



INDIA @ VENICE 2020

FOCUS ON INDIA

CHALLENGES AND OPPORTUNITIES IN THE
INDIAN FILM INDUSTRY

VENICE PRODUCTION BRIDGE

7TH SEPTEMBER 2020

INDIA'S
FIRST EVER
PARTICIPATION
AT
VENICE

10 TAKEAWAYS OF INDIA -

1 India and Italy agree on the rules of procedure for co-production treaty which will be announced soon.
India to offer incentives for co-production filming under the new set of rules.

2

Co-productions and shooting locations have been identified by Italy as the two main pillars of collaboration with India.

3 Italy includes India among target countries both for productions and to attract tourists. The campaign 'Living in Italian Style' has India at its centre.

4

India's participation as a focus country for the first time in the Venice Film Festival is a step ahead in strengthening film production ties that began this year with the participation of Italy in the 21st edition of FICCI FRAMES.

5

Both the countries need to build a common and long lasting partnership to exchange productions with global dimensions.

ITALY COLLABORATION

6 COVID has provided an opportunity to do production digitally. The new phygital model of organising events and festivals, such as Venice Film Festival 2020, will most probably become mainstream going forward.

7 India and Italy have already initiated their first co-production project, 50 percent work on which has been completed in Italy.

8

Italy offers tax credits to support foreign production shootings. The country has already received three requests for tax credits for Indian movies to be shot in Italy, which is the start of a much more intense activity.

9 Each region in Italy has an extremely efficient and active film commission to support foreign productions. Italian government offers an integrated package for coproduction, and funds with more than 60 million Euros in value are available to its various embassies to promote culture and filming in Italy.

10 Indian filmmakers see COVID-19 transforming the industry in many ways, although the fundamentals would remain the same. OTT is a great opportunity for filmmakers who see polarisation of content happening with dramatic increase of digital only content from 2000 hours in 2019 to 4000 hours this year but with different monetization.

VOICES

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India and Italy have agreed on the rules of procedure for co-production treaty and it is hoped that it will take our joint collaboration to a new level



Prakash JAVADEKAR
Minister for Information & Broadcasting, Government of India

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We are two superpowers in culture and with cinema we should create a permanent relationship. We want Italian movies to be present in all Indian festivals and we want Indian movies to be present in Italian festivals



H.E. Vincenzo DELUCA
Ambassador of Italy to India

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We think this collaboration has still a long way to go. But the fact that Italy was the Guest of Honour in FICCI FRAMES this year despite the pandemic and the Venice Film Festival has taken place with excellent results is a clear evidence of the fact that together we have the same strategic vision



Francesco RUTELLI
President of ANICA

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We have two major pillars—co-productions and shooting locations—on which to develop our collaboration to create products for both Indian and Italian audiences



Manlio DI STEFANO
Undersecretary of State for Foreign Affairs and International Cooperation - Italian Government

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We have announced the Standard Operating Procedures and guidelines for filming in India. The initial feedback from the film industry has been positive

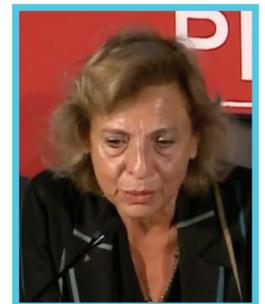


TCA Kalyani
Joint Secretary (Films), Ministry of Information & Broadcasting, Government of India & MD, NFDC

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We are finally reaching the end of the procedural rules that were so necessary. These should be completed and come into force. It will allow us to fully recognize co-productions in Italy and India



Maria Giuseppina TROCCOLI
Head of Cinema and Audiovisual Department - DG Cinema of MiBACT

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VOICES

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Indian and Italian producers must dream together, tweet together, discuss projects and ideas (virtually for the time being) and we will get results

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Roberto STABILE
Head of International
Department of ANICA
and ITA Audiovisual Desks
Coordinator

“

Challenges in the Indian film industry today are not very different from those of the rest of the world, which is how to put a show or a film together, how to shoot it, and how to post produce it

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Bobby BEDI
Filmmaker and Managing
Director, Kaleidoscope
Entertainment

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Cinema has changed so much from silence to sound, from black and white to color, and from analog to digital. Today, people are watching OTT but they're longing for theater. OTT has given a great opportunity to young filmmakers, especially people who are making short fiction films and documentaries

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Goutam GHOSE
Indian Filmmaker

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We need to further accelerate the opportunity that the CORONA pandemic has provided for collaboration as we go forward. This new phygital model of organising events and festivals will most probably become mainstream going forward. We can amplify our presence with this new model

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Dilip CHENOY
Secretary General,
FICCI

“

We were able to leverage the last film I made, Photograph, in a very interesting way. We were able to sell the movie before we made it to Amazon. And another time we had already sold the movie to various distributors in Europe. So I have no issue wanting to go straight to the digital space

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Ritesh BATRA
Indian Filmmaker

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I think that the market is going to work in a very interesting equilibrium. A couple of years ago OTT platforms would ask for a hundred percent exclusive release but now there are agreements by which you can have good release in theatres in major cities as well

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Sergio SCAPAGNINI
Italian Filmmaker

CINEMA BRINGS COUNTRIES CLOSER

Cinema's soft power helps forging international ties to bring countries closer. The rules of procedure for co-production treaty between Indian and Italy, which has been mutually agreed upon, will further build synergies between cinema industries of the two countries

"THE VENICE Film festival has stood as a symbol of recognition of cinematic excellence at an international platform," said Prakash Javadekar, Minister for Information and Broadcasting, Government of India, in his address at Venice Film Festival 2020, where India is the focus country this year.

"It is with great pleasure that I am announcing that India and Italy have agreed on the rules of procedure for co-production treaty and it is hoped that it will take our joint collaboration to a new level," said Javadekar during the session 'Challenges and Opportunities between India and Italy in Film Making'.

Stressing that "cinema not only showcases cultural mores but also brings countries closer," he said that cinema is a soft power that helps forging international ties. Inviting Italian filmmakers to come to India for filming he said, "Filming in India is an experience by itself and I invite everybody to come and shoot and to do pre-production as we have experienced crew members and facilities and very scenic spots. This year we are participating in the Venice Film market to showcase what India has to offer."

This year two feature films and one short film are being screened at the Venice Film Festival. India is also screening a film as market screening in Venice Production Bridge named 'In the land of Poisoned Woman' by Manu Bohra.

The minister congratulated and wished luck to Indian films being showcased in Venice and hoped that it will further boost collaborations between the Indian and Italian film industry.



Prakash JAVADEKAR
Minister for Information & Broadcasting,
Government of India

**FILMING IN INDIA IS AN
EXPERIENCE BY ITSELF
AND I INVITE EVERYBODY
TO COME AND SHOOT AND
TO DO PRE-PRODUCTION
AS WE HAVE EXPERIENCED
CREW MEMBERS AND
FACILITIES AND VERY
SCENIC SPOTS**

INDIA

A CULTURAL GIANT

Italy and India, which has one of the largest cinema industry in the world, share a strong bilateral relationship that continues to create a natural system for both the countries with which cooperation can further widened for mutual benefit



Manlio DI STEFANO

Undersecretary of State for Foreign Affairs and International Cooperation - Italian Government

INDIA AND ITALY SHARE A STRONG BILATERAL RELATIONSHIP. A GENERAL COOPERATION AGREEMENT BETWEEN THE TWO COUNTRIES WAS SIGNED IN NEW DELHI IN 2004. ANOTHER AGREEMENT DEFINES THE ACTIVITIES THAT ARE BEING SUPPORTING CINEMA AND AUDIO-VISUAL INDUSTRY

THE RELATIONSHIP of India and Italy in film production is in line with the great work the two countries are doing to strengthen the bilateral collaboration, which is very advantageous for Italy given that India is a cultural giant, said Manlio Di Stefano, Undersecretary of State for Foreign Affairs and International Cooperation - Italian Government.

Acknowledging that the growing Indian film market with one of the largest cinema industries in the world, Di Stefano said, "India will be one of the most important global powers in 10 years from now despite the difficulties posed by COVID presently."

India and Italy share a strong bilateral relationship. A general cooperation agreement between the two countries was signed in New Delhi in 2004. Another agreement defines the activities that are supporting the cinema and audio-visual industry.

"We have two major pillars—co-productions and shooting locations—on which we would like to develop our collaboration to develop products for both Indian and Italian people," Di Stefano said.

"We have a bilateral co-production agreement for cinema that entered into force in 2008. During the COVID-19 we have created a package of support measures for the various sectors in the country. But we also need to streamline the procedures in the film industry. Our task for the future will be involving the regional authorities so as to provide the film industry a simpler and easier set of rules so that more and more productions can choose Italy as a place to produce films," he added.

Italy, Di Stefano said, has "included India among our target countries both for productions and to attract tourists. So, India is at the centre of our campaign one of which is 'Living in Italian Style'".

INDIA, ITALY

MOVING TOWARDS PERMANENT PARTNERSHIP

Venice Film Festival presents an excellent opportunity to create a permanent collaboration between Italian and Indian cinema within the framework of strategic collaboration

ADDRESSING THE Venice Film Festival, H.E. Vincenzo De Luca, Ambassador of Italy to India, said that the prestigious film festival offers an opportunity to India and Italy to further deepen their partnership in creating world class cinema. "Today we can take a further step forward by creating a partnership that is not limited to isolated events but which creates a permanent collaboration between Italian and Indian cinema within the framework of strategic collaboration between the two countries," he said in his address via video conferences.

De Luca, who has been instrumental in finalizing the rules of procedure for co-production treaty between the two countries, participated at FIICI FRAMES 2020 as a virtual partner. "We presented the possibilities existing in production and co-productions in Italy and India," he added.

"We are two superpowers in culture and with cinema we should create a permanent relationship. We want Italian movies to be present in all Indian festivals and we want Indian movies to be present in Italian festivals," the Ambassador of Italy to India said.

Citing historical relationships in the field of cinema when noted filmmaker Satyajit Ray and popular Indian movie 'Monsoon Wedding' won Golden Lion award in 1957 and 2001 respectively, he called for "Italian cinema be sponsored in India and the new Indian cinema be better known in Italy."

Italy is not only an important market for Italy but also countries like India. "More and more movies that were successful in Italy became successful in the rest of the world. We want Venice Film Festival to become a launching platform for quality movies from other countries in the world," he said.

"Starting with FICCI FRAMES in June this year, we have to build a common partnership, a long lasting partnership to exchange productions with global dimensions," the Ambassador added.

"Relations between India and Italy go back to Roman times. We have a past and present based on innovation and creativity. Italy and India will chair G-20 in 2021 and 2022 respectively. We want our culture and creativity among our assets for the international community that is trying to develop dialogue in a time like this," De Luca said.



H.E. Vincenzo DE LUCA
Ambassador of Italy to India

MORE AND MORE MOVIES THAT WERE SUCCESSFUL IN ITALY BECAME SUCCESSFUL IN THE REST OF THE WORLD. WE WANT VENICE FILM FESTIVAL TO BECOME A LAUNCHING PLATFORM FOR QUALITY MOVIES FROM OTHER COUNTRIES IN THE WORLD

NEW RULES TO INCENTIVIZE FILMMAKERS

The new rules of procedures for co-production treaty between India and Italy aim at incentivising co-production filming in India; audio visual, animation, visual effects, gaming and comics policy soon to give boost to the sector and help digital production take off



TCA Kalyani

Joint Secretary (Films), Ministry of
Information & Broadcasting, Government of
India & MD, NFDC

**THE NOTIFICATION
OF THE CHAMPION
SERVICES SECTOR HAS
BEEN PROCESSED,
WHERE INDIA WILL BE
OFFERING INCENTIVES
FOR PRODUCTION AS
WELL AS INCENTIVES
FOR FILMING IN INDIA**

"THE RULES of procedures under the India Italy Co-production treaty have finally been completed, which will incentivize coproduction filming in India and go a long way in further strengthening the partnership between Indian and Italian film industry," announced TCA Kalyani, Joint Secretary (Films), Ministry of Information & Broadcasting, Government of India & MD, NFDC, while addressing the gathering of prominent filmmakers and policy makers at the Venice Film Festival.

Inviting overseas filmmakers to come and shoot in India "once the aviation restrictions are lifted," Kalyani said, "Only about a couple of weeks back we have announced the standard operating procedures. And these would be applicable to domestic as well as international productions in every state. Some of the states have issued additional guidelines which are only applicable in containment zones where there will be no shooting. Otherwise, we are following all the standard protocols, which are internationally accepted, like, you know, masks for all except for those in front of the camera, maintenance of physical distancing, and safety and security restrictions. All these things have been notified in the standard operating procedures."

Stressing that Media and Entertainment is a sunrise sector in India, she added that the notification of the champion services sector has been processed, where India will be offering incentives for production as well as incentives for filming in India. "This should be of interest to our Italian counterparts because we will be setting into motion incentives of filming in India," Kalyani said.

Another major announcement she made was related to a policy for audio visual, animation, visual effects, gaming and comics. "That is something which we hope to notify sooner than later to give the sector a boost, especially in times when shootings in all outdoor locations have stopped. We think digital production could kind of take off."

Kalyani said that Corona has been the biggest teacher of all. "The lesson which we all have learned that whether a conference is in Italy, Delhi, Rome or New York, we can all attend a meeting, which would have probably taken lots of time and effort in the pre Corona days," she said.

CO-PRODUCTION TREATY MARKS START OF A NEW ERA

Italy offers tax credits to support foreign production shootings, which is already attracting Indian filmmakers to shoot in the country

THE CO-PRODUCTION treaty between Italy and India is set to mark the beginning of a new era in film production, said Maria Giuseppina Troccoli, Head of Cinema and Audiovisual Department – DG Cinema of MiBACT, while underlining the various tax credits available in Italy to support foreign production shootings.

“In the year 2020 we had many objectives including participation in FICCI Frames 2020 and the Venice Film Festival. We hope this will be repeated in future. We are finally reaching the end of the procedural rules that were so necessary. These should be completed and come into force. It will allow us to recognize fully co-productions in Italy and India, although we have already started our first co-production. I hope it will be the first of the long series,” she said.

Italy offers tax credits to support foreign production shootings, which is already attracting Indian filmmakers to shoot in the country. “We already have received three requests for tax credits for Indian movies to be shot in Italy. It is the start of a much more intense activity. Besides this, Italy offers a whole range of locations that are difficult to be found elsewhere in the world,” Troccoli added.

She also said that each region in Italy has specific film commissions that are extremely efficient and active in supporting foreign productions. “Besides, filmmakers can also find high quality technical staff for post and pre-production work in Italy,” she said.



Francesco RUTELLI
President of ANICA

**WE ALREADY HAVE
RECEIVED THREE
REQUESTS FOR TAX
CREDITS FOR INDIAN
MOVIES TO BE SHOT IN
ITALY. IT IS THE START
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INTENSE ACTIVITY**

COVID-19

PANDEMIC MADE PHYGITAL MODEL VIABLE

The Secretary General of FICCI believes that Italy and India need to further accelerate the opportunities that the CORONA pandemic has provided for collaboration in coproduction of world class cinema



Dilip CHENOY
Secretary General, FICCI

THIS IS THE FIRST TIME THAT SUCH A PLATFORM HAS BEEN SET AT THE PRESTIGIOUS VENICE FILM FESTIVAL TO DISCUSS AND PROMOTE RELATIONS BETWEEN INDIA AND ITALY IN THE AREA OF FILMMAKING WHICH NEEDS TO BE CONTINUED IN THE FUTURE

THE COVID-19 pandemic has offered a great opportunity for organizers to collaborate digitally and the new phygital model of organizing events and festivals, of which Venice Film Festival is a great example, will probably become mainstream going forward, said Dilip Cheno, Secretary General, FICCI, while addressing a session focused on India.

He added that the digital possibility of Corona pandemic has provided both the countries the opportunity to participate remotely. "The disruptive COVID has actually provided us an opportunity to do production digitally. We need to further accelerate the opportunity that the CORONA pandemic has provided for collaboration as we go forward. This new phygital model of organizing events and festivals will most probably become mainstream going forward. We can amplify our presence with this new model," Cheno said.

"Italy participated in the 21st edition of the FICCI FRAMES this year as a partner country and I was truly amazed by their content and production capabilities, which I am sure enabled many Indian filmmakers and people in India to realize and see at first hand the opportunity that Italy presents and the possibilities of collaboration between India and Italy," said the Secretary General of FICCI.

He further added that FICCI is delighted to partner with ANICA and Embassy of Italy in India to organise the session focusing on India at Venice Film Festival. "This is the first time that such a platform has been set at the prestigious Venice Film Festival to discuss and promote relations between India and Italy in the area of filmmaking which needs to be continued in the future. This platform has provided an opportunity for India to connect with global audiences and reach out for further film production partnerships," he said.

VENICE BRINGS INDIA, ITALY CLOSER

The finalization of new rules of procedure under Italy-India Coproduction treaty is set to open new avenues of cooperation between the film industries present in both the countries to create world class cinema and develop better understanding between their people, who have a lot in common

India and Italy share historical ties since Roman times. Thanks to recent efforts made by the governments of the two countries that the two “global cultural giants” have been able to further strengthen cooperation amongst themselves from their points of strength, which is their love for films.

“It is with great pleasure that I am announcing that India and Italy have agreed on the rules of procedure for co-production treaty and it is hoped that it will take our joint collaboration to a new level,” said Prakash Javadekar, Minister for Information and Broadcasting, Government of India, in his address at Venice Film Festival 2020, where India is the focus country this year.

During the session ‘Challenges and Opportunities between India and Italy in Film Making’, Javadekar said that the Venice Film festival has stood as a symbol of recognition of cinematic excellence at an international platform. Stressing that “cinema not only showcases cultural mores but also brings countries closure”, he said that cinema is a soft power that helps forging international ties.

Inviting Italian filmmakers to come to India for filming, the minister said, “Filming in India is an experience by itself and I invite everybody to come and shoot and to do pre-production as we have experienced crew members and facilities and very scenic spots. This year we are participating in the Venice Film market to showcase what India has to offer.”

Recalling how Italy participated in the International Film Festival of India in as early as the year 2000 in Pune, Manlio Di Stefano, Undersecretary of State for Foreign Affairs and International Cooperation - Italian Government, said, “Our collaboration is continuing to create a real natural system for both India and Italy with which the cooperation can further grow for mutual benefit.”

Stressing on the importance of India as a partner, Di Stefano added, “The general cooperation agreement was signed in New Delhi in 2004. Another agreement defines the activities that are supporting the cinema and audio-visual industry. We have done exchanges from the point of view of communication, co-production and distribution.”

Acknowledging that the growing Indian film market with one of the largest cinema industries in the world, Di Stefano said, “India will be one of the most important global powers in 10 years from now despite the difficulties posed by COVID.” He added that India and Italy share a strong bilateral relationship marked by several meetings that have “widened our collaboration in many fields”, including culture and cinema.

The relationship of India and Italy in film production, he said, stands on the twin pillars of co-productions and shooting locations. He called for filmmakers to engage in productions “that can tell about a territory of Italy through a story and not through documentaries that describe how good we are here in Italy”.

Italy, Di Stefano said, has “included India among our target countries both for productions and to attract tourists. So, India is at the centre of our campaign one of which is ‘Living in Italian Style’”. He also added that

Italy has an integrated package for coproduction, and funds (more than 60 million Euros) are made available by Italy’s Ministry of Foreign Affairs to its embassies across the world in order to promote sectors like cinema. “The relationship of India and Italy in film production is in line with the great work the two countries are doing to strengthen the bilateral collaboration, which is very advantageous for Italy given that India is a cultural giant—a great resource for other countries that can go beyond commercial exchanges,” Di Stefano added.

Addressing the film festival via video conferencing, H.E. Vincenzo De Luca, Ambassador of Italy to India said Italy participated at FIICI FRAMES 2020 as a virtual partner.

Participating in FIICI Frames with as many as 40 operators, “we presented the possibilities existing in production and co-productions in Italy and India”. He added that “today we can take a further step forward by creating a partnership that is not limited to isolated events but which creates a permanent collaboration between Italian and Indian cinema within the framework of strategic collaboration between the two countries”.

“We are two superpowers in culture and with cinema we should create a permanent relationship. We want Italian movies to be present in all Indian festivals and we want Indian movies to be present in Italian festivals,” the Ambassador of Italy to India said.

Italy was one of the first countries with which India signed a bilateral co-production agreement that entered into force in 2008.

“Italy participated in the 21st edition of the FICCI FRAMES this year as a partner country and I was truly amazed by their content and production capabilities, which I am sure enabled many Indian filmmakers and people in India to realise and see at first hand the opportunity that Italy presents and the possibilities of collaboration between India and Italy,” said Dilip Chenoy, Secretary General of FICCI.

He hoped that the platform provided by the Venice Film Festival will help India to connect with global audiences and reach out for further film production partnerships.

TCA Kalyani, Joint Secretary (Films), Ministry of Information & Broadcasting, Government of India & MD, NFDC, underlined that the new rules of procedures that have finally been made will incentivize co-production filming in India and go a long way in further strengthening the partnership between Indian and Italian film industry.

THE GENERAL COOPERATION AGREEMENT WAS SIGNED IN NEW DELHI IN 2004. ANOTHER AGREEMENT DEFINES THE ACTIVITIES THAT ARE SUPPORTING THE CINEMA AND AUDIO-VISUAL INDUSTRY. WE HAVE DONE EXCHANGES FROM THE POINT OF VIEW OF COMMUNICATION, CO-PRODUCTION AND DISTRIBUTION

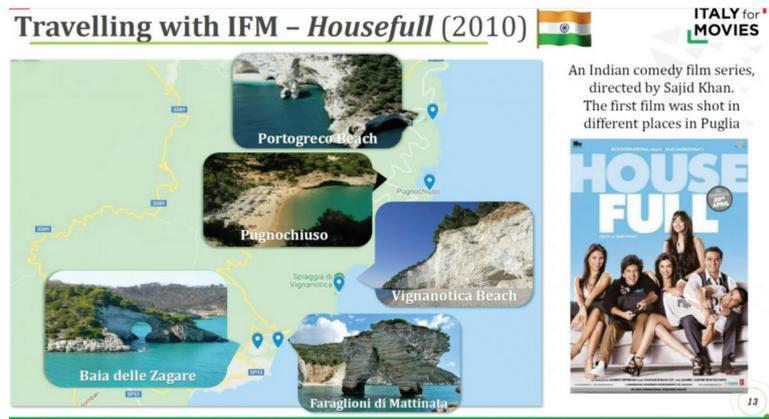
A PORTAL FOR FILMING IN ITALY

Launched with an aim to attract investments in the audio-visual sector of Italy, italyformovies.it portal is a one stop shop to know about all filming locations and incentives available to filmmakers in Italy

Italy's Ministry for Cultural Heritage and Activities and Tourism has come up with a new website, italyformovies.it, a national portal to know about locations and production incentives being offered by the country to filmmakers from across the world.

Launched by the ministry three years ago under the Film and Audiovisual Regulation, that qualifies cinema and audiovisual as fundamental means of artistic expression, cultural formation and social communication, the portal is the "legal recognition of what exists in Italy", according to Bruno ZAMBARDINO, ILC/DGCA of MiBACT.

The strategic aims of the portal include acting "as a coordinated institutional tool between the State and the Regions for information and communication aimed at internationally promoting the Made in Italy"; "to increase the appeal and visibility of the Italian regions to tourists through film production"; and to secure an increasing flow of foreign investments for more effective tourism promotion through film induced tourism."



The portal also has a special section dedicated to iconic Indian movies.

By accessing the portal, filmmaking professionals can find all the information related to filming locations in the Italian regions at one place. It also provides updated information on funding opportunities at regional, national and international level.

Italy has also come up with the first app dedicated to the best of Italy's locations for both film professionals as well as film tourists, said Carmen DIOTIAIUTI, ILC - Project Manager Italy for Movies.

The app allows users to travel around Italy and discover the locations from the popular movies and TV series.

Italy offers combined incentives of 500 million Euros at national and regional level for filming in Italy.

CHALLENGES & OPPORTUNITIES OF FILMING IN CORONA TIMES

A panel of eminent filmmakers discussed at Venice Film Festival how COVID-19 pandemic has forced them to make new choices in a changed scenario, and how the rise of digital platforms and restrictions in place for filming in India will impact them in near future

Reeling under the ongoing COVID-19 pandemic as India is making efforts to adjust to the 'new normal', "the challenges for the Indian film industry today are not very different from those of the rest of the world, which is how to put a show or a film together, how to shoot it, how to post produce it, given the restrictions that we have," believes Bobby Bedi, Filmmaker and Managing Director, Kaleidoscope Entertainment, who moderated a panel discussion with prominent filmmakers at Venice Film Festival to look for a silver lining during this unprecedented crisis.

Acknowledging that "things are moving at different paces in different parts of the world," he asked TCA Kalyani, Joint Secretary (Films), Ministry of Information & Broadcasting, Government of India & MD, NFDC, to throw some light on the government's position on the current situation to enable filmmakers start work within the country.

"Only about a couple of weeks back we have announced the standard operating procedures. And these would be applicable to domestic as well as international productions in every state. Some of the states have issued additional guidelines which are only applicable in containment zones where there will be no shooting. Otherwise, we are following all the standard protocols, which are internationally accepted, like, you know, masks for all except for those in front of the camera, maintenance of physical distancing, and safety and security restrictions. All

these things have been notified in the standard operating procedures," said Kalyani.

She added that the government has received positive feedback from the industry and SOPs for exhibition are also being looked into.

Speaking on how COVID-19 OUTBREAK has impacted the film industry in India, Ashish Pherwani, Partner, Media & Entertainment, EY, gave some useful insights. He said that though the pandemic has changed the industry, the fundamentals still remain the same. "India is a country of 1.3 billion people. The quantum of infotainment, the quantum of entertainment and escapism that the country needs is only going to grow. We are among the top two film producing countries in the world. Last year we produced 35 films a week, that's about over 1800 films in a year. But on the other hand less than 100 million people even set foot into a cinema in India; less than 200 million people watched a full length movie on an OTT platform in 2019. TV is the largest purveyor of films, and that too had a reach of about 700 and 500 million. We're still talking about a market that is 50% under penetrated," Pherwani added.

The Indian Media and Entertainment sector was \$20 billion strong in 2019 and by 2025 its growth is projected to double to about \$40 billion. Pherwani believes that once the vaccine comes out, "and once we get used to life in this new normal", the scope for growth is going to be phenomenal.

INDIA @ VENICE 2020

COVID has also changed the way filmmakers make money. "People need their stories to be told to them. They're a little scared right now in terms of going out of the house into a theater and watching, But are they watching it online? Are They watching it on television. According to reports, TV saw a growth of almost 20% in viewership during the pandemic. I was privy to the results of a survey done by the Mobile Marketing Association. It was interesting to learn that for the first time ever, out of all the people surveyed by them more than 40% ever saw a movie streamed online," Pherwani said.

The impact on the film industry, he thinks is going to be "a polarization of the time content that's created. On one side, you will have very beautiful spectacular action films, which will still rule in the cinemas, but you'll have a whole bunch of much more cost efficient, are romcom category movies which will do equally well on television and digital. I think we'll see two very different progression paths post COVID. And I think both will be equally successful," opined Pherwani.

Speaking on the possibility of releasing his films on OTT platforms, filmmaker Ritesh Batra said that he was able to leverage OTT platforms in a very interesting way long before the pandemic began. "I think the best answer comes from the production

WE ARE AMONG THE TOP TWO FILM PRODUCING COUNTRIES IN THE WORLD. LAST YEAR WE PRODUCED 35 FILMS A WEEK, THAT'S ABOUT OVER 1800 FILMS IN A YEAR. BUT ON THE OTHER HAND LESS THAN 100 MILLION PEOPLE EVEN SET FOOT INTO A CINEMA IN INDIA; LESS THAN 200 MILLION PEOPLE WATCHED A FULL LENGTH MOVIE ON AN OTT PLATFORM IN 2019. TV IS THE LARGEST PURVEYOR OF FILMS, AND THAT TOO HAD A REACH OF ABOUT 700 AND 500 MILLION. WE'RE STILL TALKING ABOUT A MARKET THAT IS 50% UNDER PENETRATED

side or considering the business aspect of it, because everything ties together. We were able to find that and we sold our movie before we made it to Amazon in India and the US. And another time we had already sold the movie to various distributors in Europe before we shot it."

"How a project is put together also eventually affects how it's taken out to the world. And I found that was a great model that worked for me. It worked for the distributors and now also for the OTT platform," he added. "But the basic job remains the same as we need to nurture people, films and relationships."

Goutam Ghose, the Indian Filmmaker who has completed 50 percent of his first co-production project in Italy, said that cinema has always been impacted by technological changes but people are longing for theaters to open. But he also admitted that OTT has given a great platform to young filmmakers, especially people who are making short fiction films and documentaries, which would have otherwise not seen the light of the day.

He said that space management is different when adapting to new changes. "I'm making my new Italian co-production in a very interesting aspect ratio which is quite wide enough for the theaters at the same time can be adopted for screening on OTT platforms," he added.

"This situation is absolutely unique in history. We are rushing through an experience which has never been experienced before. We have completed the Italian part of the shooting with great satisfaction. Goutam has been the first director from India and I think also from another country to direct a total Italian crew and it was a wonderful experience. We are looking forward to the completion of our beautiful production. Currently, we are making a revision of the script and we are progressing with the casting slowly in this period. At the same time, we are ready for when it will be possible to start again," said Italian Filmmaker Sergio Scapagnini.

He believes that post-COVID the film market would work in a very interesting equilibrium with films finding release on both OTT platforms as well as theaters.

INDIA @ VENICE 2020

INDIAN FILMS @ VENICE

COMPETITION SECTION



THE DISCIPLE By Chaitanya Tamhane

ORIZZONTI COMPETITION



MILESTONE By Ivan Ayr

ORIZZONTI



ANITA By Sushma Khadepaun

VENICE PRODUCTION BRIDGE MARKET SCREENING



IN THE LAND OF POISON WOMEN
By Manju Borah

FOR MORE DETAILS

MINISTRY OF INFORMATION & BROADCASTING

Shastri Bhavan
Government of India
email: jsfilms.inb@nic.in

FEDERATION OF INDIAN CHAMBERS OF COMMERCE AND INDUSTRY

FICCI Entertainment Division
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