater2](http://www.uia.no/portaler/studietilbud/studier/litteratur_film_og_teater2)
- Programming and multimedia (Grimstad)
  - Number of student places for 2013: 5
  - [http://www.uia.no/portaler/studietilbud/studier/programmering\\_og\\_multimedia](http://www.uia.no/portaler/studietilbud/studier/programmering_og_multimedia)
- Film science and film production (Kristiansand) (add-on programme)
  - Number of student places for 2013: 12
  - [http://www.uia.no/portaler/studietilbud/studier/filmvitenskap\\_og\\_filmproduksjon](http://www.uia.no/portaler/studietilbud/studier/filmvitenskap_og_filmproduksjon)





# Finally, as an example of a variety of offerings outside the regular school system: Gateakademiet, Kristiansand. Target group 16-25 years old

- Gateakademiet – “Street Academy” is an offer aimed at youths aged 16-25 years who miss education or work
- Among their offerings are courses within photography, graphics and video

The screenshot shows the Gateakademiet website with a sidebar menu on the left containing links like 'Forside', 'Informasjon', 'Nyheter', 'Verksteder', 'Fagplaner', 'Form + Prosess', 'Idé + Trykk', 'Musikk + Produksjon', 'Galleri', 'Ansatte', 'Kontakt', and 'Presse'. The main content area is titled 'Foto + Grafisk' and features a grid of course modules. A green box labeled 'Inntakssamtale, prøveweke og kontrakt' is connected to the 'Fotografi' module. Below the grid, there is a section titled 'Inntakssamtale, prøveweke og kontrakt' and another titled 'Fotografi (A)'.

**Foto + Grafisk**

|             | Nivå 1                                    | Nivå 2   | Nivå 3                            |
|-------------|---|--|-----------------------------------|
| Fotografi A | Grunnleggende kamera og bildeteknikk A1   | Innføring i fotografiske lagfelt og teknikker A2 | Innramming og egne prosjekter A3  |
| Grafisk B   | Grunnleggende digitale verktøy B1         | Idé og design B2                                 | Ferdigstilte og egenproduksjon B3 |
| Video C     | Grunnleggende programvare og teknikker C1 | Idé og manussutvikling C2                        | Filmproduksjon C3                 |
| Vet ikke    |   |  |                                   |

**Inntakssamtale, prøveweke og kontrakt**  
Første møte med Gateakademiet er en omvisning og en samtale. Elevene starter sitt forløp på verkstedet med en prøveweke hvor man i etterkant gjør en felles vurdering på hvorvidt man skriver kontrakt. Dersom erfaringer fra prøveweken har vært positive kan det skrives kontrakt for en periode på inntil et år. Da skrives også den første "IDP'en" - en individuell opplæringsplan, hvor eleven selv velger hvilke moduler eleven ønsker å lære (tillaksføring) og på hvilke nivåer fra fagplanen. (Ambisjonsnivå) Idé+Trykk forholder seg til Gateakademiets Krav og Forventninger og Den Sosiale Handlingskompetanse og tar utgangspunkt i den enkelte elev med henyn til individuelt oppfølging, sosialt og faglig. Bruk av Konsekvenspedagogiske Metoder når eleven har vist avvikende sosiale mønstre eller manglende interesse for tilbudet.

**Fotografi (A)**  
**Grunnleggende kamera og bildeteknikk (A1)**  
Bli kjent med kamerateknikk som blender, lukker, iso, hvittbalanse og objektiver. Bli kjent med verktøypaletter og funksjoner i Photoshop som seleksjon, quickmask, layermask, lag og justering av farger og kontraster.

The screenshot shows the Gateakademiet website with a sidebar menu on the left. The main content area features a large photo of a person standing in a studio with a large light. Below the photo is a quote and a paragraph of text. At the bottom, there is a link to 'Fagplan fra Foto+Grafisk'.

**Foto + Grafisk**

**"Med fokus på frihet, ansvar og elevenes sosiale kompetanse vil vi gjennom samarbeid og kreativt arbeid innen foto og grafisk styrke den enkeltes bevissthet over framtidige valg."**

Foto+Grafisk arbeider med kommunikasjon på flere plan, hvor det samarbeides og hentes inspirasjon både utenfra og fra de andre verkstedene på Gateakademiet. Vi arbeider med webdesign, grafisk design, fotografi, animasjon og video. Det tas utgangspunkt i den enkelte elev, og vi har derfor en fleksibel og innholdsrik fagplan. Vi forventer av deg at du er motivert, nysgjerrig og at du deltar i diskusjoner om eget og andres arbeid.

Det legges mye vekt på å gi og motta kritikk. Deltakerne arbeider i prosjekter som krever samarbeid med andre i form av å dele erfaringer, holdninger og ideer.

[Fagplan fra Foto+Grafisk](#)

# International training & educational opportunities

- Norwegians are willing to travel for education & training. Many are educated abroad, bringing back up-to-date expertise.



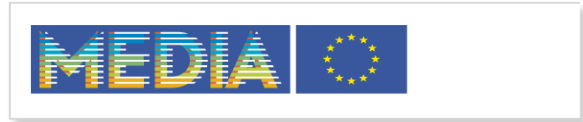
- Infocomm International, the association representing the commercial audiovisual industry worldwide, lists 42 Norwegians with current certification. Many more will have trained and become certified.
- <http://www.infocomm.org>



- The European Audiovisual Entrepreneurs, EAVE, is a professional training, project development and networking organization for audiovisual producers. Currently 39 Norwegians are listed as having participated in training events.
- <http://eave.org/>

# Enable training for AV content producers from Agder

- There is an identified lack of regional pertinent education for producers; having a lack of competent audiovisual content producers is a key weakness.
- Despite Norway being a MEDIA country and having a dedicated MEDIA desk, no audiovisual training course in the country is co-financed.
- Similarly, MEDIA Mundus supports cooperation between audiovisual professionals in Europe and the rest of the world. Besides fostering the exchange of information and networking, the programme seeks to improve access to foreign markets and the distribution and circulation of films worldwide, so that more audiences have the chance to see films from around the world. No Norwegian project was financed in 2012 or 2013.
- Many audiovisual producers are sole traders, and find the concept of applying for 'European funding' too onerous, with little chance of success. Work must be done to change this attitude and to raise awareness of possibilities.



# Encourage participation in international prizes for AV content production

- The film festivals in both Kristiansand and Grimstad incorporate prizes related to children's film and short films respectively.
- Encourage local talent to participate in national, European and international contests.
- Besides fostering the exchange of experience and enabling valuable networking, participation raises the profile of Norwegian audiovisual works.



## Section 4

### National level

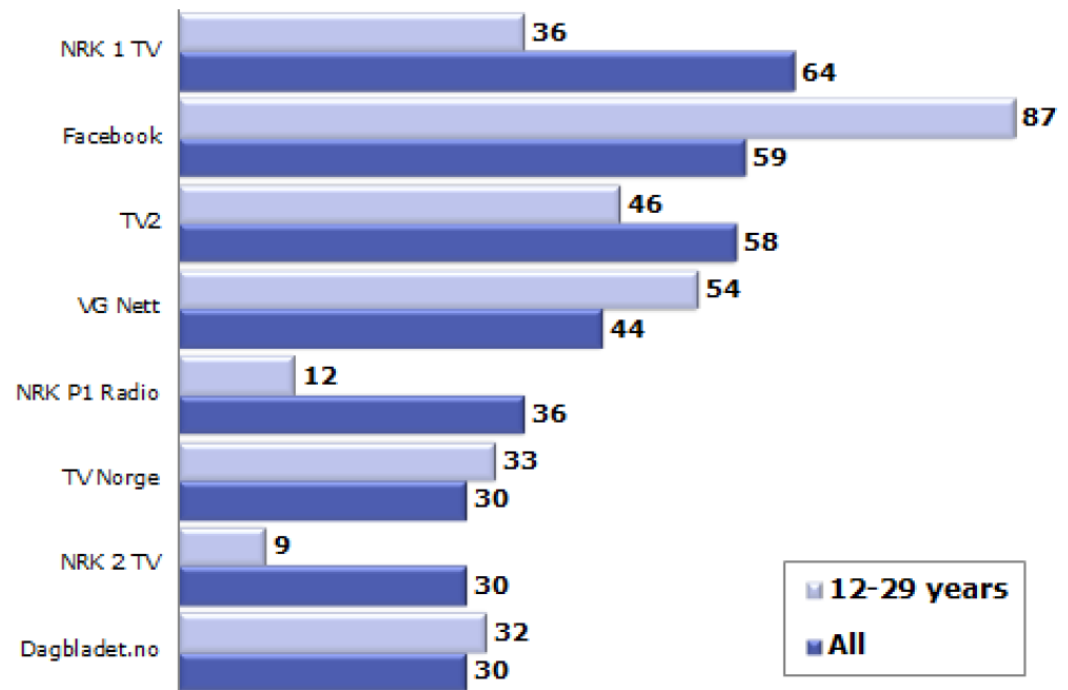


# **DESCRIPTION OF MAIN DISTRIBUTION CHANNELS IN NORWAY FOR AUDIOVISUAL WORK**

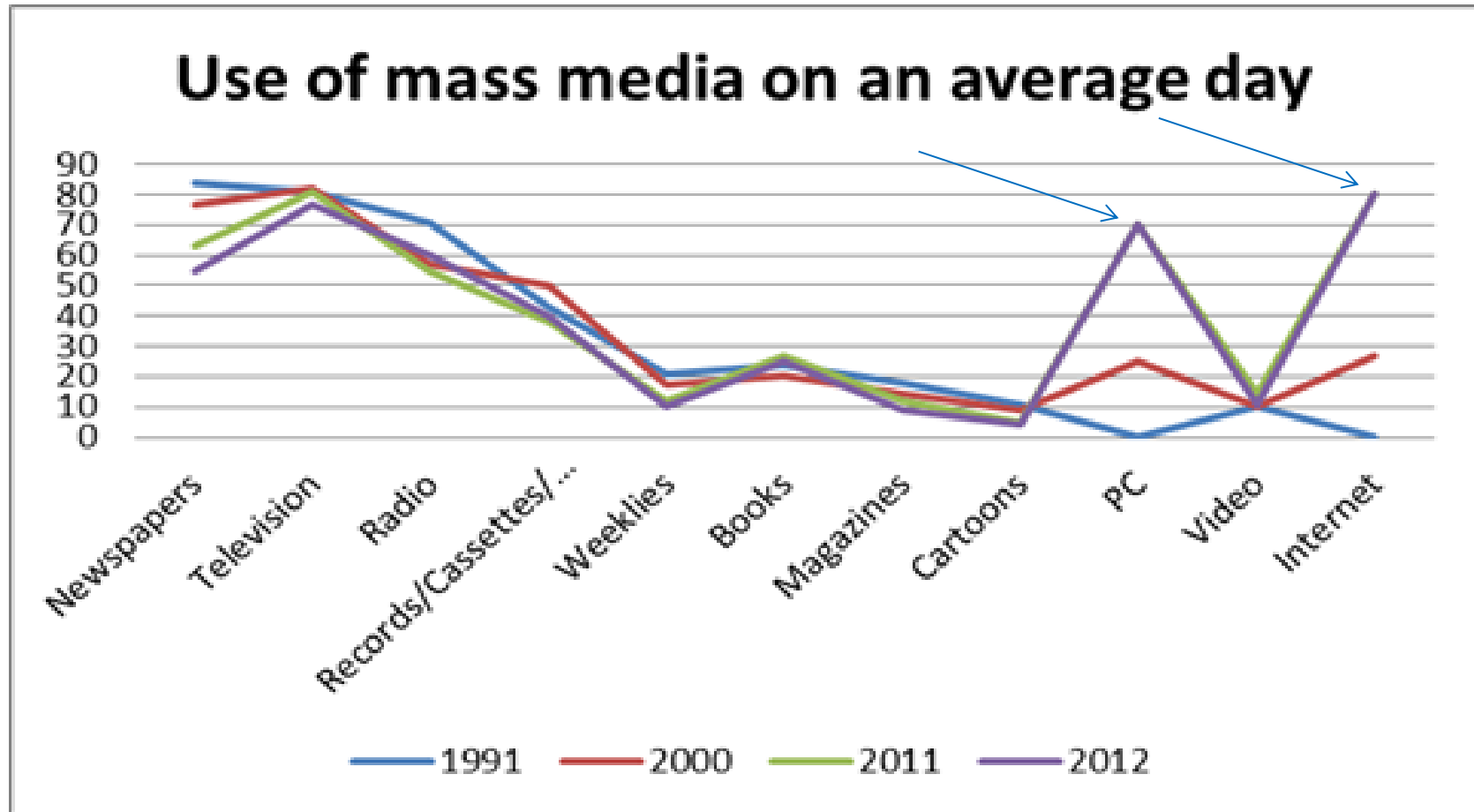
# The media industry is changing

- “With daily use of the Internet at 85% and mobile content at 49%, Norway is a highly developed media market. In 2Q 2013, 94% of the population has access to the Internet, 79% have smart phones and 45% have tablets. Facebook has a daily reach of 59%. The figure illustrates that Facebook is the second largest medium in Norway and the web edition of VG Web is the fourth largest. Among young people, Facebook is by far the largest medium and VG Web is definitely in second place.”
- “Norwegians still read newspapers and 66% read at least one newspaper daily; however, readership of some national newspapers is rapidly declining, and more and more content is consumed on digital platforms (Futsæter, Sandvik and Østnes, 2013). The largest newspaper, VG, in 2Q 2012 had fewer readers of their paper edition than their mobile platform edition. Their paper edition readership was surpassed by their website in 2006.”
- [https://www.tns-gallup.no/arch/\\_img/9109059.pdf](https://www.tns-gallup.no/arch/_img/9109059.pdf)

Daily reach for the largest medium in Norway



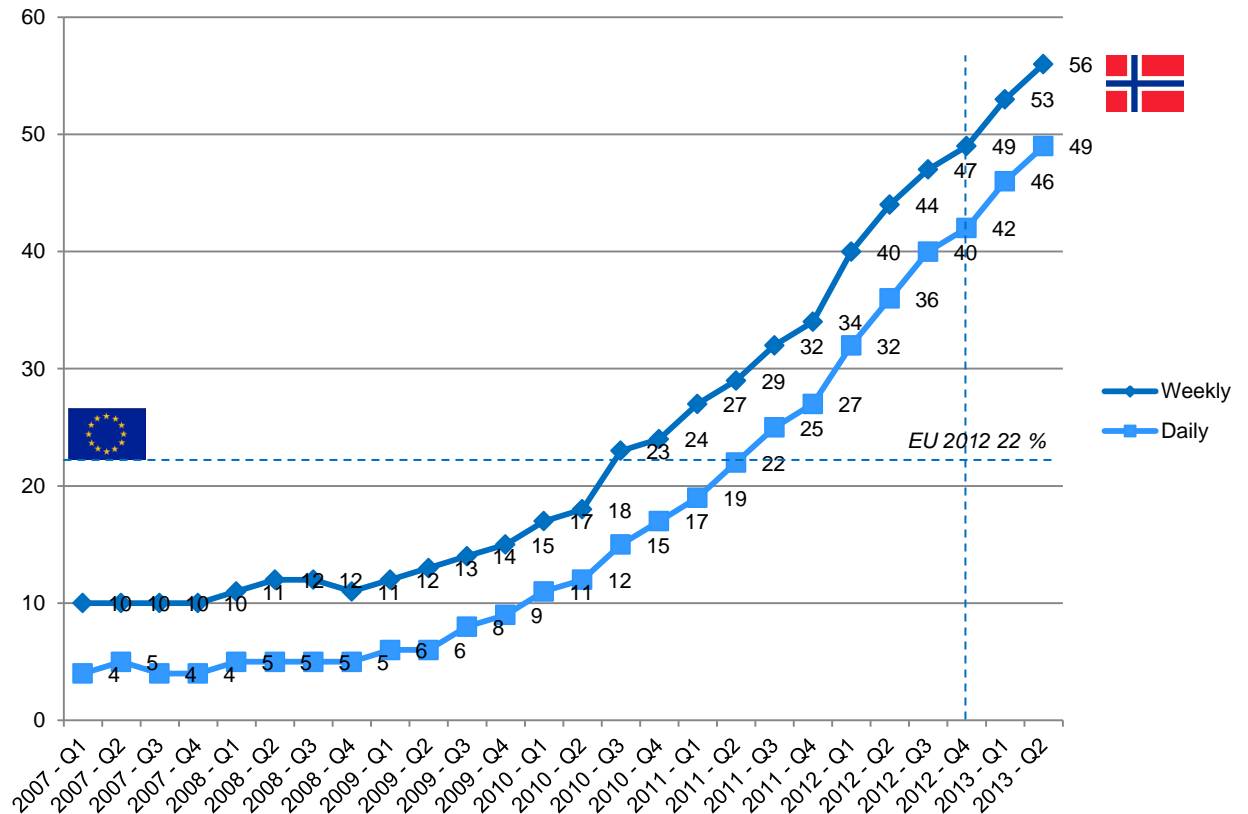
## Norwegian consumption of mass media



Source: Statistics Norway

# % of the Norwegian population, aged 12+, who has made use of mobile media content per quarter

- To compare Norway with the EU market:
- In 2012, 22% of EU citizens used a mobile device to access the internet.



Source: medianorway

- Source: Eurostat 2012 Individuals – Mobile internet access

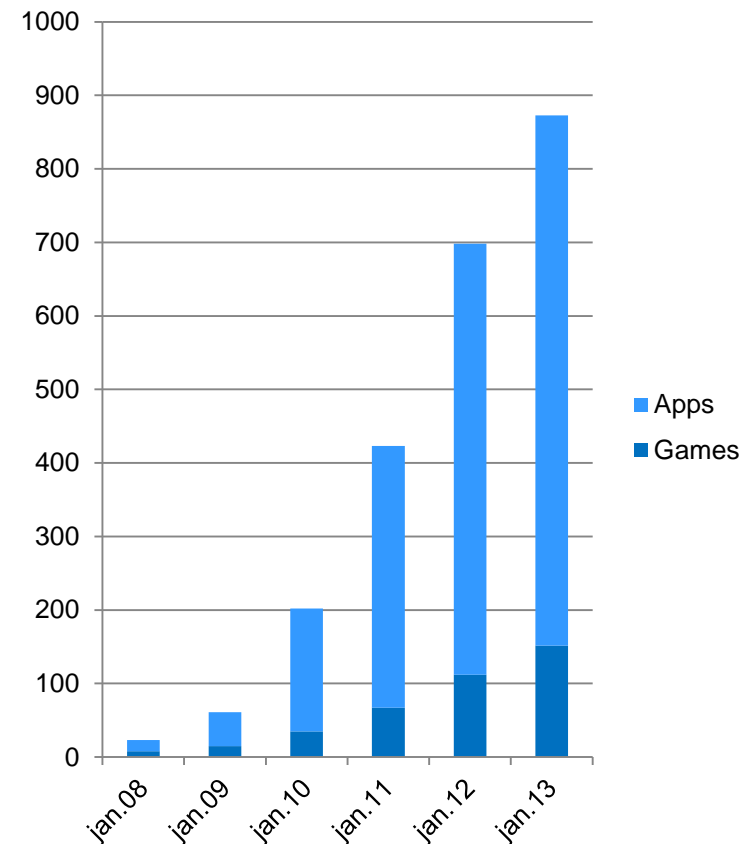
NB:

- The EU number reflects usage based on access at any time during 2012 – i.e. access on a yearly basis
- Norwegian numbers reflect access on a daily or weekly basis, measured quarterly
- The numbers are not directly comparable, but gives an impression. The difference is assumed to be higher if the EU numbers were on a weekly or daily basis

# Apps

- The average iPhone owner uses his or her iPhone to make a phone call only about 45% of the time. The other 55% is used for Internet, applications, games, music, email and SMS (source: Mary Meeker Report, Morgan Stanley, April 2010).
- The largest app store is Google Play Store with over 1 million android apps.
- The Apple iTunes App Store has 900 000 apps (June 2013), up from 775 000 in January 2013.
- In 2013, the App Store offered 151,461 gaming apps; this figure had more than doubled since July 2011. In contrast, during that period of time the store had 721,270 non-gaming apps available (see figure, apps in thousands, source: Statista.com, the statistics portal).

Evolution of the number of iOS (Apple) apps available in App Store over time

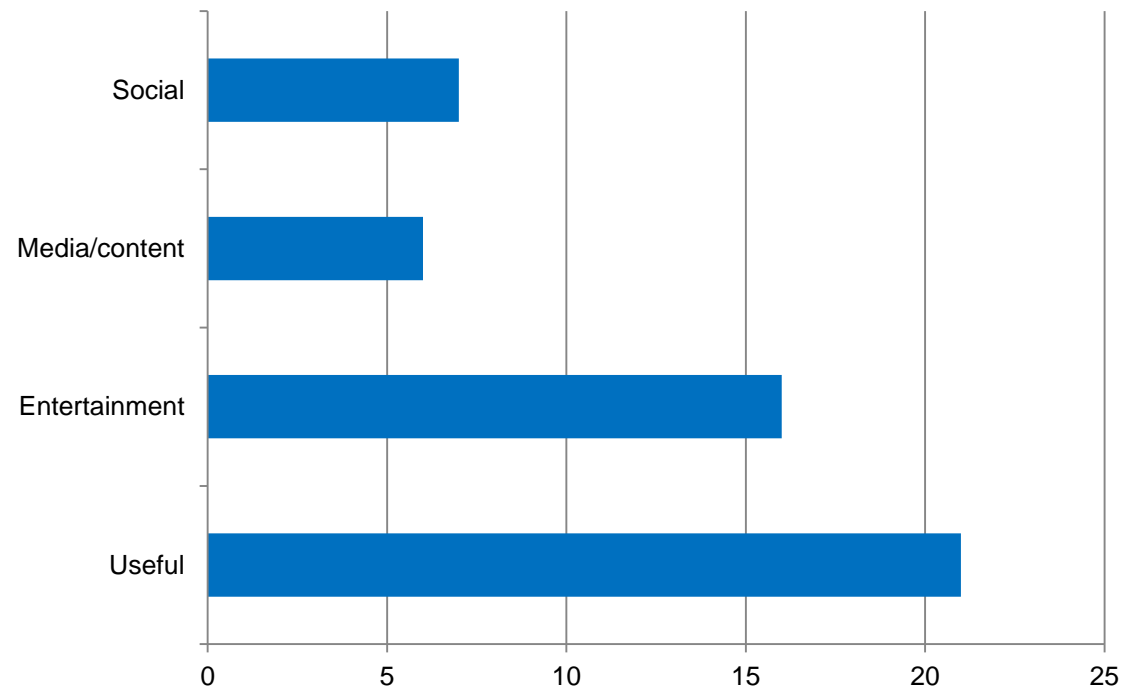




# Top 50 free iphone apps in Norway

- Classification:
  - Social. Apps that primarily are built on people connecting to each other
  - Media/content. Apps that primarily are designed for consumption of news or other types of media content.
  - Entertainment. Primarily games.
  - Usefulness. Apps that primarily help people perform a specific task
- From: Distimo (<http://www.distimo.com>), the globally recognized app store analytics leader
- <http://www.distimo.com/leaderboards/apple-app-store-for-iphone/norway/top-overall/free>

The most popular types of free iOS (Apple) apps in Norway

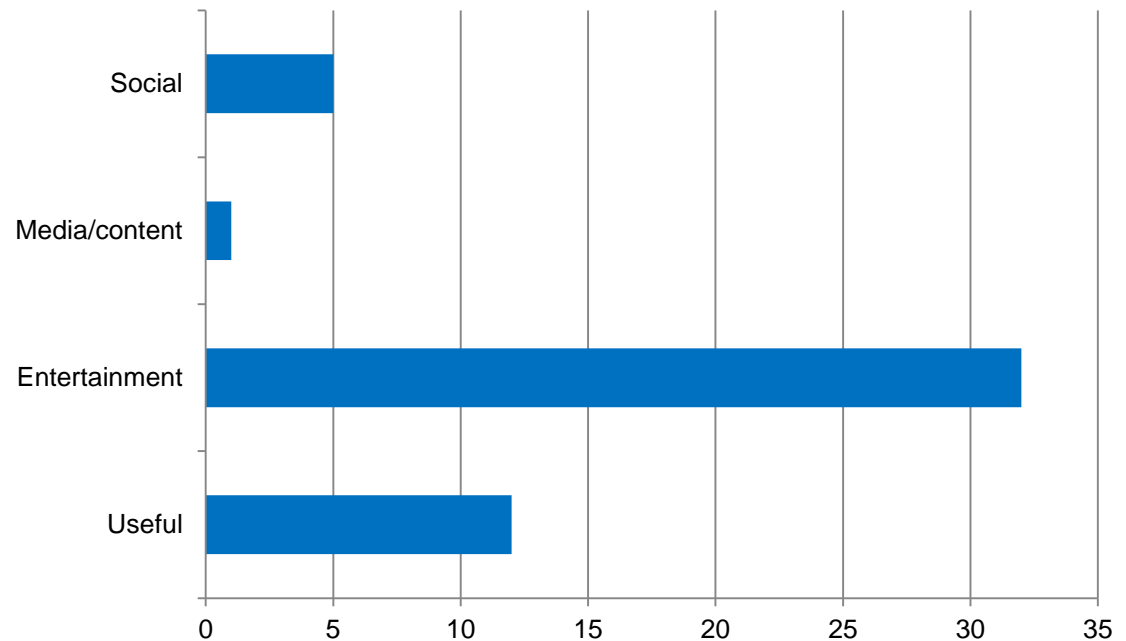


Source: Distimo, 3 September 2013

# Top 50 grossing iphone apps in Norway

- Classification:
  - Social. Apps that primarily are built on people connecting to each other
  - Media/content. Apps that primarily are designed for consumption of news or other types of media content.
  - Entertainment. Primarily games.
  - Usefulness. Apps that primarily help people perform a specific task
- From: Distimo (<http://www.distimo.com>), the globally recognized app store analytics leader
- <http://www.distimo.com/leaderboards/apple-app-store-for-iphone/norway/top-overall/free>

The most popular types of paid iOS (Apple) apps in Norway



Source: Distimo, 3 September 2013

# **NATIONAL ENTERTAINMENT, MEDIA & ICT SECTORS**

# Global E&M (Entertainment & Media) Outlook 2009-13: 2.7% CAGR, \$1.6 trillion

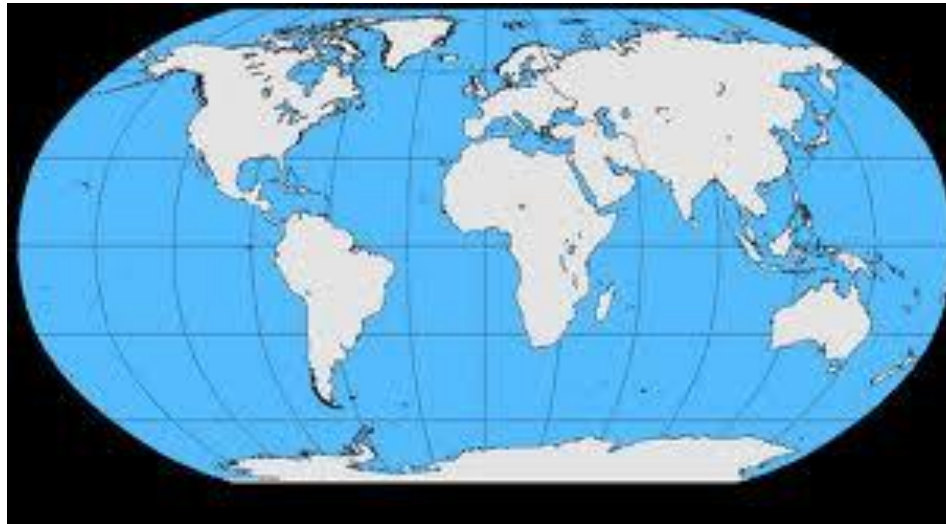
CAGR = compound annual growth rate

## North America

-4.2%  
5.1%  
1.3%

## Latin America

0.4%  
8.4%  
5.1%



## EMEA (Europe, Middle East, Africa)

-1.9%  
5.8%  
2.7%

## Asia Pacific

1.5%  
6.5%  
4.5%

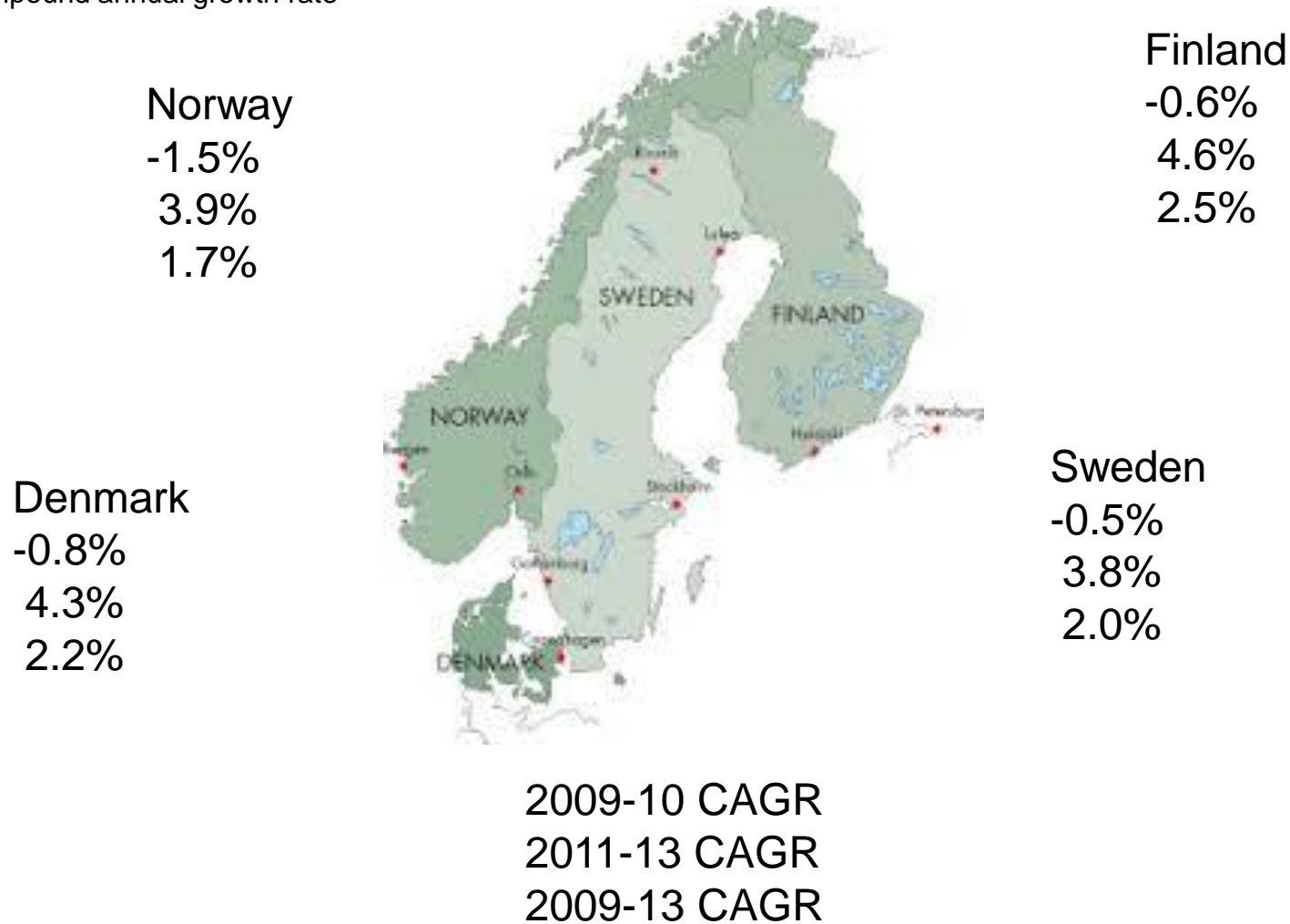
2009-10 CAGR  
2011-13 CAGR  
2009-13 CAGR

Source: PWC report on "Global Entertainment and Media 2009 – 2013"



# Nordic E&M (Entertainment & Media) Outlook 2009-10: 2.1% CAGR, \$42 billion

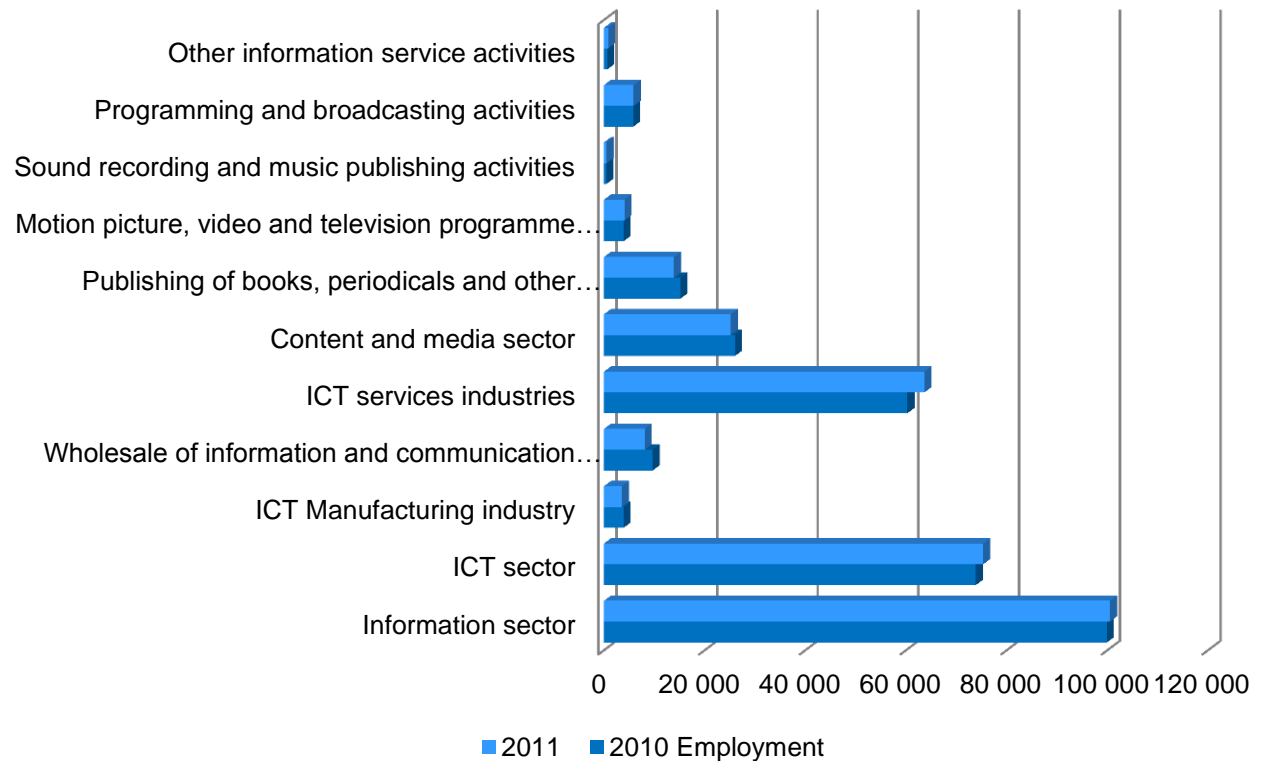
CAGR = compound annual growth rate



Source: PWC report on "Global Entertainment and Media 2009 – 2013"

# Norwegian ICT sector - Employment

- ICT service industries is the largest segment in the ICT sector, which together with the content and media sector make up the information sector.
- Employment in the content and media sector was 3.3% lower than in 2010, and around 25 200 people were employed in the sector in 2011.
- Employment rose in wholesale of information and communication equipment, and with nearly 63 700 employees employment went up 5.6% in 2011.

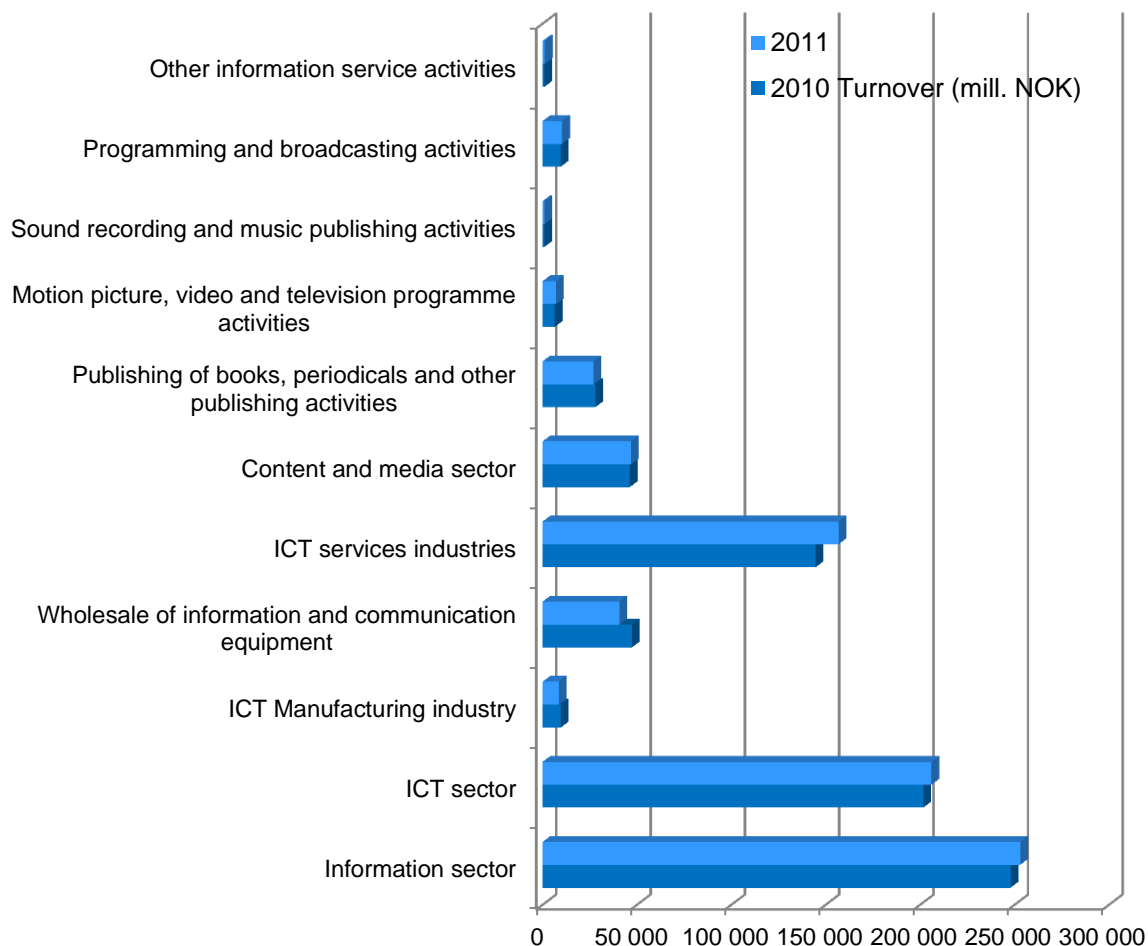


Source: Statistics Norway

# Norwegian ICT sector - Turnover

- The information sector as a whole had an increase of 2.1% in turnover, and totalled NOK 253.1 billion in 2011.
- Large increase in gross investments in the content and media sector:** gross investments went up to NOK 629 million in 2011, which is an increase of over 19% from 2010. Gross investments, however, fell more than 10% in the ICT sector and total gross investments were NOK 7.8 billion in 2011. Turnover increased to NOK 47 billion in the same period; an increase of 1.7%. The ICT sector also had an increase in turnover in 2011.
- Decline for wholesale of information and communication equipment:** the segment wholesale of information and communication equipment had a turnover of NOK 47.4 billion in 2011; a decline of over 14% from 2010. The ICT manufacturing industry also had a lower turnover in 2011 compared to 2010, falling more than 11% to NOK 8.6 billion. Gross investments declined in every segment in the ICT sector, and the segment with the biggest decline was wholesale of information and communication equipment with a decline of over 41% from 2010.
- To illustrate the size of the Norwegian economy:

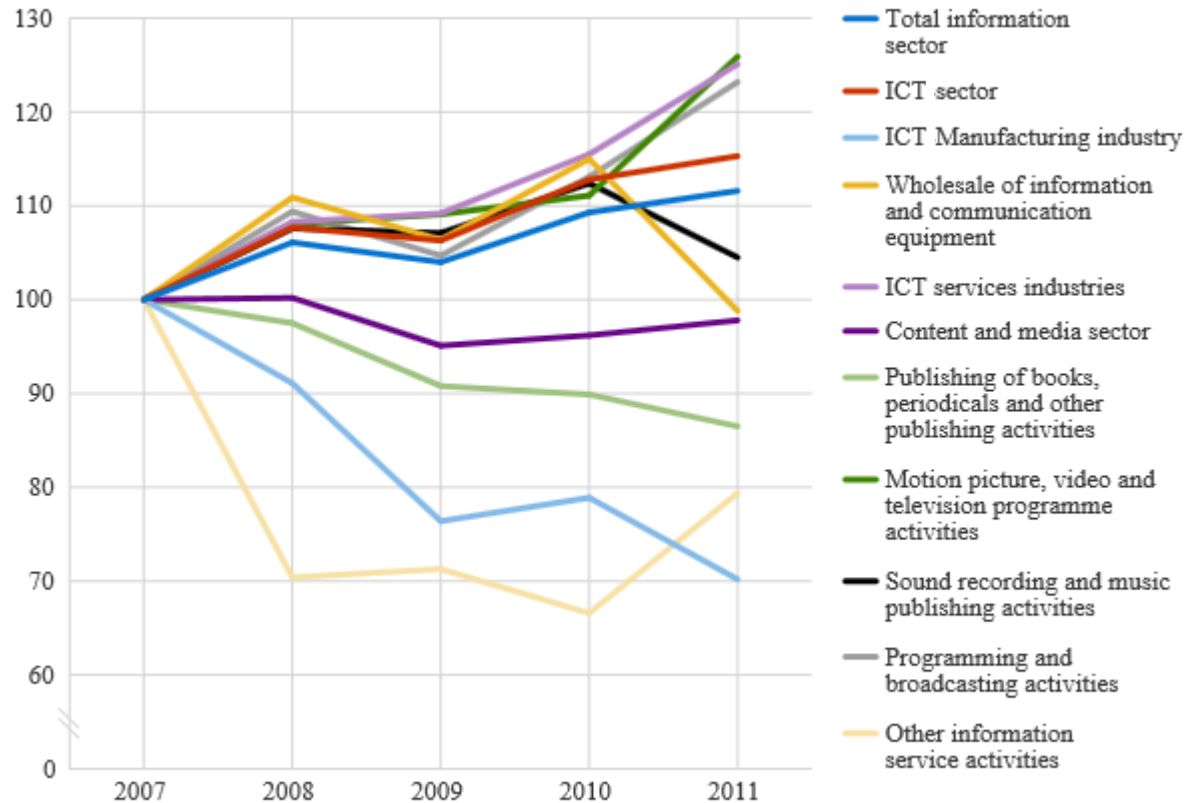
| GDP Norway (NOK bill.)                                | 2010    | 2011    |
|---|---------|---------|
| Gross domestic product, market values <sup>1</sup>    | 2 544.3 | 2 750.0 |
| Gross domestic product Mainland Norway, market values | 1 987.4 | 2 089.7 |



Source: Statistics Norway

## Trends - The information sector is growing, but changing

Information sector indexed growth in turnover by segment. 2007-2011 (2007=100)

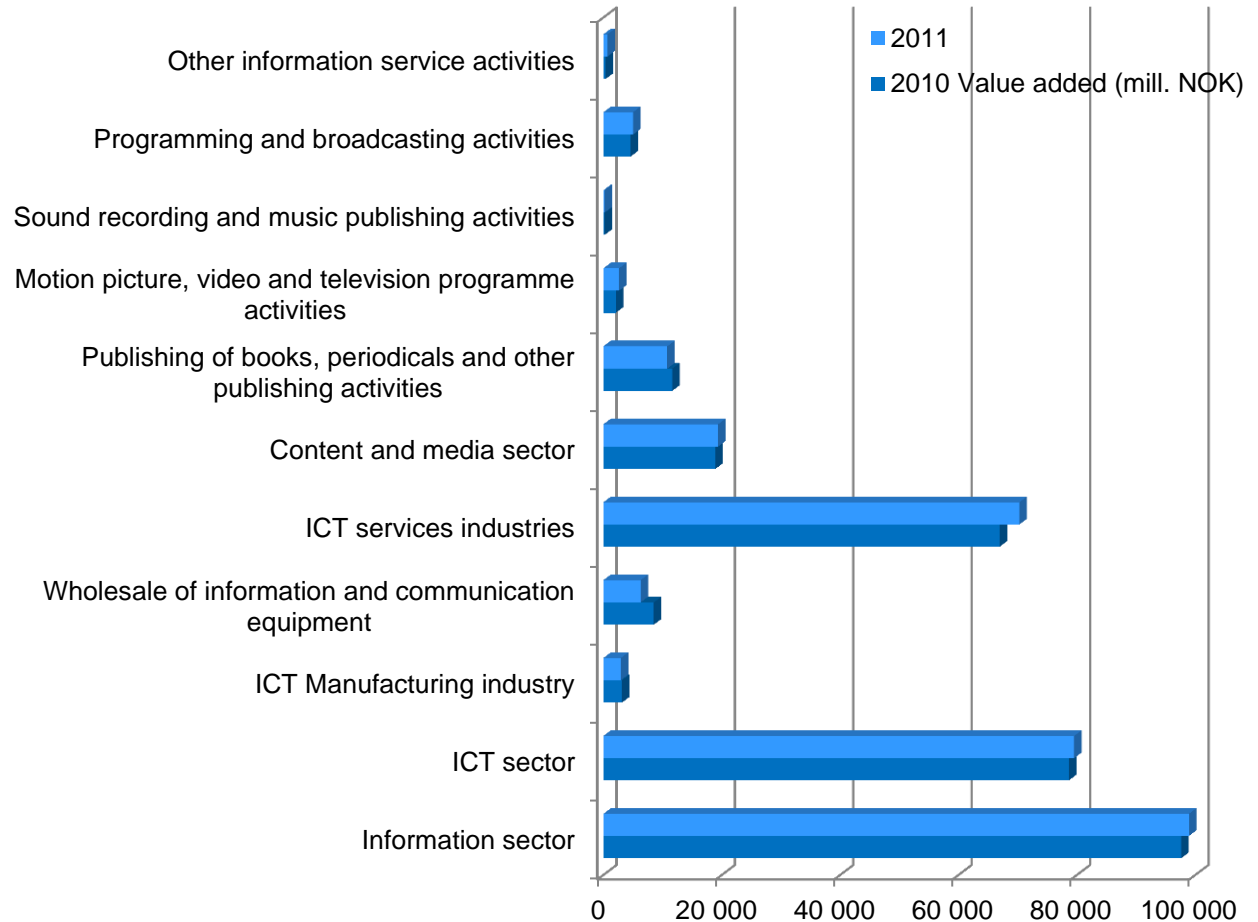


Source: Statistics Norway.



# Norwegian ICT sector – Value Added

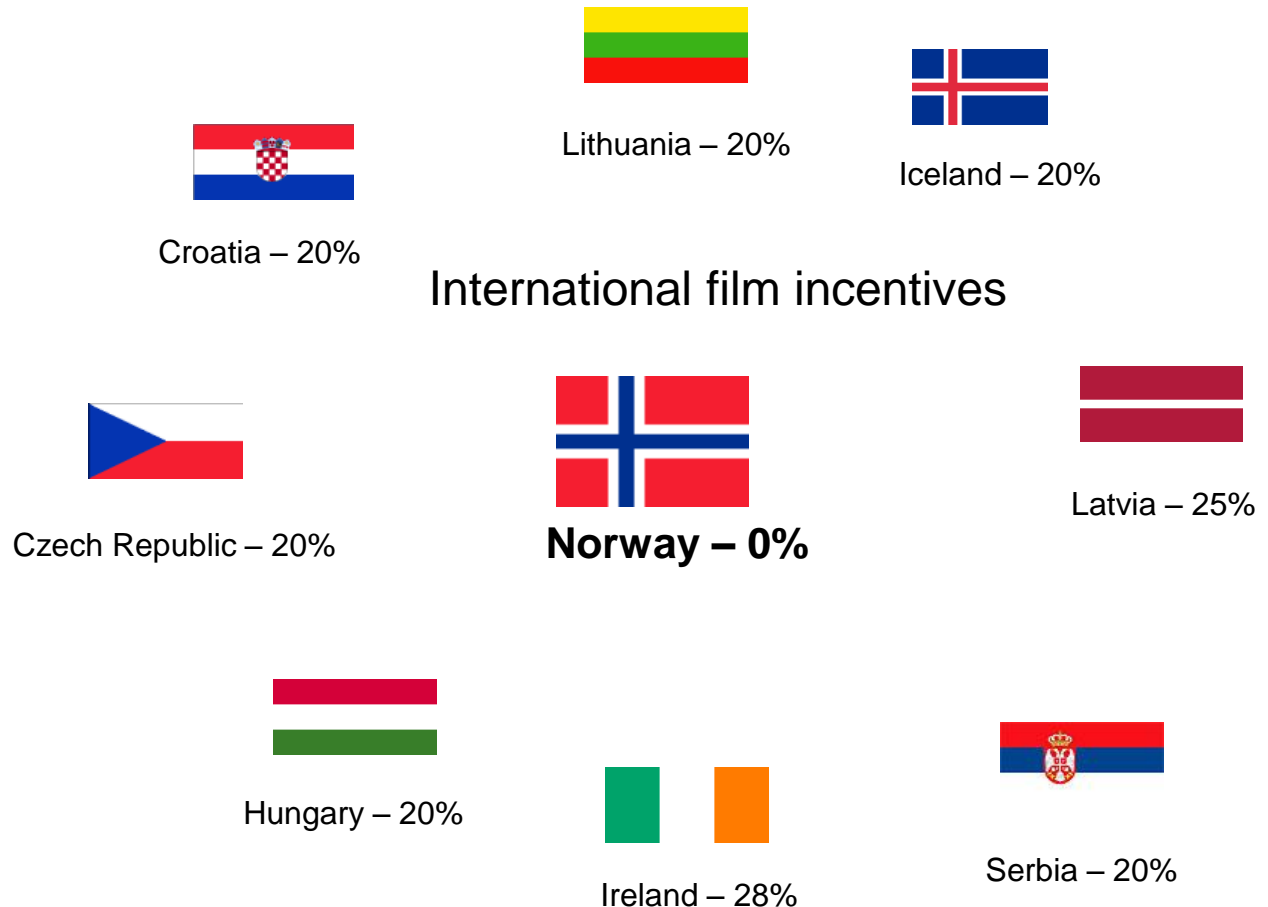
- Value added in the information sector as a whole rose from 2010 and was NOK 98.9 billion in 2011. This is 1.4% higher than the previous year.
- Large increase in gross investments in the content and media sector:** with a value added of NOK 19.4 billion, the content and media sector had an increase of 2.2%, while the ICT sector had an increase of 1.1% and value added of NOK 79.6 billion in 2011.
- Higher value added in motion picture, video and television programme activities:** with an increase in its value added of NOK 580 million and a turnover of NOK 2.7 billion in 2011, value added in motion picture, video and television programme activities rose 28%. Publishing of books, periodicals and other publishing activities had almost 1 300 fewer employees in 2011 than in 2010, and there were around 13 900 employed by the end of 2011. Programming and broadcasting activities had a turnover of NOK 10.4 billion in 2011, down 9% from 2010.
- The biggest segment in the ICT sector is ICT services, and this segment had an increase in its value added of 5% per cent in 2011.



Source: Statistics Norway

# What does Norway do to support the indigenous feature film sector?

- A 15% refund was approved by the Storting in 2006, but not implemented by the Minister of Culture in 2007. With the election of a new parliament in September 2013, the situation may change.
- The Norwegian Minister for Culture commissioned a report earlier in 2013 to assess the impact of location filming incentive programmes around the world, which will look at existing incentive models and results around the world to assess how effective they are.
- [http://www.regjeringen.no/upload/KUD/Samfunn\\_og\\_frivillighet/Rapporter/Fra\\_grunder\\_til\\_kulturbedrift\\_2013.pdf](http://www.regjeringen.no/upload/KUD/Samfunn_og_frivillighet/Rapporter/Fra_grunder_til_kulturbedrift_2013.pdf)



## International film incentives – the EU situation

---

- An estimated €2.3 billion of film support per year is granted by Member States.
- 80% of this goes towards production support.
- France's film support schemes account for the largest proportion of this total figure.
- The EU is considering whether countries which link the granting of subsidies with territorial spending conditions could fall foul of the European Court of Justice because they violate internal EU market principles which restrict prioritising goods and services in one European market over another. The final Communication is due to be adopted by the Commission in the third quarter of 2013 (see [http://ec.europa.eu/competition/consultations/2012\\_state\\_aid\\_films/index\\_en.html](http://ec.europa.eu/competition/consultations/2012_state_aid_films/index_en.html)). Should the EC follow this decision, then the national film incentives offered by EU countries are likely to be scrapped, offering opportunities to EEA countries.



# **OVERVIEW OF CENTRAL LAWS AND REGULATIONS SURROUNDING THE AUDIOVISUAL SECTOR IN NORWAY, AS WELL AS SOME INSTITUTIONS**



# There are several laws and regulations affecting the audiovisual market.

## Two important laws/regulations are mentioned below

### Norwegian Copyright Act

- Act. No. 2 of 12 May 1961 relating to copyright in literary, scientific and artistic works, etc.
- *Norwegian: Lov om opphavsrett til åndsverk*
- A work in this Act is a literary, scientific or artistic work of any kind, irrespective of the manner or form of expression, such as:
  - 1) writings of all kinds,
  - 2) oral lectures,
  - 3) works for stage performance, dramatic and musical as well as choreographic and pantomime; also radio plays,
  - 4) musical works, with or without words
  - 5) cinematographic works,
  - 6) photographic works,
  - 7) paintings, drawings, graphic and similar pictorial works,
  - 8) sculpture of all kinds,
  - 9) architectural works, drawings and models as well as the building itself,
  - 10) pictorial woven tissues and articles of artistic handicraft and applied art, the prototype as well as the work itself,
  - 11) maps, also drawings and graphic and plastic representations or portrayals of a scientific or technical nature,
  - 12) computer programs,
  - 13) translations and adaptations of the above-mentioned works.

### Regulations on Support for Audiovisual Productions no. 1168 of 7 September 2009

- *Norwegian: Forskrift om tilskudd til audiovisuelle produksjoner*
- In the introduction to this regulation, several terms are defined:
  - a) *Audiovisual production*: a fiction film, documentary film or interactive production for public exhibition or sale
  - 
  - 
  - d) *Interactive production*: a computer game or other digital audio-visual production requiring user interaction

#### § 1.4. Definisjoner

I denne forskriften betyr

- a) *audiovisuell produksjon*, en fiksjonsfilm, dokumentarfilm eller interaktiv produksjon produsert for offentlig visning eller omsetning.
- b) *kinofilm*, en audiovisuell produksjon med visningstid på minimum 60 minutter og som er produsert for visning på kino. Norsk filminstitutt kan i særskilte tilfeller beslutte at filmer med kortere lengde faller inn under definisjonen av kinofilm.
- c) *kortfilm*, en audiovisuell produksjon med visningstid på under 60 minutter produsert for visning på kino, fjernsyn e.l.
- d) *barnefilm*, en kinofilm som er særskilt rettet mot barn under 11 år og har aldersgrense tillatt for alle eller sju år, jf. lov om film og videogram § 5.
- e) *fjernsynsserie*, en audiovisuell produksjon i flere deler produsert for visning på fjernsyn.
- f) *interaktiv produksjon*, et dataspill eller en annen digital audiovisuell produksjon som forutsetter brukervedvirkning.

# Production and development. The laws and regulations are only listed by their Norwegian name. There are 3 laws, 29 regulations, several forms...

## Lenkesamling for produksjon og utvikling

Publisert: 19.01.2011 | Sist endret: 28.10.2012

Det kan vere vanskeleg å finne fram i dei ulike forskriftene og dokumenta som følgjer den enkelte tilskotsordning. Her finn du ei oversikt med lenker til dei relevante forskriftene og dokumenta sortert etter tilskotsordning. For meir detaljert informasjon sjå den enkelte tilskotsordning.

### Gjeld alle tilskotsordningane

[Offentlighetsloven](#)

[Forskrift om føring av regnskap for audiovisuelle produksjoner](#)

[Forskrift om tilskudd til audiovisuelle produksjoner](#)

[Forskrift om tilskudd til lansering av audiovisuelle produksjoner](#)

[Forskrift om krav til materiale for profilering av audiovisuelle produksjoner i utlandet](#)

[Melding om rett til å klage på forvaltningsvedtak \(nynorsk\).doc](#)

[Melding om rett til å klage på forvaltningsvedtak \(bokmål\).doc](#)

[Kalkyleskiema for audiovisuelle produksjoner \(nynorsk\).xls](#)

Oppdatert pr. 21. mars 2013

[Kalkyleskiema for audiovisuelle produksjoner \(bokmål\).xls](#)

Oppdatert pr. 21. mars 2013

[Kalkyleskiema for lansering av audiovisuelle produksjoner i utlandet.xlsx](#)

Oppdatert per 4. februar 2013

[Engasjementsbrev mellom produsent og revisor.docx](#)

Oppdatert pr. 04.09.2013

[Særattestasjon version 2013.docx](#)

### Tilskot etter kunstnarisk vurdering til utvikling og produksjon av kinofilm

[Forskrift om tilskudd til utvikling og produksjon av kinofilm etter kunstnerisk vurdering](#)

[Forskrift om tilskudd til pakkefinansiert utvikling og produksjon av flere kinofilmer og pakkefinansiert utvikling av dokumentarfilmer som ikke er kinofilmer](#)

[Forskrift om etterhåndstilskudd til kinofilm](#)

[Særattestasjon til NFI tilskudd til audiovisuelle produksjoner word2007.docx](#)

### Tilskot etter marknadsvurdering til produksjon av kinofilm

[Forskrift om tilskudd til produksjon av kinofilm etter markadsvurdering](#)

[Forskrift om etterhåndstilskudd til kinofilm](#)

[Særattestasjon til NFI tilskudd til audiovisuelle produksjoner word2007.docx](#)

### Etterhandstilskot til kinofilm

[Forskrift om tilskudd til utvikling og produksjon av kinofilm etter kunstnerisk vurdering](#)

[Forskrift om etterhåndstilskudd til kinofilm](#)

[Forskrift om tilskudd til pakkefinansiert utvikling og produksjon av flere kinofilmer og pakkefinansiert utvikling av dokumentarfilmer som ikke er kinofilmer](#)

[Særattestasjon til NFI tilskudd til audiovisuelle produksjoner word2007.docx](#)

### Tilskot til pakkefinansiert utvikling og produksjon av kinofilm

[Forskrift om tilskudd til pakkefinansiert utvikling og produksjon av flere kinofilmer og pakkefinansiert utvikling av dokumentarfilmer som ikke er kinofilmer](#)

[Særattestasjon til NFI tilskudd til audiovisuelle produksjoner word2007.docx](#)

### Tilskot til samproduksjon

[Forskrift om tilskudd til samproduksjon av kinofilm med utenlandsk hovedprodusent](#)

[Forskrift om etterhåndstilskudd til kinofilm](#)

[Vurderingsskiema for poenggivning til internasjonale samproduksjoner.doc](#)

Kvalifiseringsskiema for poenggivning til internasjonale samproduksjoner.

Oppdatert pr. 07.11.2012

[Særattestasjon til NFI tilskudd til audiovisuelle produksjoner word2007.docx](#)

[Vurderingsskiema for poenggivning til internasjonale samproduksjoner.doc](#)

Kvalifiseringsskiema for poenggivning til internasjonale samproduksjoner.

Oppdatert pr. 07.11.2012

[Særattestasjon til NFI tilskudd til audiovisuelle produksjoner word2007.docx](#)

### Tilskot til utvikling av kortfilm

[Forskrift om tilskudd til utvikling og produksjon av kortfilm](#)

[Forskrift om krav til materiale for profilering av audiovisuelle produksjoner i utlandet](#)

[Særattestasjon version 2013.docx](#)

### Tilskot til produksjon av kortfilm

[Forskrift om tilskudd til utvikling og produksjon av kortfilm](#)

[Særattestasjon version 2013.docx](#)

### Tilskot til produksjon av dokumentarfilm som ikke er kinofilm

[Forskrift om tilskudd til utvikling og produksjon av dokumentarfilm som ikke er kinofilm](#)

[Åndsverkloven](#)

Lov om opphavsrett til åndsverk m.v. (åndsverkloven).

[Særattestasjon til NFI tilskudd til audiovisuelle produksjoner word2007.docx](#)

### Tilskot til utvikling av dokumentarfilm som ikke er kinofilm

[Forskrift om tilskudd til utvikling og produksjon av dokumentarfilm som ikke er kinofilm](#)

[Forskrift om tilskudd til utvikling og produksjon av fjernsynsserier](#)

[Forskrift om tilskudd til pakkefinansiert utvikling og produksjon av flere kinofilmer og pakkefinansiert utvikling av dokumentarfilmer som ikke er kinofilmer](#)

[Særattestasjon til NFI tilskudd til audiovisuelle produksjoner word2007.docx](#)

### Tilskot til pakkefinansiert utvikling av dokumentarfilm

[Forskrift om tilskudd til pakkefinansiert utvikling og produksjon av flere kinofilmer og pakkefinansiert utvikling av dokumentarfilmer som ikke er kinofilmer](#)

[Særattestasjon til NFI tilskudd til audiovisuelle produksjoner word2007.docx](#)

### Tilskot til utvikling og produksjon av dokumentar fjernsynsserie

[Forskrift om tilskudd til utvikling og produksjon av fjernsynsserier](#)

[Åndsverkloven](#)

Lov om opphavsrett til åndsverk m.v. (åndsverkloven).

[Forvaltningsloven](#)

LOV 1967-02-10 nr 00: Lov om behandlingsmåten i forvaltningssaker

[Særattestasjon til NFI tilskudd til audiovisuelle produksjoner word2007.docx](#)

### VIP-stipend

[Forskrift om tilskudd til manuskriptutvikling og utdanningsrettede tiltak \(§6\)](#)

[Forskrift om søknad, utbetaling og kontroll av tilskudd til manuskriptutvikling og utdanningsrettede tiltak](#)

### Nye vegar til dokumentar

[Forskrift om tilskudd til utvikling og produksjon av dokumentarfilm som ikke er kinofilm](#)

[Særattestasjon til NFI tilskudd til audiovisuelle produksjoner word2007.docx](#)

### Manusutvikling

[Forskrift om tilskudd til manuskriptutvikling og utdanningsrettede tiltak \(§6\)](#)

[Forskrift om søknad, utbetaling og kontroll av tilskudd til manuskriptutvikling og utdanningsrettede tiltak](#)

# Release funding. The regulations are only listed by their Norwegian name

## Includes funding for release internationally as well as funding for festivals

### Tilskot til lansering av kinofilm i Noreg

Publisert: 20.04.2010 | Sist endret: 12.04.2013

Norsk filminstitutt kan gi førehandsstilskot til lansering av kinofilm i Noreg.



Anbefal

0

Nyhetsbrev

Tips en venn

#### Kven kan søke?

Berre uavhengige audiovisuelle produksjonsforetak etablerte i Noreg, eit anna EØS-land eller Sveits, kan søke om lanseringstilskot. Foretaket må vere registrert i det norske einingsregisteret og organisert som aksjeselskap. Søknaden må gjelde eit kulturprodukt. Ein audiovisuell produksjon er eit kulturprodukt når det oppfyller minst tre av følgjande kriterium:

1. Manuskript eller litterært førelegg er originalskrive på norsk eller samisk.
2. Hovudtemaet er knytt til norsk historie, kultur eller samfunnsforhold.
3. Handlinga utspelar seg i Noreg, eit anna EØS-land eller Sveits.
4. Verket har vesentleg bidrag frå opphavspersonar eller utøvande kunstnarar busett i Noreg, eit anna EØS-land eller Sveits.

#### Relatert

##### Relaterte lenker

- [Forskrift om tilskudd til audiovisuelle produksjoner](#)
- [Forskrift om tilskudd til lansering av audiovisuelle produksjoner](#)
- [Forskrift om krav til materiale for profilering av audiovisuelle produksjoner i utlandet](#)
- [Forskrift om føring av regnskap for audiovisuelle produksjoner](#)
- [Lov om rett til innsyn i dokument i offentlig verksemd](#)

##### Relaterte dokumenter

- [Mål for lanseringsplan for kinofilm i Norge.doc](#)
- [Kalkyleskjema for lansering av kinofilm i Norge \(bokmål\).xls](#)
- [Kalkyleskjema for lansering av kinofilm i Norge \(nynorsk\).xls](#)
- [Melding om rett til å klage på forvaltningsvedtak \(bokmål\).doc](#)
- [Melding om rett til å klage på forvaltningsvedtak \(nynorsk\).doc](#)

### Tilskot til lansering av interaktive produksjonar i Noreg

Publisert: 20.04.2010 | Sist endret: 15.01.2013

Norsk filminstitutt kan gi førehandsstilskot til lansering av interaktive produksjonar i Noreg.



Anbefal

2

Nyhetsbrev

Tips en venn

Med interaktiv produksjon meinst eit dataspel eller ein annan digital audiovisuell produksjon som føreset brukarmedverking.

#### Kven kan søke?

Interaktive produksjonar som har fått utviklingstilskot frå Norsk filminstitutt kan søke om førehandsstilskot til lansering av interaktive produksjonar i Noreg.

Berre uavhengige audiovisuelle produksjonsforetak etablerte i Noreg, eit anna EØS-land eller Sveits, kan søke om lanseringstilskot. Foretaket må vere registrert i det norske einingsregisteret og organisert som aksjeselskap. Med uavhengig audiovisuell produksjonsforetak meinst her eit foretak som har produksjon av audiovisuelle produksjonar som hovudformålet sitt og som ikkje har det offentlege som hovudeigar eller i vesentleg grad er knytt til eit kringkastingsforetak. Vesentleg grad av tilknytning betyr at eit enkelt kringkastingsforetak har eigardelar eller stemmerettar på 25 prosent eller meir i produksjonsforetaket. Når fleire kringkastingsforetak er eigarar, er grensa 50 prosent.

#### Relatert

##### Relaterte lenker

- [Forskrift om tilskudd til audiovisuelle produksjoner](#)
- [Forskrift om tilskudd til lansering av audiovisuelle produksjoner](#)
- [Forskrift om krav til materiale for profilering av audiovisuelle produksjoner i utlandet](#)
- [Forskrift om føring av regnskap for audiovisuelle produksjoner](#)
- [Lov om rett til innsyn i dokument i offentlig verksemd](#)

##### Relaterte dokumenter

- [Kalkyleskjema for audiovisuelle produksjoner \(bokmål\).xls](#)
- [Kalkyleskjema for audiovisuelle produksjoner \(nynorsk\).xls](#)
- [Melding om rett til å klage på forvaltningsvedtak \(bokmål\).doc](#)
- [Melding om rett til å klage på forvaltningsvedtak \(nynorsk\).doc](#)

### Tilskudd til lansering av audiovisuelle produksjoner i utlandet

#### Tilskudd til lansering av audiovisuelle produksjoner i utlandet

Norsk filminstitutt kan gi forhåndstilskudd til lansering av audiovisuelle produksjoner i utlandet.

[Les mer om Tilskudd til lansering av audiovisuelle produksjoner i utlandet](#)

#### Tilskudd til lansering av kinofilm på markeder i utlandet

Norsk filminstitutt ønsker å styrke norske filmers muligheter i det internasjonale markedet gjennom å gi tilskudd til et helhetlig og langsiktig internasjonalt lanseringsarbeid med en kinofilm, på internasjonale salgsmarkeder.

[Les mer om Tilskudd til lansering av kinofilm på markeder i utlandet](#)

#### Lansering av tv-drama i utlandet

Norsk filminstitutt har med hjemmel i forskrift nr 1168 om tilskot til audiovisuelle produksjonar § 4-3 utarbeida følgjande retningslinjer for vurdering av søknadar om tilskot til lansering av tv-drama i utlandet.

[Les mer om Lansering av tv-drama i utlandet](#)

#### Satser for tilskudd til Oscar-kampanje

Norsk filminstitutt har med hjemmel i forskrift nr 1168 om tilskudd til audiovisuelle produksjoner § 4-3 fastsatt satser for tilskudd til lansering av kinofilm, kortfilm, dokumentarfilm og fjernsynsserier for lansering i utlandet. Nedenfor følger en oversikt over satsene for tilskudd til Oscar-kampanje samt en beskrivelse av nominasjonsprosessen for Academy Awards (Oscar).

[Les mer om Satser for tilskudd til Oscar-kampanje](#)

### Festivaler som kvalifiserer til tilskudd

#### Festivalar som kvalifiserer til tilskot - Spelefilm

Oversikt over filmfestivalar som NFI prioriterer for spelefilm

[Les mer om Festivalar som kvalifiserer til tilskot - Spelefilm](#)

#### Festivalar som kvalifiserer til tilskot - Kortfilm

Satsar for tilskot til internasjonal lansering på festivalar og liste over prioriterte festivalar.

[Les mer om Festivalar som kvalifiserer til tilskot - Kortfilm](#)

#### Lanseringstilskudd spill utland

Norsk filminstitutt gir fra 2013 tilskudd til lansering av spill i utlandet. Tilskudd kan gis til spill med særlig internasjonalt potensial for lansering på viktige messer eller konferanser i utlandet.

[Les mer om Lanseringstilskudd spill utland](#)

#### Pakketilskudd til internasjonal lansering av dokumentarfilm som ikke er kinofilm

Som et ledd i en styrket satsing på dokumentarfilm og for å nå målet om økt eksport av norsk film, gir Norsk filminstitutt pakketilskudd til internasjonal lansering av dokumentarfilm som ikke er kinofilm.

[Les mer om Pakketilskudd til internasjonal lansering av dokumentarfilm som ikke er kinofilm](#)

#### Tilskudd til internasjonal lansering på festivaler

Norsk filminstitutt har med hjemmel i forskrift nr 1168 om tilskudd til audiovisuelle produksjoner § 4-3 fastsatt satser for tilskudd til lansering av kinofilm, kortfilm, dokumentarfilm og fjernsynsserier for lansering i utlandet. I menyen til høyre vil du finne oversikter over satser for festivaldeltagelse.

[Les mer om Tilskudd til internasjonal lansering på festivaler](#)

#### Festivalar som kvalifiserer til tilskot - Dokumentarfilm

Oversikt over dokumentarfilmfestivalar som NFI prioriterer.

[Les mer om Festivalar som kvalifiserer til tilskot - Dokumentarfilm](#)

# Legal Deposit. National Library of Norway

- Legal Deposit
- All material published in Norway must legally be deposited with the National Library of Norway. This applies irrespective of the format of publication, as the law is media-neutral.
- Legal depositing ensures that those parts of the Norwegian cultural heritage that are manifested as published material are preserved for posterity. It is also an important source for documentation and research in the present day.
- What is being digitized?
  - The National Library of Norway is digitizing its entire collection. The Norwegian Legal Deposit Act requires that all published content, in all media, be deposited with the National Library of Norway. The collection is also being expanded through purchases and gifts. The digital collection contains material dating from the Middle Ages up to the current day.
  - In parallel with digitizing of analogue material, the National Library of Norway is working to expand the scope of publications covered by legal digital deposit legislation. The Library wishes to receive the digital source of the publication and in this way expand collection's digital content. The digitizing programme started in 2006. It is estimated that it will take 20–30 years for the entire collection to be digitized (2026-2036)

The screenshot shows the website of the National Library of Norway (Nasjonalbiblioteket) with a focus on the legal deposit form for film. The header includes the library's name and navigation links like 'Tilbud', 'Besøk', 'Hva skjer?', 'Om NB', 'Bibliotekutvikling', 'Presse', and 'Kontakt'. A large banner image shows people working in a library. Below the banner, the breadcrumb trail reads 'Forside > Om NB > Hva skal pliktavleveres? > Film'. The main content area is titled 'Film' and contains several sections: 'Adresse for avlevering:' (National Library of Norway, Pliktavlevering, 8607 Mo i Rana), 'Hva skal avleveres?' (Film skal avleveres som: Masterkopi med tilhørende lyd, undertekster m.m.; Brukskopi - alle versjoner og distribusjonsformater), 'Dette gjelder spillefilm, dokumentar så vel som kortfilm og reklamefilm.', 'Andre utgivelser av filmen - eksempelvis fjernsynsversjon og utgivelse på video skal også avleveres.', 'Hvem skal avlevere?' (Det er utgiver som er ansvarlig for å avlevere. Kostnadene dekkes av utgiver.), 'Form og kvalitet' (Masterkopi, Kopi av master skal være i kopieretelse 1:1, med tilhørende lyd. Med masterkopi menes her den digitale kildemasteren, dvs. den ferdig redigerte, mastrede filmen i beste kvalitet, med komplett lyd. Produksjons- og tekniske metadata og rulletekster skal også legges ved. Kopi av master skal være uten ytterligere komprimering, pakking eller datareduksjon på annen måte. Filformatet avleveres i åpne og standardiserte format, så lenge produksjonsutstyr og programvare som brukes i fremstillinga av filmen støtter dette. Formatet må også kunne støtte oppløsning i 2K og 4K eller bedre.), and 'Fortrinnsvis avleveres dette i filformatet:'. On the right side, there is a search bar with 'Avansert søk' and a 'Søk' button, and a list of 'Reklamefilm' items like 'Filmteasere og -trailere', 'TV-spot', 'Electronic Press Kit', 'Filmpakater og -brosjyrer', 'Egenproduksjoner og oppdragstfilm', 'Fiksjons- og dokumentarfilm for fjernsyn', 'Manus og dreiebok', 'Kameranegativer og opptakstrier', 'Filmyd', and 'Metadata - film'. At the bottom right, there are links for 'Se også: Brosjyre om pliktavlevering av film (pdf)' and 'For utgivere: Hva skal avleveres fra digital produksjon av kinofilm? (pdf)'.



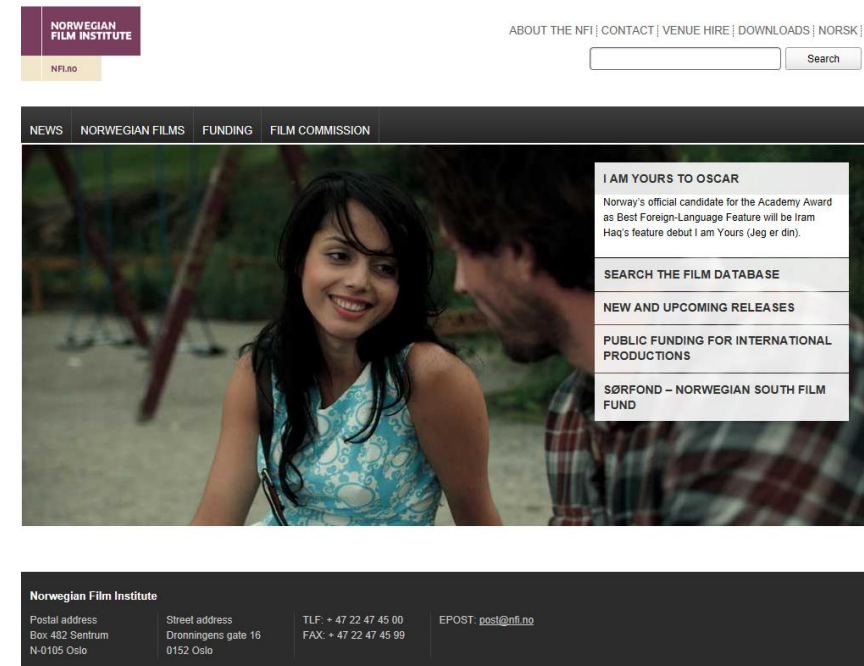
# Norwegian Film Institute and Film Commission Norway

- Norwegian Film Institute

- The Norwegian Film Institute (NFI) operates under the auspices of The Royal Norwegian Ministry for Culture and is the government's civil executive body for the film sector and its advisor in questions of film policy. Through Regulations delivered by the Ministry and its general mandate the NFI is charged with putting the government's film policy into practice.
- The NFI provides support for Norwegian Films, television series and electronic games, and organizes training and talent development in the sector. The Film Institute represents and informs about Norwegian film on the national as well as on the international levels.
- The Film Institute represents Norway in the European co-production fund EURIMAGES and in the European Audiovisual Observatory.
- The NFI is a member of the international film archives' organization FIAF, and of a number of other international bodies and organizations in the film sector, among them the International Council of Educational Media, European Film Promotion and Scandinavian Films.
- Development & Production Department (UPA) administers public grants for the development and production of audiovisual projects such as short films, documentaries, features, interactive games and TV drama. UPA is also responsible for courses, seminars and workshops directed towards the professional Norwegian film industry.
- Promotions & International Relations Department represents and promotes Norwegian films at festivals and markets abroad and works to create links between Norwegian producers and the international film-making community.
- <http://www.nfi.no/english/aboutnfi/about>

- Film Commission Norway

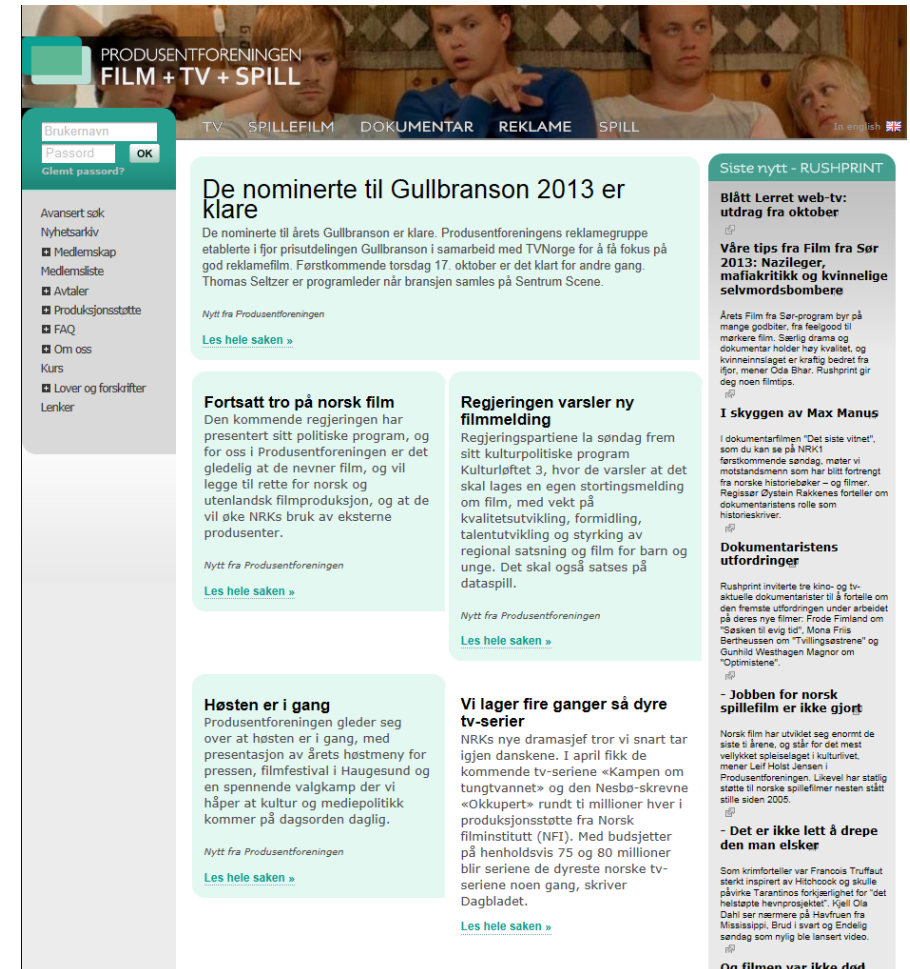
- The Film Commissions are based on trade grounds, and offer facilitation for foreign productions coming to their region.
- <http://www.nfi.no/english/film-commission>





# The Norwegian Film and TV Producers' Association Film, TV, and Games

- **The Norwegian Film and TV Producers' Association** (Produsentforeningen) was established in 1933. As of today the association comprises approximately 80 independent production companies involved in film and TV production. Its members are spread throughout the country and produce everything from short films to documentaries, feature films, TV programs, commercial films, commissioned films, multimedia and more.
- Produsentforeningen is both a trade association and an employers' association. The association works for political influence in relation to the authorities, public institutions, TV stations and copyright organizations. As an employers' association Produsentforeningen negotiates wage agreements, framework agreements and standard contracts with staff and artist organizations.
- Produsentforeningen serves the best interests of its members in a number of committees and boards such as The Norwegian Film fund the copyright organization NORWACO, the Gullruten Foundation, the Amanda committee and Fond for lyd og bilde (Arts Council Norway).
- Produsentforeningen has a broad international contact network. The association is a member of [FIAPE](#) – the international film producers' federation, [AGICOA](#) – the producers' international copyright organization, [EDN](#) – the organization for European documentaries, [CFP-Europe](#) – the association for commercial film producers, and [CEPI](#) – the organization for European TV producers.
- Since 1998 Produsentforeningen has been the owner of the Gullruten Foundation. The purpose of this foundation is to arrange Gullruten, an award show for the year's best TV programmes. The ceremony is broadcast live on Norway's TV2. Produsentforeningen is represented on the board of Gullruten and in the Gullruten Committee. The committee consists of representatives from all Norwegian TV channels as well as the Gullruten Foundation. Produsentforeningen works closely with TV2 on the Gullruten broadcast.



The screenshot shows the website of Produsentforeningen (The Norwegian Film and TV Producers' Association). The header features the organization's name and logo, along with navigation links for TV, Spillefilm, Dokumentar, Reklame, and Spill. A sidebar on the left contains links for login, password, and various services like membership, production support, and FAQ. The main content area displays several news articles:

- De nominerte til Gullbranson 2013 er klare**: Announces the nominees for the Gullbranson 2013 awards, mentioning the deadline for nominations and the upcoming ceremony.
- Fortsatt tro på norsk film**: Discusses the continued support for Norwegian film, mentioning the Gullruten Foundation and the importance of funding.
- Regjeringen varsler ny filmmelding**: Reports on the government's announcement of a new film policy, highlighting the focus on quality and regional development.
- Høsten er i gang**: Celebrates the start of the film season, mentioning the Gullruten Foundation and the importance of funding.
- Vi lager fire ganger så dyre tv-serier**: Discusses the high production costs of TV series, mentioning the Gullruten Foundation and the importance of funding.
- Siste nytt - RUSHPRINT**: A section dedicated to the Rushprint film festival, featuring articles about the festival's history, current events, and future plans.

## Section 5

### Overview of Norway's Position in the European Audiovisual Sector

# Norway's position in the European arena

---

The EC's AV objectives are

- European cultural diversity
- the protection of minors
- the promotion of media diversity
- increased European film production.

The EU thus encourages cooperation between Member States & Associated Countries and supports their action on the basis of Article 167 of the Treaty on the Functioning of the European Union (EU). The "Audiovisual Media Services" (AMS) Directive and the Media Programme (soon to be Creative Europe) are the two cornerstones of Community audiovisual policy.

Norway:

- AMS Directive implemented 1 January 2013
- Council of Europe – European Convention on Cinematographic Co-production implemented 1 January 2010
- 13 September 2011 deemed that the self-regulation system and ISPs' codes of conduct were well-adapted to the new digital environment
- 13 September 2011 reported that evaluation systems for the assessment of possible favourable or adverse effects of video games on minors' development or health were in place.
- 13 September 2011 reported that media literacy and awareness-raising had been integrated in school education to protect minors from harmful video games.
- Signatory to Pan-European Games Information Service (PEGI) concerning the protection of minors with regards to video games.
- Member of European Audiovisual Observatory
- Green Paper "*Preparing for a Fully Converged Audiovisual World: Growth, Creation and Values* – released by EC on 24 April 2013, being responded to by the Norwegian Media Authority by 30 Sept 2013

# Norwegian Participation in European AV Programmes

- Digital Agenda for Europe (2014 – 2020)
- Creative Europe (2014 – 2020)
- EURIMAGES (1989 to present)
- Culture Programme (2007 – 2013)
- Media Mundus (2011 – 2013)
- MEDIA International (2008 – 2010)
- MEDIA 2007 (2007 – 2013)
- MEDIA Plus (2001 – 2006)
- MEDIA-Training (2001 – 2006)
- Media II (1996 – 2000)
- MEDIA II Training (1996 – 2000)
- Media (1991 – 1995)



**CREATIVE  
EUROPE**

**MEDIA**   
M U N D U S



Digital Agenda for Europe: <https://ec.europa.eu/digital-agenda/en>

Creative Europe: [http://ec.europa.eu/culture/creative-europe/index\\_en.htm](http://ec.europa.eu/culture/creative-europe/index_en.htm)

Eurimages: [http://www.coe.int/t/dg4/eurimages/default\\_en.asp](http://www.coe.int/t/dg4/eurimages/default_en.asp)

Culture Programme: [http://ec.europa.eu/culture/our-programmes-and-actions/culture-programme-\(2007-2013\)\\_en.htm](http://ec.europa.eu/culture/our-programmes-and-actions/culture-programme-(2007-2013)_en.htm)

MEDIA Programme: [http://ec.europa.eu/culture/media/index\\_en.htm](http://ec.europa.eu/culture/media/index_en.htm)

## EU AV Programmes ending in 2013; 2014 sees new opportunities

---



Creative Europe: starts in 2014

[http://ec.europa.eu/culture/creative-europe/index\\_en.htm](http://ec.europa.eu/culture/creative-europe/index_en.htm)

Digital Agenda for Europe: starts in 2014

<https://ec.europa.eu/digital-agenda/en>



# Under-representation by Norway in European AV Programmes

---

Example 1: Applications to the EU's Culture Programme in 2010

Strand 1.1 (multi-annual co-op projects):

40 applications received, 0 from Norway

Strand 1.2.1 (co-operation projects):

315 applications received, 2 from Norway



Example 2:  
MEDIA International,  
Preparatory actions  
2008 - 2010:  
0 projects in Norway

Example 3: EURIMAGES



- 2013 – Co-production – 0 Norwegian projects funded
- 2012 – Co-production – 2 Norwegian projects funded
- 2011 – Co-production – 3 Norwegian projects funded
- 2011 – Distribution – 3 Norwegian projects funded

# Participation can be successful – local case of live remix concept festival



Under the EU's 'Support for European cultural festivals'

PUNKT

- 2011 – Punkt scored 100/100 and was awarded 80 000 EUR
- 2012 – Punkt scored 97.5/100 and was awarded 100 000 EUR

## Digitisation of cultural archives – a European view

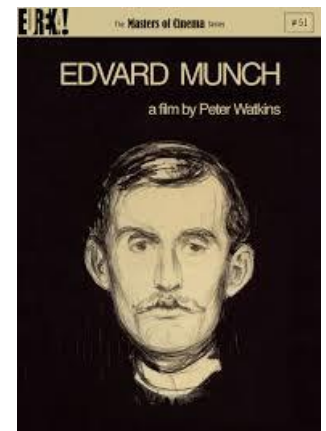
---

*Digitisation breathes new life into material from the past, & turns it into a formidable asset for the individual user & an important building block of the digital economy.*

*Making our cultural heritage accessible and preserving it for future generations confers benefits related to the wider access to and democratisation of culture and knowledge, as well as the benefits for the educational system - both schools and universities. Other major benefits lie in the economic sphere and concern the development of new technologies and services for digitisation, for digital preservation and for interacting in innovative ways with the cultural material. The digitised material can in itself be a driver of innovation and be at the basis of new services in sectors such as tourism and learning.*



*In summary – ACCESS is key!*



## Digitisation of cultural archives – recommendations to cultural institutions

---

The European Commission – via a ‘Comité des Sages’ – makes the following recommendations to cultural institutions across Europe:

- **Ensure wide access to and use of digitised public domain material**
- **Stimulate the digitisation and online accessibility of in-copyright material**
- **Reinforce Europeana as the reference point for European culture online**
- **Guarantee the sustainability of digitised resources**
- **Find sustainable financing for digitisation and Europeana**
- **Complement public funding through public private partnerships for digitisation**



*The New Renaissance: The Report of the Comité des Sages Reflection Group on Bringing Europe's Cultural Heritage Online, 2011*



Access to:

- Over 29 million objects
- From more than 2 200 institutions
- From 36 countries

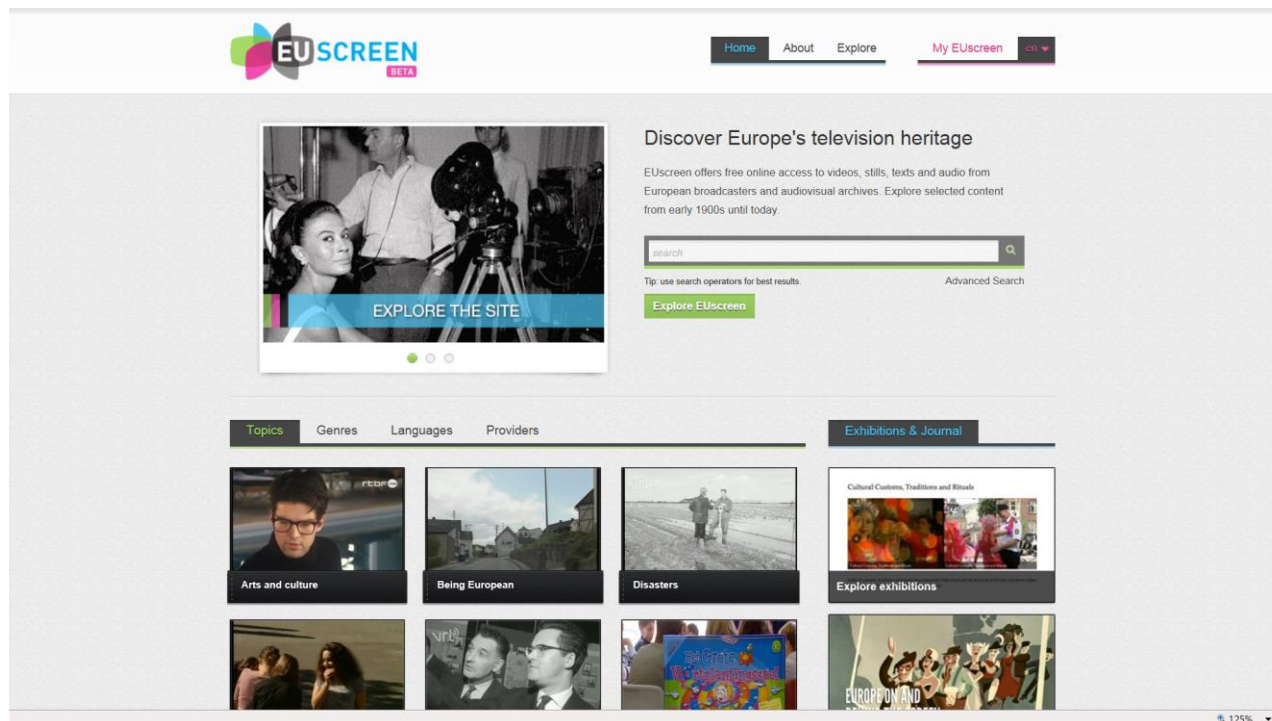


The (only) contributor from Norway is: Norsk Kulturråd, who has contributed 1,358,120 items (image, sound, text, video), 4.69% of the total, status 5 August 2013.



# EU project – EUScreen, [www.euscreen.eu](http://www.euscreen.eu)

- Offers free online access to videos, stills, texts and audio from European broadcasters and audiovisual archives.
- Norway is an associate partner, via the National Library of Norway, but as at 4 October 2013, no Norwegian content was listed on their website.
- EUScreen's 2012 report on access to European audiovisual heritage cites a 2012 study estimating that “the worldwide footage industry” is “worth \$394 million” and an
- Earlier work pegged “the global trade in audiovisual archives” at “EUR 364 million.”



# SWOT

## European Perspective

| Strengths  | Weaknesses   |
|--|--|
| <ul style="list-style-type: none"> <li>• High level of competence in region</li> <li>• High level of multilingualism in region</li> <li>• Excellent ICT in education compared to EU</li> <li>• Companies willing to embrace 'internationalism'</li> <li>• High level of integration of EU policy, e.g., AVMS Directive</li> <li>• Examples of successful EU participation exist</li> <li>• Well organised support in Brussels, through South Norway Office</li> <li>• National commitment to participation in EU Programmes</li> </ul>   | <ul style="list-style-type: none"> <li>• Low take up in European AV Programmes</li> <li>• Low competence in applying for and securing international funding</li> <li>• Low expectation of success with EU funding</li> <li>• Hard to succeed in an EU programme if a sole proprietorship</li> <li>• Low level of networking, leading to weakness in establishing a cross-border partnership in order to apply for EU funding</li> <li>• Sometimes national rules scupper EU intentions, e.g., Eurostars</li> <li>• Low perception of importance of European access to Norwegian cultural archives</li> <li>• Region would start from a low knowledge base in attracting foreign film producers to Norway</li> <li>• Misinformation in the region regarding EU funding and application work required</li> </ul> |
| Opportunities  | Threats  |
| <ul style="list-style-type: none"> <li>• (Active participation in) Creative Europe, starting in 2014</li> <li>• (Active participation in) Digital Agenda for Europe – one of the seven pillars of Europe 2020, starting in 2014</li> <li>• International collaboration leads to further innovation &amp; creativity</li> <li>• Should the EC rule against national film subsidies in the EU, then position as 'Film-Friendly Agder' for first mover advantage</li> <li>• Map and proactive distribution of information on public funding opportunities locally, nationally, and internationally</li> <li>• Provide support for funding applications, where necessary</li> <li>• Arrange an mini seminar addressing issues related to e.g. funding, competence, etc. – and use as networking event.</li> <li>• Establish an EU desk to provide information &amp; support</li> </ul> | <ul style="list-style-type: none"> <li>• Risk being left behind if not active in new opportunities</li> <li>• If networking opportunities are not provided, the companies may miss the possibility of finding international partners</li> <li>• Projects could fail due to lack of international funding</li> <li>• Risk of not keeping up with market advances if not looking across national boundaries</li> <li>• If the industry does not join forces and work together, it may stay at the current fragmented level – despite capable and professional individuals</li> <li>• Other regions in Europe (e.g., Luxembourg, Ireland) are specialising in animation, competing directly with Agder</li> <li>• The digital competence risks stagnating</li> </ul>  |

# Access to Audiovisual Media Services for persons with disabilities

---

*“The right of persons with a disability and of the elderly to participate and be integrated in the social and cultural life of the Union is inextricably linked to the provision of accessible audiovisual media services”.*

*AMS Directive*

Following the implementation of the AMS Directive in Norwegian Law, the Broadcasting Act has been amended with a new provision that requires all nationwide TV channels with a market share of more than 5% to provide subtitling to all pre-produced programs between 18:00 and 23:00 and live programs - if technically possible.

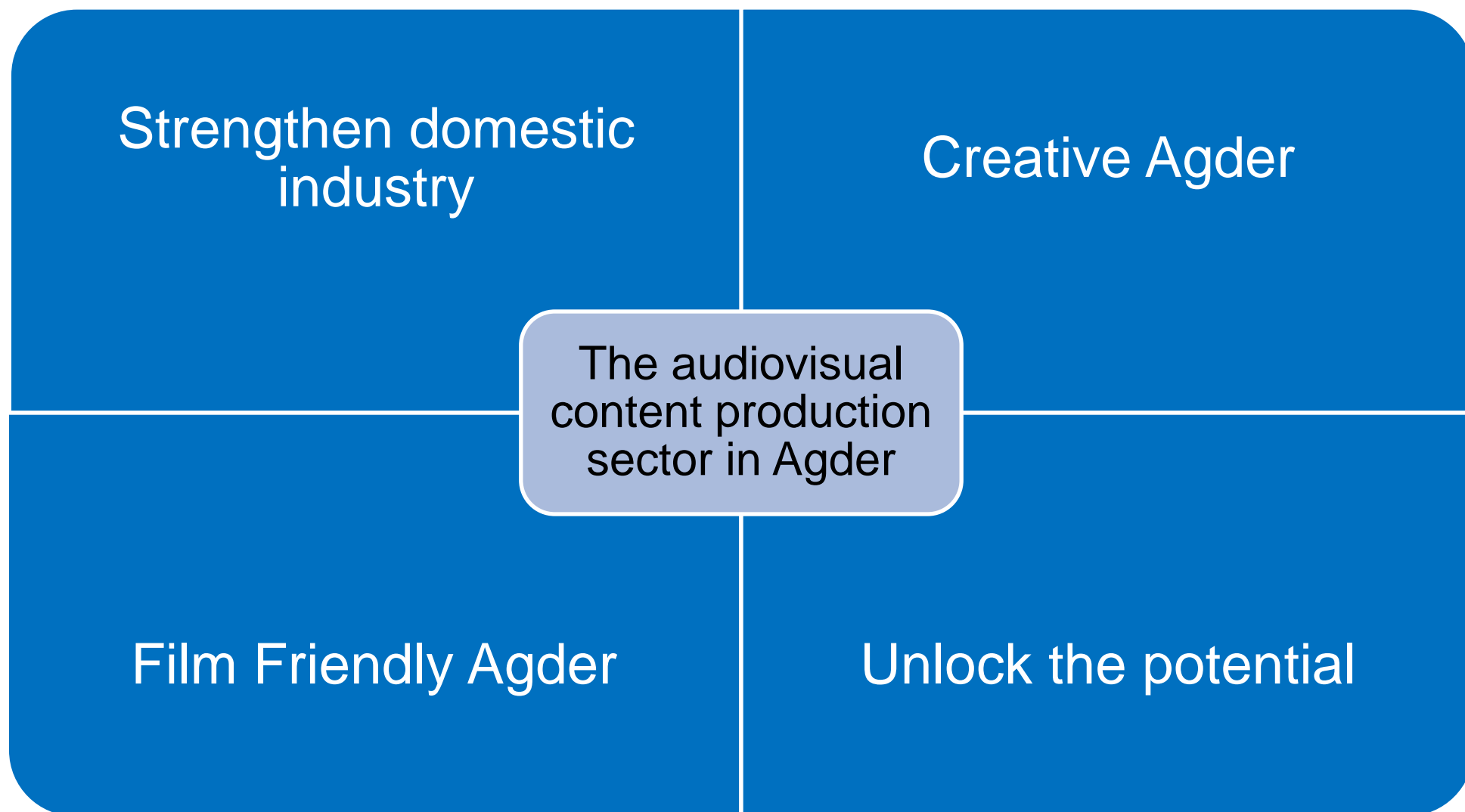
The ‘Converged AV World’ Green Paper opens consultation on the additional standardisation efforts which would be needed to improve accessibility and on the incentives to encourage investment in innovative services for people with disabilities.

Kilden Digital – providing audiovisual media services in order to improve accessibility in southern Norway.



## Section 6

### Recommendations





## Recommendations – Strengthen domestic industry

---

Protect & develop  
small niche content  
companies & content  
creators

Enable overlap &  
cross-fertilisation of  
ideas, leading to  
innovation

Foster innovation &  
creativity

Enable better co-  
operation amongst  
enterprises for larger  
projects

Encourage the  
development of a  
local distribution  
market

Develop an  
illustrative case study

Enable mentoring to  
transfer expertise  
from the experienced  
to those new in the  
sector

## Recommendations – Creative Agder

---

Enable business skills mentoring to transfer expertise

Develop a stronger understanding of international markets

Ensure skills training is aligned with industry growth targets

Develop & plan for existing & future skills needs

Enable high-level international mentoring for those showing exceptional talent

Provide opportunities for cross-industry placements

Further develop digital competence – perhaps a bursary scheme to enable participation in international best practice

Leverage Norway's storytelling culture in developing digital and media literacy programmes

## Recommendations – Unlock the potential

---

Be proactive and targeted in EU AV programmes

Develop competence in funding mechanisms, e.g., through an EU Desk

Align regional policy with emerging EU policy for the content industry

Establish the Agder AV/film 'Yellow Pages'

Establish a section on education/training available in the region, and include prizes

Develop regional policy to assist local digital industry initiatives to develop

Facilitate networking and expand international contacts

## Recommendations – Film Friendly Agder

---

Offer producer grant funding  
(both fiction &  
documentaries)

Establish a local film fund

Facilitate 'creators in  
residence' programmes

Lay the foundations for a  
development agency to  
support & promote the Agder  
film industry

Ensure that Agder presents  
an integrated and complete  
image to potential film  
makers, with all pertinent  
information accessible from  
one source

Promote Agder worldwide as  
a film location

Improve distribution and  
arenas for showing short  
films

# List of references / sources

---

## Local sources

- Fædrelandsvennen 2013
  - *All articles for 2013 regarding the local film industry*
- Sørnorsk filmsenter 2013
  - *Strategiplan for Sørnorsk filmsenter AS 2013-2017*
  - *Registre og oversikter over bransjen*
- Sørnorsk filmsenter 2011-2013
  - *Årsrapporter 2010, 2011, 2012*
- Agderforskning 2010
  - *“Ei næring i startgropa”. Kartlegging av film- og multimedienæringa i Agderfylka*
- Bjørn Enes / Cultiva 2007
  - *“Digitale audiovisuelle produkter*
- Kristiansand Kino, 2004
  - *Filmbyen Kristiansand. Rapport fra forprosjekt utført av Kristiansand Kino*
- Web sites:
  - *South Norwegian Film Centre, Norwegian Film Institute, STOFF, All educational institutions, Kilden, Digin, company websites for local businesses*

## National sources

- Culture / film
- Norges offentlige utredninger 2013
  - *NOU 2013:4 Kulturutredningen 2014*
- Kulturdepartementet 2013
  - *Fra gründer til kulturbedrift*
- Kulturdepartementet 2012
  - *Public consultation – Assessing state aid for films and other audiovisual works*
- Menon-publikasjon nr. 9/2011
  - *Rapport. Kulturnæringens betydning for norsk økonomi*
- Melding til Stortinget 2006-2007
  - *Stortingsmelding nr. 22. Veiviseren for det norske filmområdet*
- Rambøll Management 2005
  - *Kultur og kirkedepartementet. Kartlegging og vurdering av utviklingen i den norske filmbransjen. Rambøll Management*
- Computer Games
- Kristine Jørgens og Jørgen Tharaldsen 2012
  - *Den norske spillundersøkelsen, v.1.0. På oddrag av Produsentforeningen*
- Melding til Stortinget 207-2008
  - *Stortingsmelding nr. 14. Dataspill (computer games)*

## • National sources (cont.)

- ICT
- Melding til Stortinget 2012-2013
  - *Stortingsmelding nr. 23. Digital agenda for Norge. IKT for vekst og verdiskaping. (Also available in English)*
- Norges offentlige utredninger 2013
  - *NOU 2013:2. Hindre for digital verdiskaping*
- **Other:**
- PROFF FORVALT database 2013
  - *Bransjeanalyse, regnskapsinfo*
- Statistisk sentralbyrå 2007
  - *Standard for næringsgruppering (NACE)*
- Statistics Norway
- Medianorway
- TNS Gallup
- Norwegian Production Guide, by Film Commission Norway



# List of references / sources

---

## International sources - European

- *Europa website*
  - Green Paper “Preparing for a Fully Converged Audiovisual World: Growth Creation and Values”:
  - AMS Directive
  - Digital Agenda for Europe
  - Creative Europe
  - Culture Programme
  - MEDIA Programme
  - Digital Libraries Initiative
  - The A-Z of Audiovisual and Media Policy
  - Survey of schools: ICT in education – country profile: Norway, November 2012
  - The New Renaissance: The Report of the Comité des Sages Reflection Group on Bringing Europe’s Cultural Heritage Online
  - Protecting Children in the Digital World
  - Commission Communication concerning state aid for films and other audiovisual works
- *Eurostat*
  - Eurostat 2012 Individuals – Mobile internet access

- *Council of Europe*
- *European Audiovisual Observatory*
- *Pan-European Games Information Service*
- *The European Audiovisual Entrepreneurs*
- *Europeana*
- *EUScreen*
- *EUROMED AUDIOVISUEL III*
  - Morocco
  - Egypt
  - Lebanon

## International sources - other

- *PWC*
  - Report on “Global Entertainment and Media 2009 – 2013”
  - Irish Audiovisual Content Production Sector Review
- *Mary Meeker Report, Morgan Stanley, April 2010*
- *Infocomm International*
- *Distimo , the app store analytics company*
- *Statista, the statistics portal*

- *Irish Film Board*
  - Digital Cinema in Ireland
  - Irish Film Board Report 2011
  - Annual Report 2009
  - Adapting to the changing competitive dynamics of the international film industry
  - Creating a Sustainable Irish Film and Television Sector
- *Irish Business and Employers Federation*
  - Audiovisual Federation Review 2010
- *Audiovisual Strategic Review Steering Group*
  - Creative Capital Web
- *US Commercial Service*
  - Audio Visual Market Guide -EUROPE
- *ASSESSING THE AUDIOVISUAL ARCHIVE MARKET - Models and Approaches for Audiovisual Content Exploitation, by Peter Kaufman*