

FILMPOOL NORD

Press release
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There has never before been an initiative in Sweden specifically for product development in the audiovisual industry. *FilmPool Nord Development* is thus a unique project.

FilmPool Nord's three-year project *FilmPool Nord Development* has now secured funding and will start. The aim of the project is to act as an idea incubator for the audiovisual industry in Norrbotten. The project is funded through the EU structural funds and has a budget of 28.5 mSEK (2.7 mEUR).

We are about to see a high-tech revolution, and increasing global competition in which the audiovisual industry in Norrbotten creates a clear profile at national and international level. The weakest link by far is the development phase. Far too little is invested in Europe on the development of film and TV projects. Nor have there been any specific product development initiatives in Sweden. The project *FilmPool Nord Development* brings a long-awaited focus on the development phase.

The project aims to strengthen the audiovisual industry in Norrbotten County through idea development. Audiovisual products are to be developed through research, idea and script development, contract development, project packaging and the production of test material. Within the project, audiovisual products will be developed to increase their competitiveness in the national and international financing sphere. Products that are better developed have greater potential for funding and execution.

For more information, please contact

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