

**The Minitraité Programme
2001 – 2012
an Evaluation
- Objectives and Key Findings -**

November 19 2014

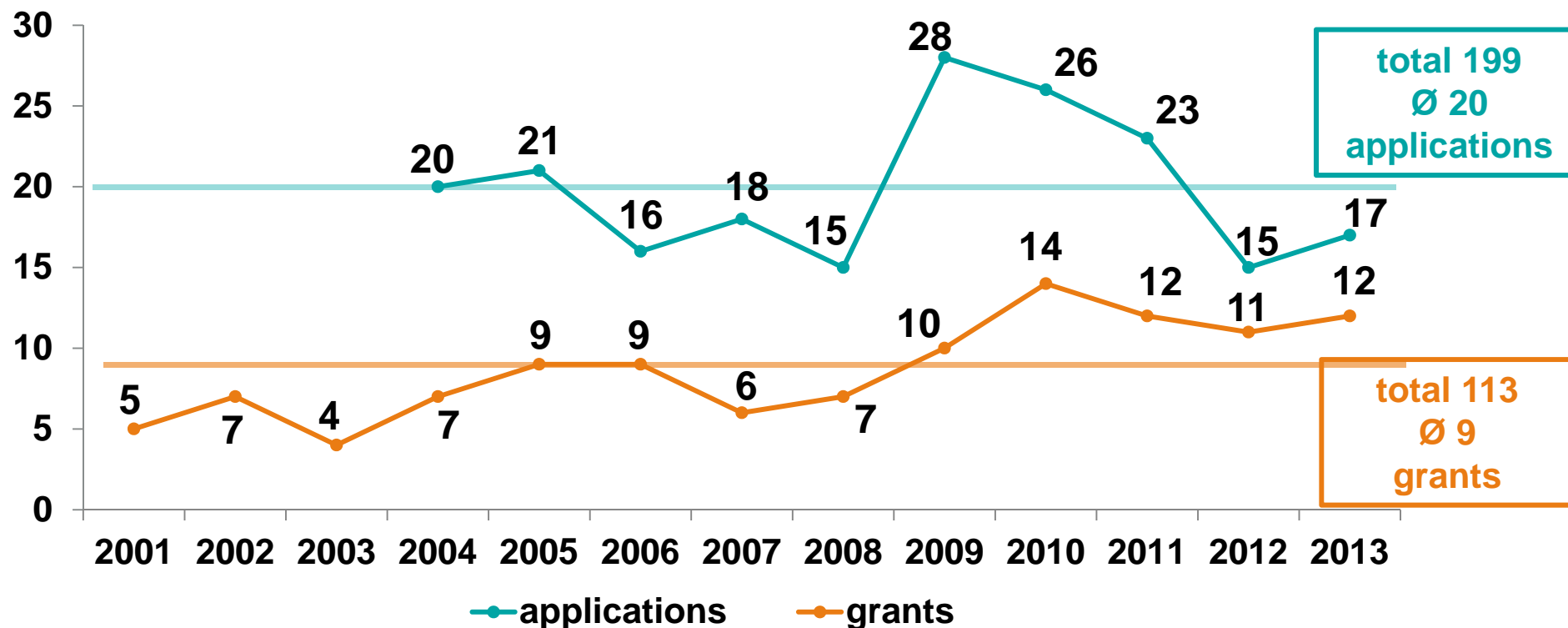
Objectives of a French-German Cooperation Within the Minitraité

- ➔ **to renew and strengthen the French-German cooperation in film production**
- ➔ **to promote the interests of both countries**
- ➔ **to contribute to and support the artistic quality of coproductions**
- ➔ **to achieve an equal partnership / an equal number of majority coproductions within both film market**

Agenda

- 1 Objectives
- 2 Number Applications, Grants And Funding Budgets
- 3 Financing Structures And Coproduction Shares
- 4 Measuring Success: Admissions
- 5 Excursion: Coproductions Beyond the Minitraité
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Number of Applications And Grants* 2001 to 2013



1,02	1,07	1,67	2,39	2,56	2,04	2,58	2,03	3,24	2,56	2,78	2,65	3,06
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Funding in m Euro (total 29,65 m Euro)

*15 of the 113 funded productions were not realised, recalled etc.

basis: n=199 applications in 2001 to 2013

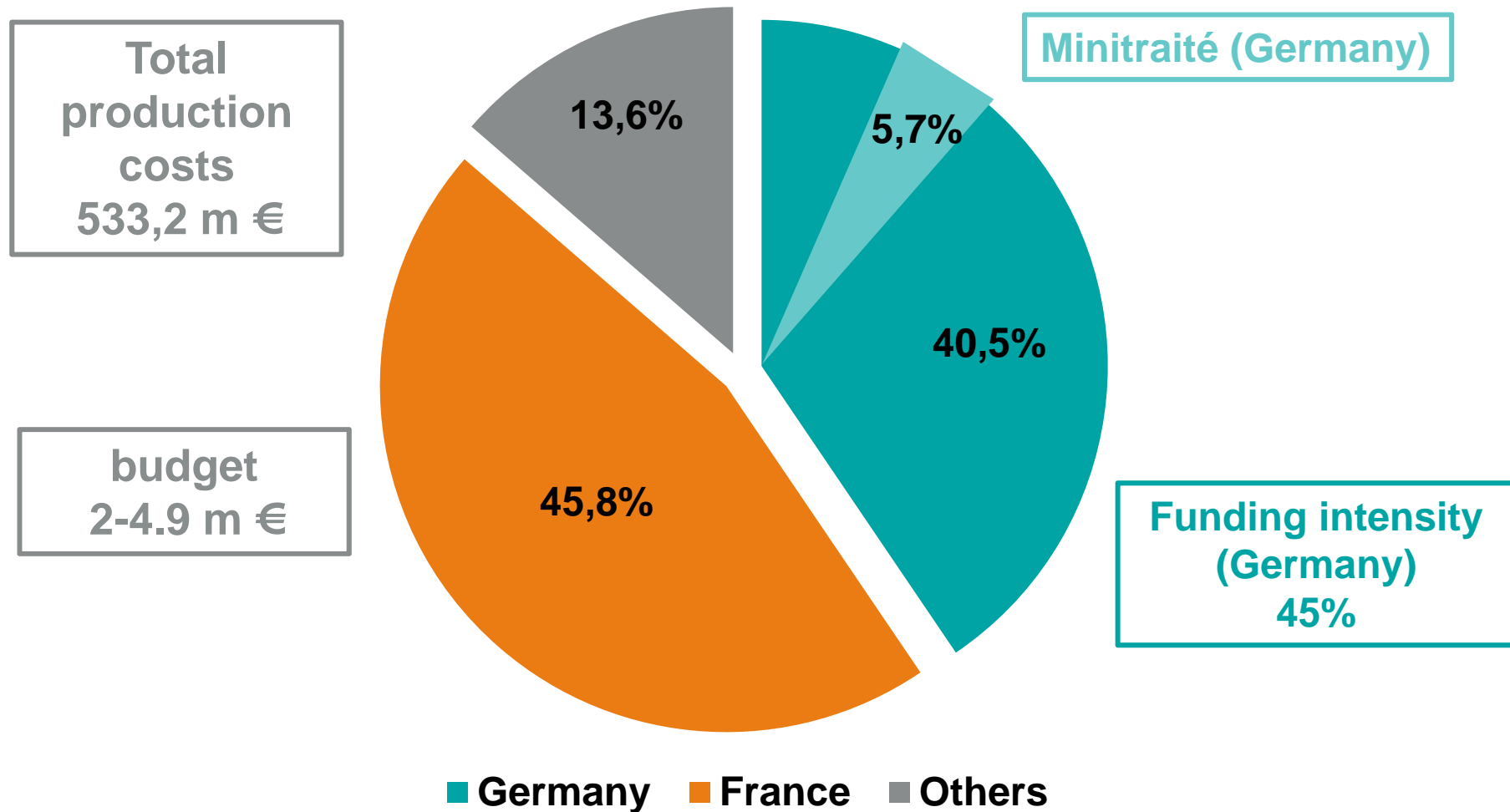
source: FFA annual report

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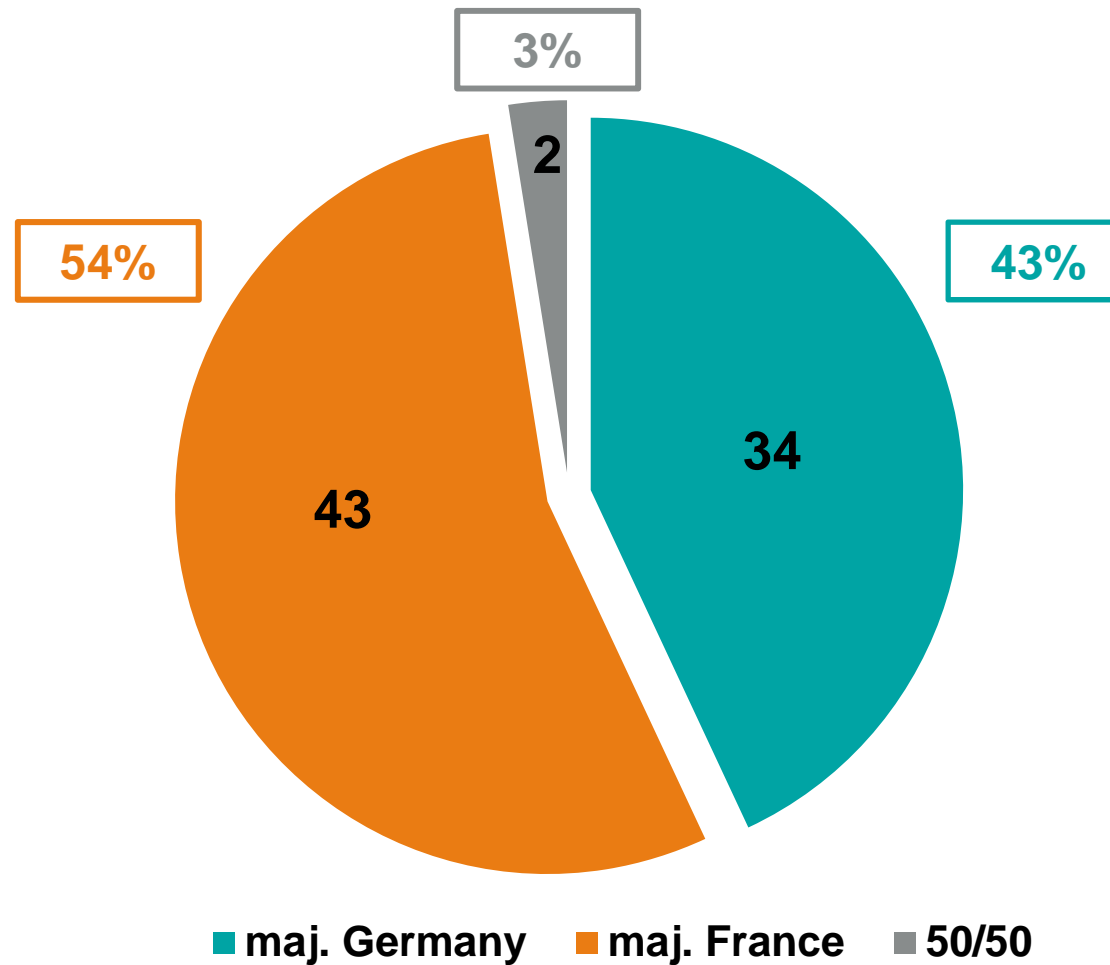
Financing Structures And Coproduction Shares

Total Minitraité Financing – Share of Production Costs (Total 2001-2012)



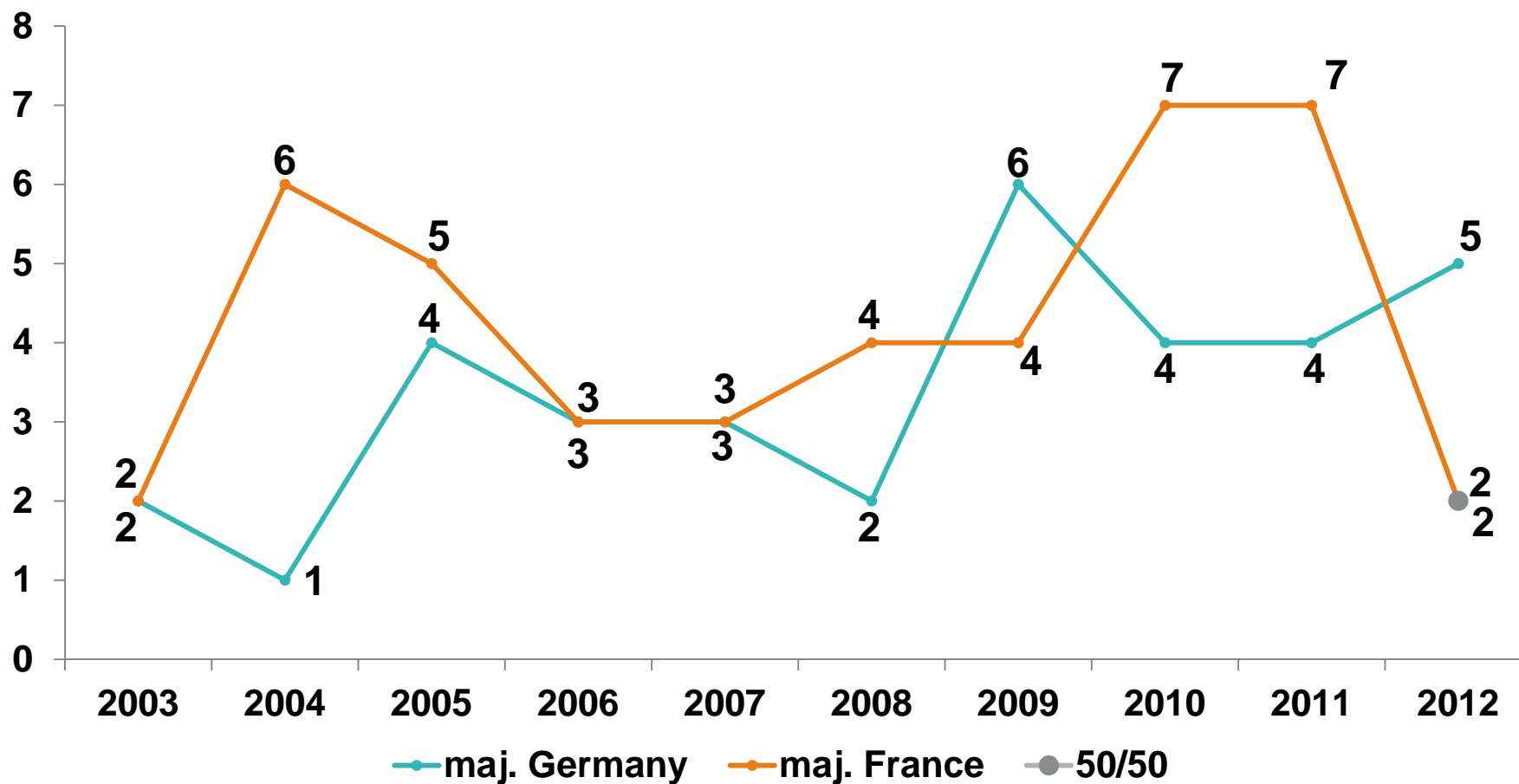
basis: films (n=86)
source: FFA, CNC

Financing Structures and Coproduction Shares Number And Ratio of French And German Majority Coproductions



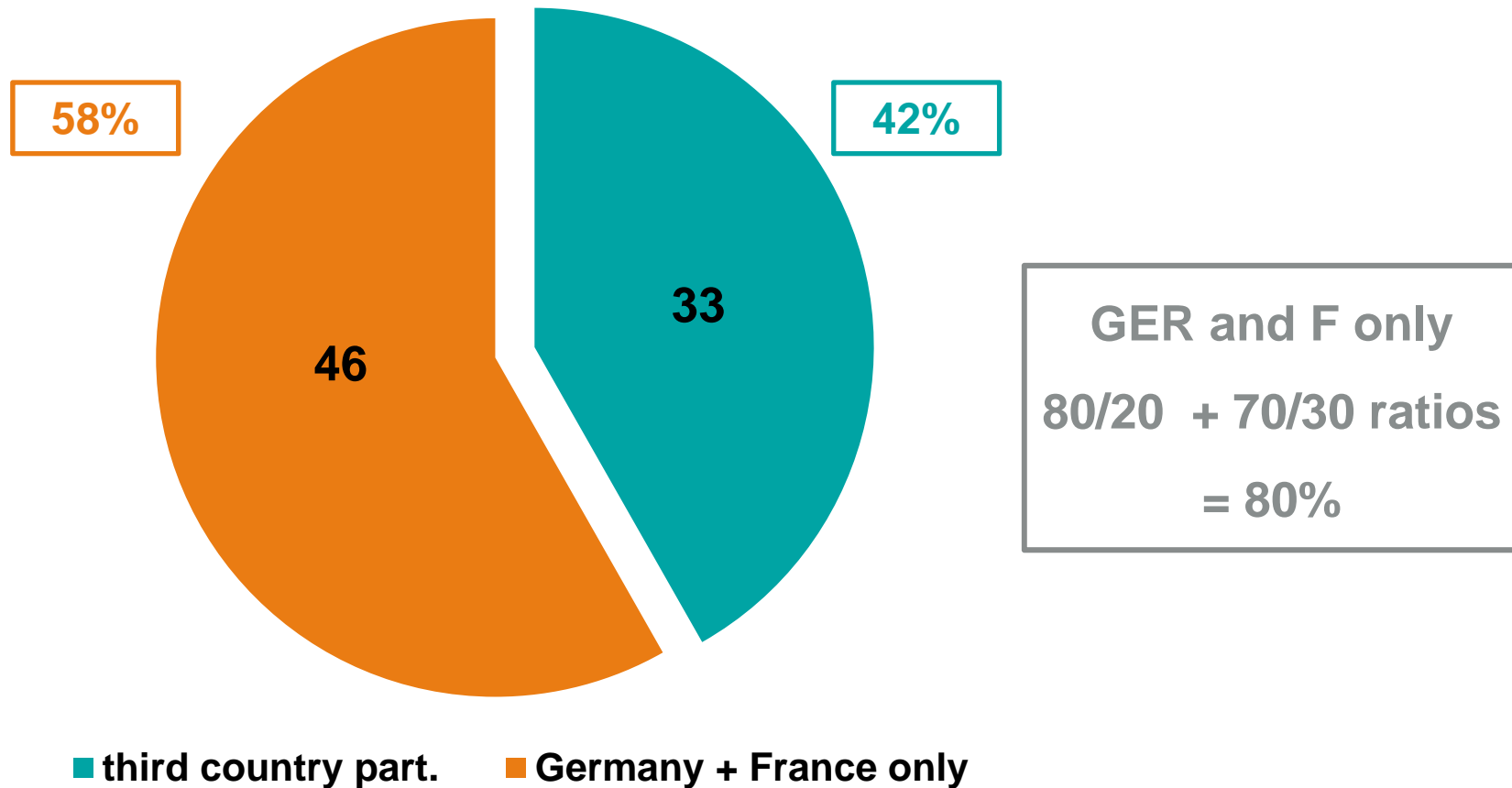
basis: films (n=79), production shares by BAFA and Agreement
source: FFA, CNC

Financing Structures And Coproduction Shares
French And German Majority Coproductions 2003 - 2012



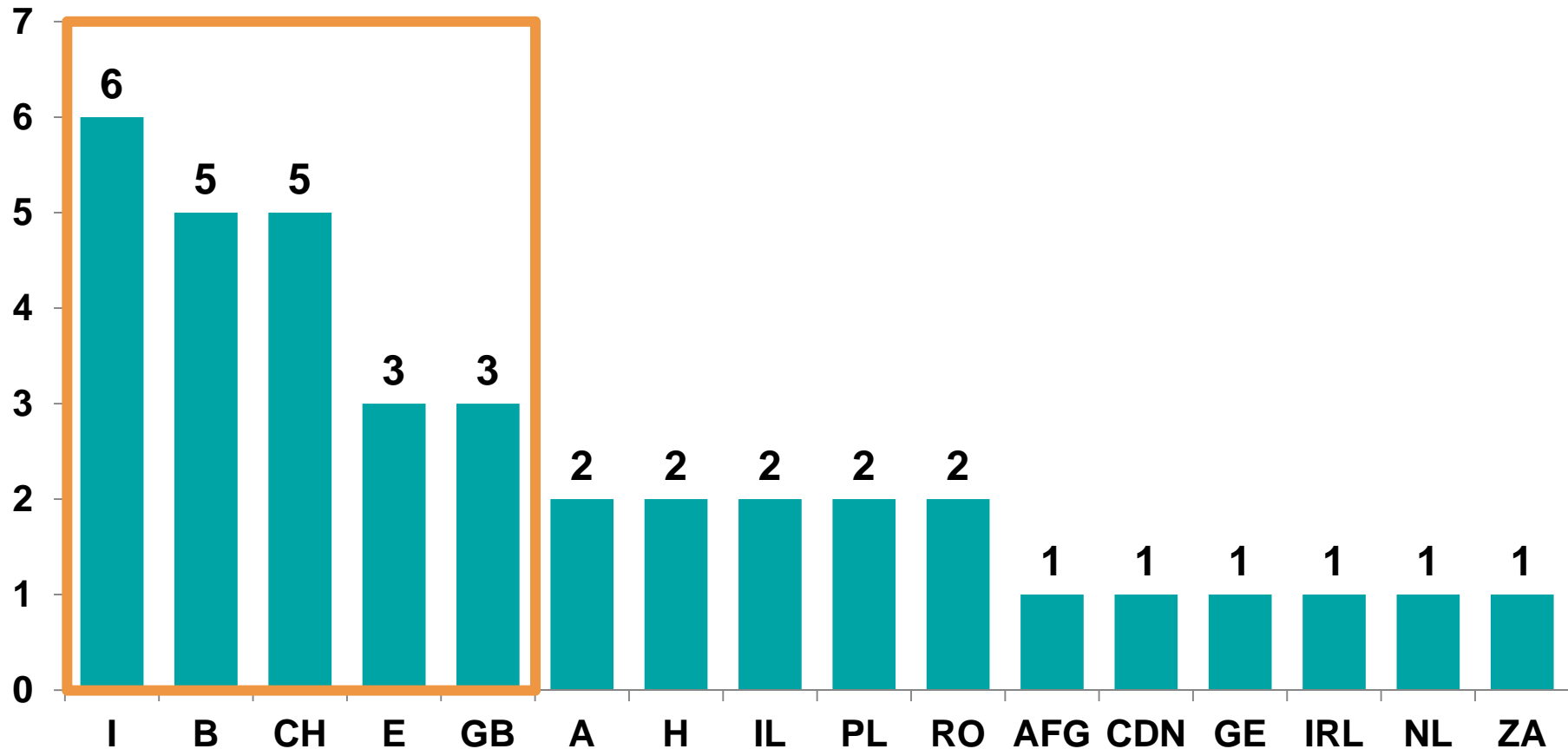
basis: films (n=79), production shares by BAFA and Agreement
 source: FFA, CNC

Financing structures and coproduction shares
French-German Coproductions And Third Country Participation



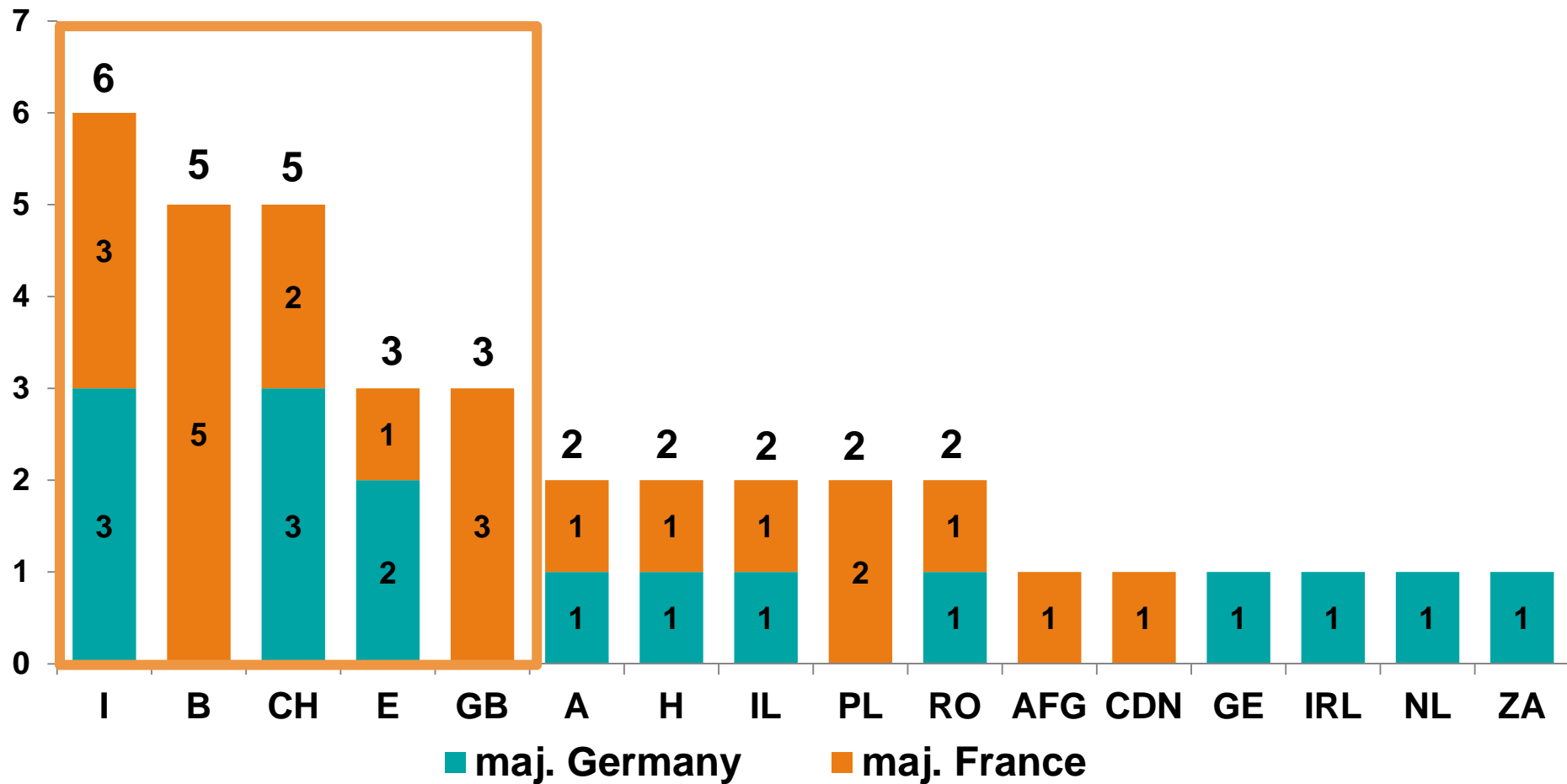
basis: films (n=79) production shares by BAFA and Agreement
source: FFA, CNC

Financing Structures And Coproduction Shares Participation of Third Countries – Number of Films by Country



Basis: films (n=33) production shares by BAFA and Agreement
source: FFA, CNC

Financing Structures And Coproduction Shares
Participation of Third Countries

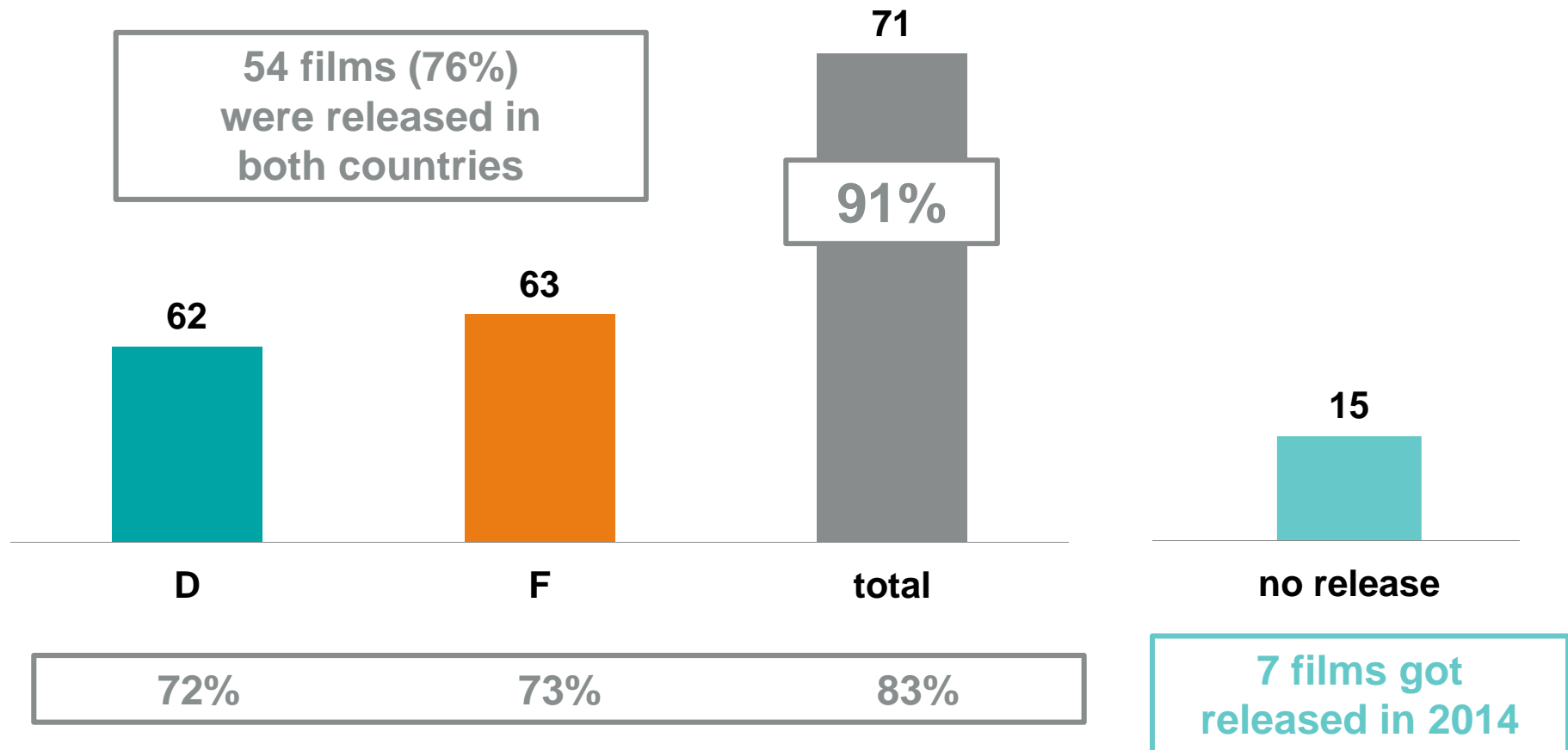


basis: films (n=38), production shares by BAFA and Agreement
 source: FFA, CNC

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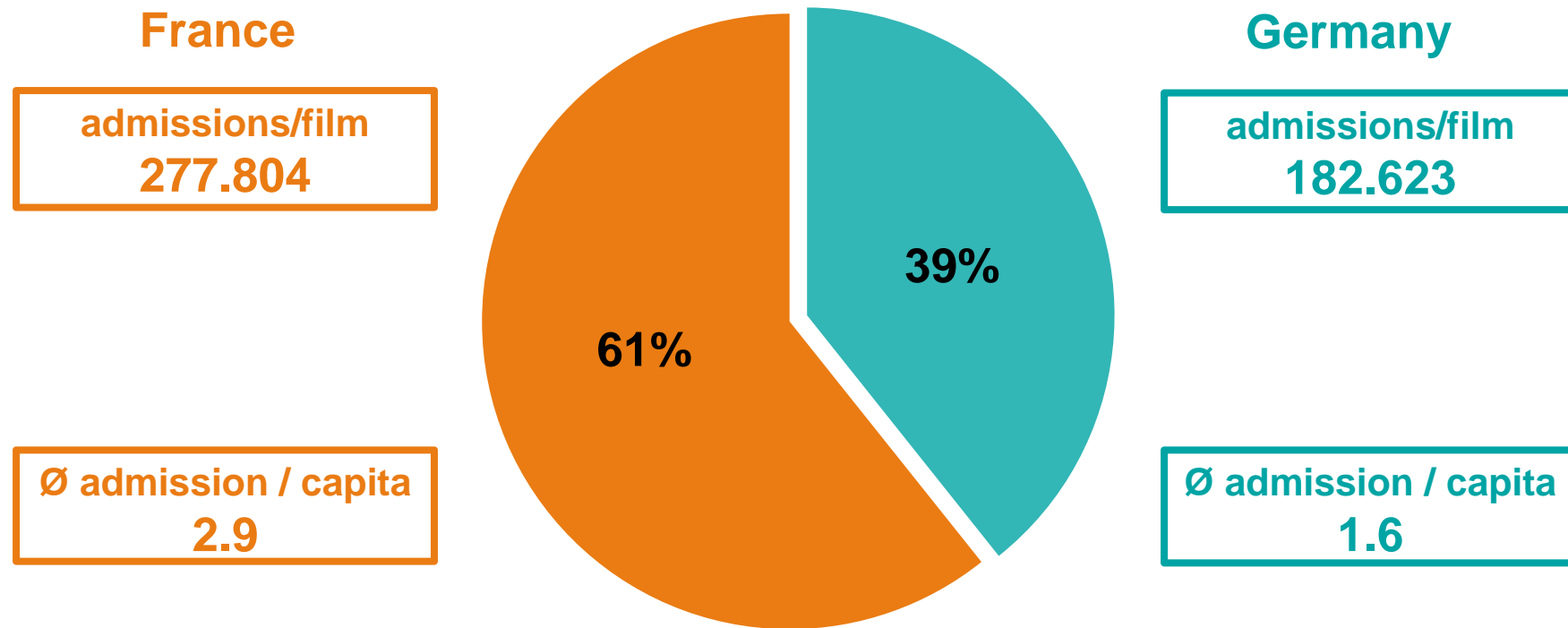
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Measuring Success: Admissions
Number of Theatrical Releases And Exploitation Rate by Country



basis: films (n=86), admissions December 31, 2013
 source: FFA, CNC

Measuring Success: Admissions
Admissions in France And Germany 2001 to 2013



A total of **28,8 m tickets** were sold for Minitraité productions in both countries by the end of 2013. Of these **17,5 m** were spent in France and **11,3 m** in Germany.

basis: released films (n=71), December 31, 2013
source: FFA, CNC

Measuring Success: Admissions TOP 10 Films

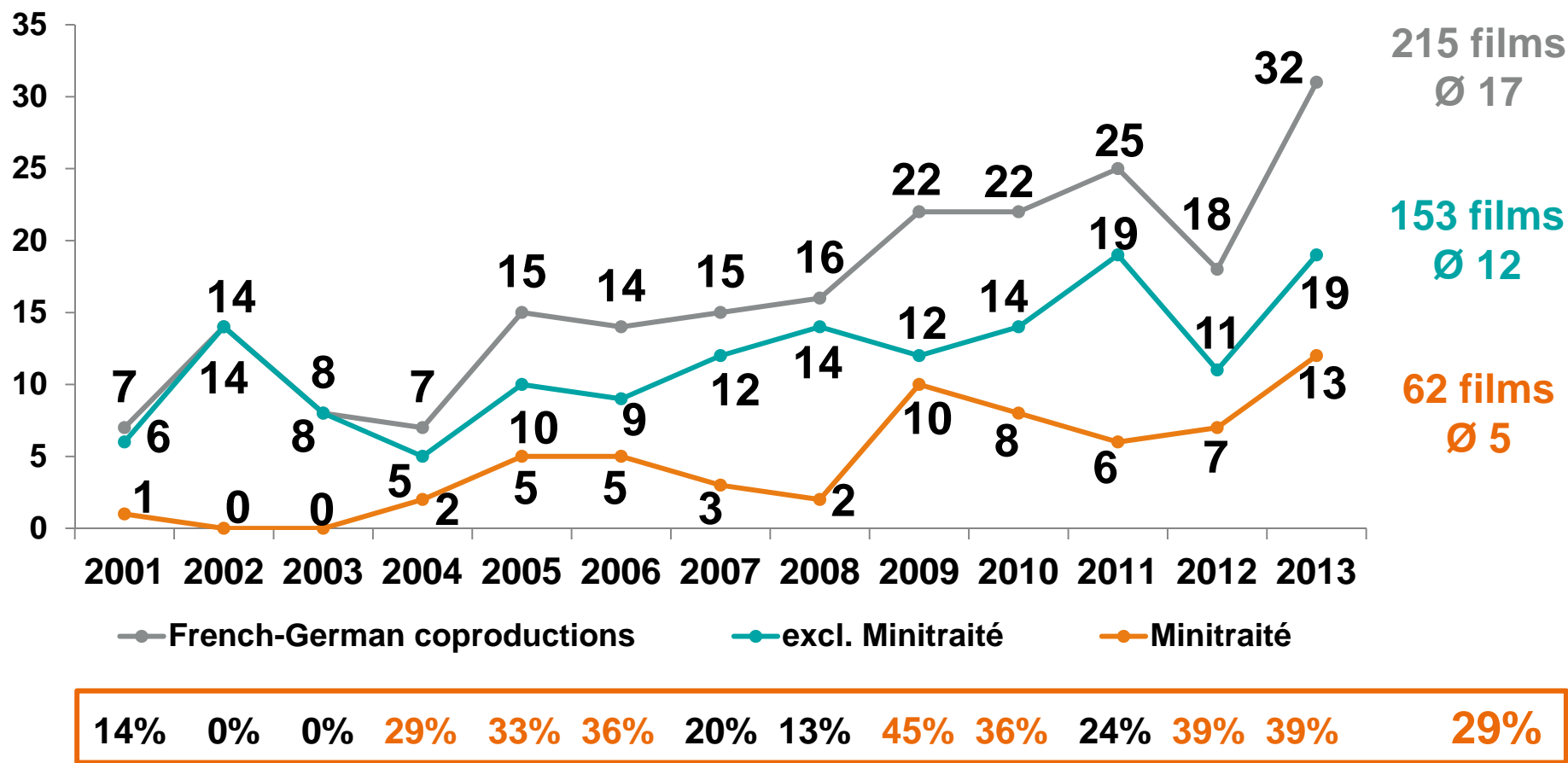
No.	Titel	Funding Year	Release (Germany)	Release (France)	Minitraité (Total)	Budget (m)	Admissions (Germany)	Admissions (France)	Admissions (Total)
1	Das Parfum (Le Parfum)	2005	14.09.06	04.10.06	260.000 €	49,0 €	5.598.667	916.749	6.515.416
2	Die Razzia (La rafle)	2009	10.02.11	10.03.10	280.000 €	16,6 €	20.377	2.903.599	2.923.976
3	Joyeux Noel (Joyeux Noël)	2004	24.11.05	09.11.05	495.000 €	16,8 €	267.927	2.029.864	2.297.791
4	Die Daltons (Les Dalton)	2004	25.08.05	08.12.04	400.000 €	23,2 €	30.604	1.955.836	1.986.440
5	Das weisse Band (Le ruban blanc)	2007	15.10.09	21.10.09	500.000 €	12,4 €	707.171	649.212	1.356.383
6	Geheime Staatsaffären (L'ivresse du pouvoir)	2005	20.07.06	22.02.06	220.000 €	5,5 €	110.935	1.103.122	1.214.057
7	Liebe (Ces Deux)	2010	20.09.12	24.10.12	245.000 €	8,1 €	355.889	767.418	1.123.307
8	Und wenn wir alle zusammenziehen? (Et si on vivait tous ensemble)	2009	05.04.12	20.02.12	280.000 €	3,7 €	422.620	519.504	942.124
9	Pina	2009	24.02.11	06.04.11	350.000 €	3,2 €	527.730	354.849	882.579
10	Die Prinzessin von Montpensier (La princesse de Montpensier)	2010	27.10.11	03.11.10	200.000 €	12,8 €	1.200	766.664	767.864
TOTAL					3.230.000 €	151,3 €	8.043.120	11.966.817	20.009.937

basis: released films (n=71), December 31, 2013
source: FFA, CNC

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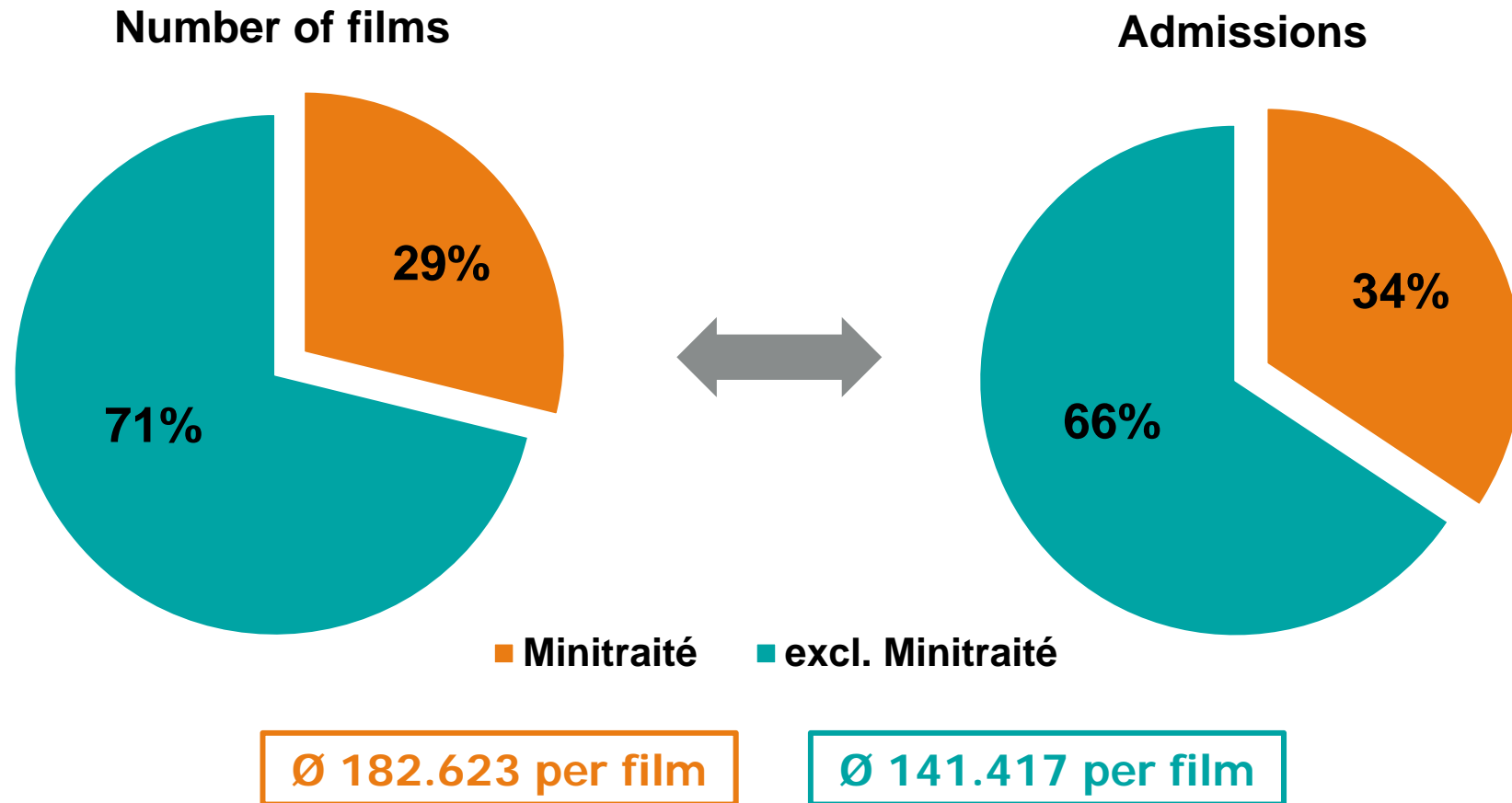
Excursion: German-French Coproductions Beyond the Minitraité (Germany)
French-German Coproductions - Number of Releases 2001 - 2013



basis: first releases (n=215), December 31, 2013

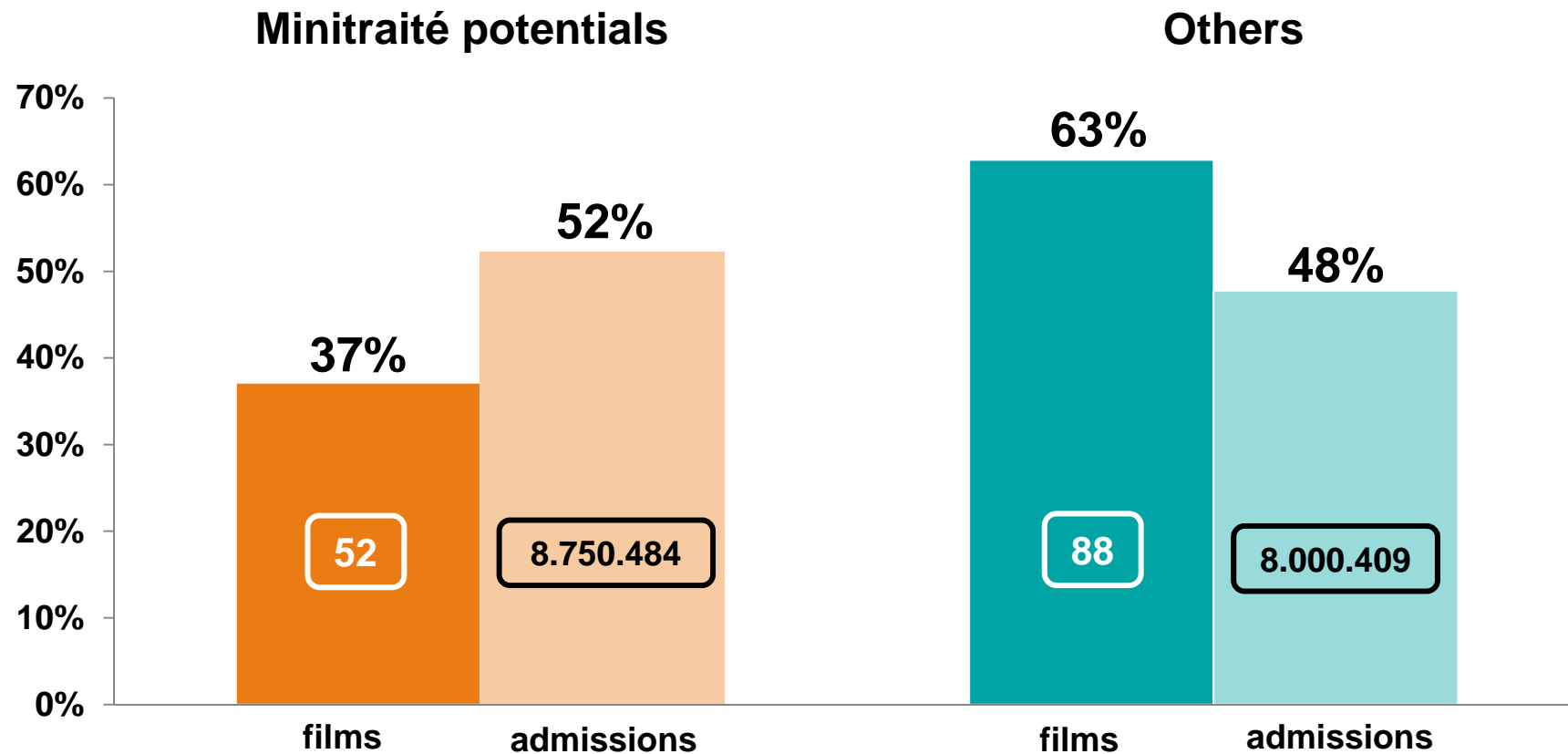
source: FFA

Excursion: German-French Coproductions Beyond the Minitraité (Germany)
A Comparison: Films, Admissions And Admissions Per Film



basis: first releases (n=153), December 31, 2013
source: FFA

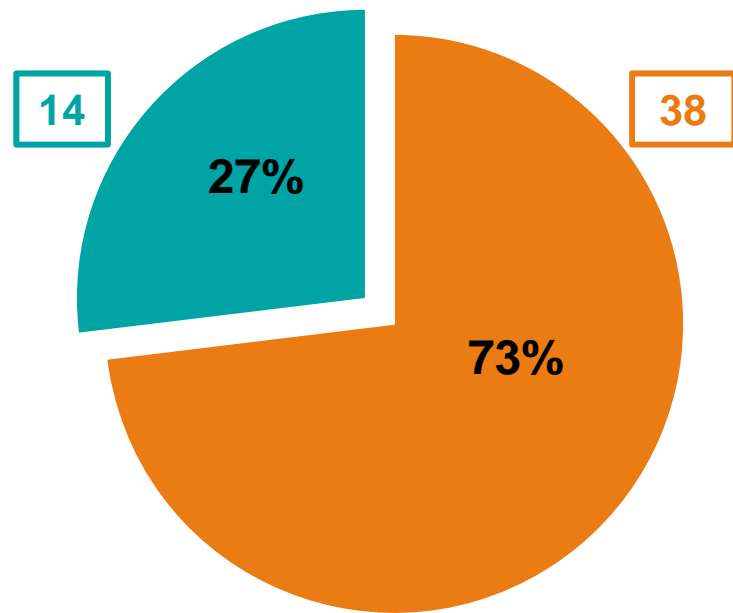
Excursion: German-French Coproductions Beyond the Minitraité (Germany)
Focus: French-German Coproductions Beyond Minitraité



basis: first releases (n=153; 13 films were made before the start of the Minitraité programme), December 31, 2013
 source: FFA

Excursion: German-French Coproductions Beyond the Minitraité (Germany)
Focus: French-German Coproductions Beyond Minitraité

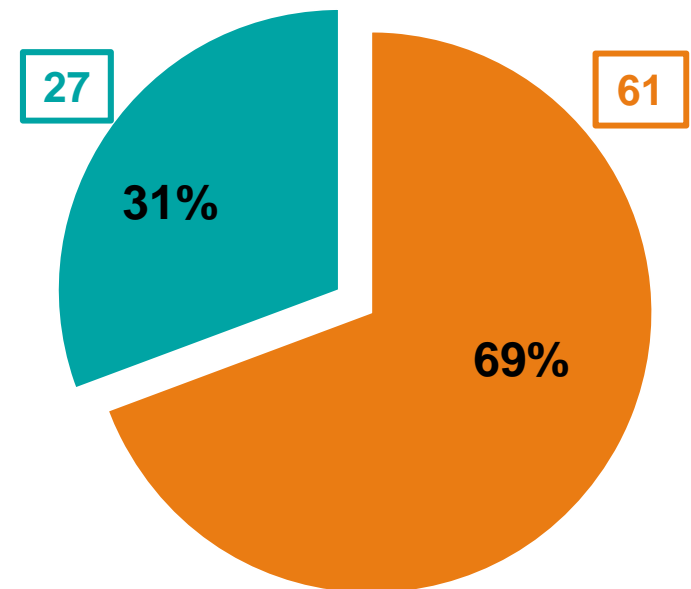
Minitraité potentials



■ no applications ■ rejections

52 films

Others



■ third-country maj. ■ GER / F maj.

88 films

basis: Minitraité potentials (n=52) and others (n=88), December 31, 2013
source: FFA

Excursion: German-French Coproductions Beyond the Minitraité (Germany) Focus: French-German Coproductions Beyond Minitraité: Potentials

No.	Title	Origin	Release Date	Admissions
1	Der Baader Meinhof Komplex / La Bande à Baader	D, F, CZ	25.09.2008	2.418.167
2	Asterix bei den Olymp. Spielen / Astérix aux Jeux Olympiques)	F, D, E, I	31.01.2008	1.547.949
3	Die drei Musketiere / Les Trais Mousquetaires	D, GB, F	01.09.2011	1.224.429
4	Der Gott des Gemetzels / Le Dieu du carnage	F, D, PL, E	24.11.2011	879.497
5	Vision - Aus dem Leben der Hildegard von Bingen / Vision – La vie d' Hildegarde von Bingen	D, F	24.09.2009	559.406
6	Der Ghostwriter / The Ghostwriter	F, D, GB	18.02.2010	357.059
7	2 Tage Paris / Two Days Paris	F, D	17.05.2007	289.490
8	Meine schöne Bescherung / Une avalanche de Cadeaux	D, F	22.11.2007	232.734
9	Don't Come Knocking	D, F	25.08.2005	192.975
10	Paradise Now	D, F, IS, NL	29.09.2005	90.462
11	Die syrische Braut / La Fiancée syrienne	D, F, IL	17.03.2005	88.357
12	Goodbye Bafana	D, F, ZA, I, B	12.04.2007	81.316
13	Paris, Paris! Monsieur Pigoil auf dem Weg zum Glück / Faubourg 36	F, D, CZ	27.11.2008	64.369
14	So viele Jahre liebe ich dich / Il y a longtemps que je t'aime	F, D	13.11.2008	60.742
15	Carlos - Der Schakal / Carlos ou Le Prix du chacal	F, D	04.11.2010	59.846

basis: Minitraité potentials (n=52), December 31, 2013

source: FFA

Excursion: German-French Coproductions Beyond the Minitraité (Germany) Focus: French-German Coproductions Beyond Minitraité: Others

No.	Title	Origin	Release Date	Admissions
1	Wüstenblume / Fleur du désert	D, A, F	24.09.2009	1.107.587
2	Nomaden der Lüfte / Le Peuple migrateur	D, E, F, I	04.04.2002	858.587
3	Unknown Identity / Sans identité	D, GB, F	03.03.2011	630.990
4	Das hält kein Jahr..! / Mariage à l'anglais	GB, F, D	18.04.2013	559.546
5	Hannah Arendt	D, L, F	10.01.2013	470.065
6	Irina Palm	B, D, GB, L, F	14.06.2007	422.628
7	Der Mann ohne Vergangenheit / Mies vailla menneisyyttä	FIN, D, F	14.11.2002	371.935
8	Dame König As Spion / La Taupe	GB, D, F	02.02.2012	318.452
9	Melancholia	DK, S, F, D	06.10.2011	288.269
10	Le Havre	FIN, F, D	08.09.2011	285.929
11	Dogville	DK, S, GB, F, D, NL	23.10.2003	245.655
12	Die Drachenjäger / Chasseurs de dragons	F, L, D	24.04.2008	197.393
13	Caché	A, D, F, I	26.01.2006	177.792
14	Das häßliche Entlein & ich / Le vilain petit canard et moi	DK, D, F, IRL	21.12.2006	145.048
15	Love Is All You Need / Pour le meilleur et pour le pire	DK, S, F, D, I	22.11.2012	128.511

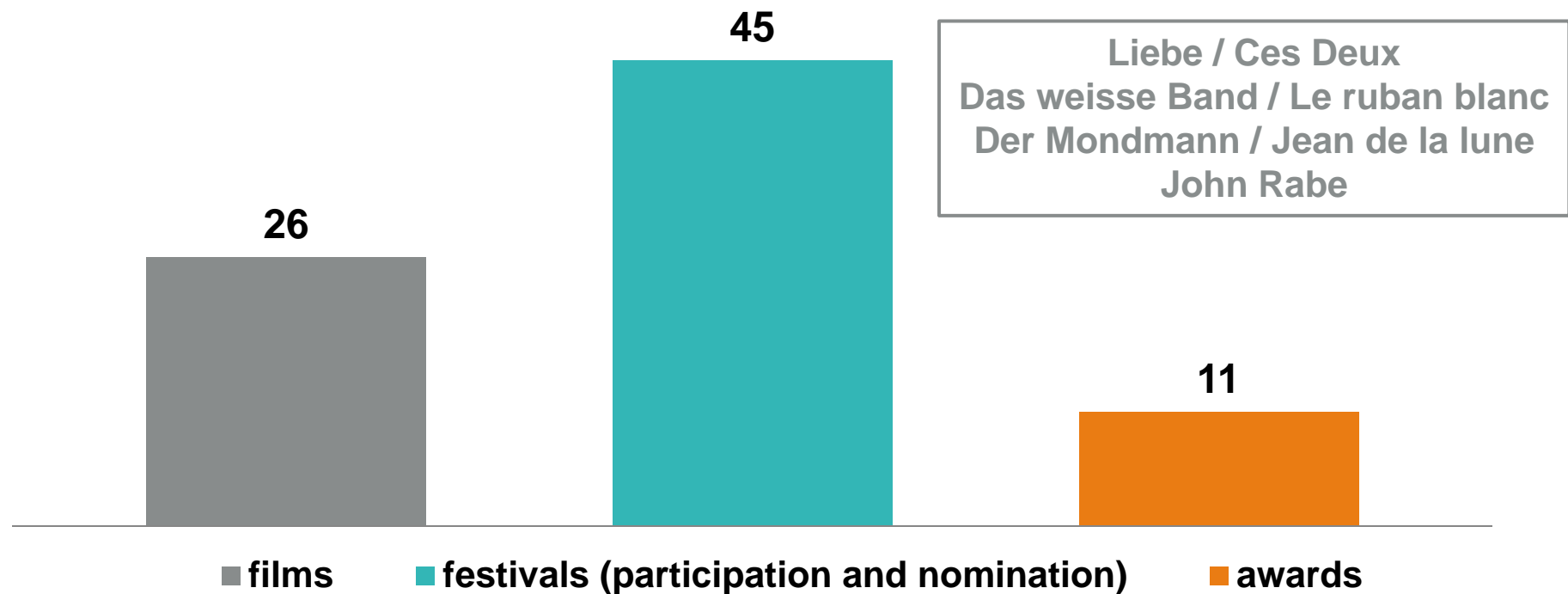
basis: others (n=88), December 31, 2013

source: FFA

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Measuring Success: Festivals Festival Attention, Nominations And Awards



26 Minitraité productions and thus almost every third film (30%) attended at least one relevant festival. In total they participated in or were nominated by 45 festivals and got granted a total of 11 awards.

basis: films (n=86)

source: FFA

Measuring Success: Festivals A-Festivals, National Film Awards And Co.

Festival (competition)	Attention / Nomination	Awards	Films	Award
Lola – German Film Award	3	2	<ul style="list-style-type: none"> ▪ Das Parfum / Le Parfum 	<ul style="list-style-type: none"> ▪ Das weisse Band / Le ruban blanc ▪ John Rabe
Golden Globe	3	2	<ul style="list-style-type: none"> ▪ Joyeux Noel / Joyeux Noël 	<ul style="list-style-type: none"> ▪ Liebe / Ces Deux ▪ Das weisse Band / Le ruban blanc
Academy Award (“Oscar”)	4	1	<ul style="list-style-type: none"> ▪ Das weisse Band / Le ruban blanc ▪ Joyeux Noel / Joyeux Noël 	<ul style="list-style-type: none"> ▪ Liebe / Ces Deux
Cannes	8	2	<ul style="list-style-type: none"> ▪ Ihr werdet Euch noch wundern / Vous n'avez encore rien vu ▪ Holy Motors ▪ Michael Kohlhaas ▪ Die Prinzessin von Montpensier / La princesse de Montpensier ▪ Tournée ▪ Enter the void 	<ul style="list-style-type: none"> ▪ Liebe / Ces Deux ▪ Das weisse Band / Le ruban blanc
Berlinale	4	0	<ul style="list-style-type: none"> ▪ Die Nonne / La religieuse ▪ Layla Fourie ▪ Die Schlafkrankheit / La maladie du sommeil ▪ Geheime Staatsaffären / L'ivresse du pouvoir 	
Venedig	2	0	<ul style="list-style-type: none"> ▪ Diese Nacht / Nuit de chien ▪ Mr. Nobody 	
César – French Film Award	4	1	<ul style="list-style-type: none"> ▪ Holy Motors ▪ Tournée ▪ Joyeux Noel / Joyeux Noël 	<ul style="list-style-type: none"> ▪ Liebe / Ces Deux

basis: films (n=86)
source: FFA

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Summary

- **113 films** were funded by the Minitraité programm. A total of **29,65 m Euro** were spend. Within the limits of a **3 m Euro** budget **10-15 films** may be funded annually.
- The **production costs are well balanced between the Minitraité partners France (46%) and Germany (41%)**. 14% of the budget came from third country partners.
- The **proportion of majority partnerships is almost equally shared between France (56%) and Germany (42%)**. 58% of the coproductions were solely partnerships between both countries favouring a **80/20 or 70/30 ratio**.
- Italy, Belgium and Switzerland were the most common third country partners.
- **Minitraité films get equally shown at theatres in both countries**. So far **91%** got release and gained 28.8 admissions. The most successful film was *Das Parfum* with 6.5 m admissions sold in France and Germany.
- There is a **vital scene** of French-German coproductions **beyond the Minitraite programme**. **Minitraite films represent one third of these coproductions** and are **more successful at the box office** than their counterparts, indicating that the Minitraité regulations fit the market.
- There is a group of Minitraité potentials who did not apply for funding. (38 films). These films are as successful as their Minitraité counterparts, underlining that the Minitraité regulations fit the market.
- Almost every third Minitraité production (30%) attended at least one relevant festival, got nominated, and or received an award/price. The 11 awards were shared by 4 films (Liebe, Das weisse Band, Der Mondmann and John Rabe).



A Minitraité Archetype

There is no stereotypical Minitraité production speaking for a vast variety and heterogeneity of Minitraité films. Each film fits some of the following criteria:

- ✓ a solely French-German coproduction,
- ✓ an either France or Germany majority share of 70% to 80%,
- ✓ a budget of 2-4.9 million Euro,
- ✓ a German public funding ratio of 45%, with Minitraité 6% within the German budget,
- ✓ a Minitraité funding of 309.000 Euro,
- ✓ a theatrical release in both markets selling an average of 405.975 tickets,
- ✓ finding its way to a relevant festival, indicating an arthouse-affinity.

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