[FR] CNC presents the first section of its “Series Plan”

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At the international “Series Mania” festival held in Lille from 22 until 30 March 2019, Frédérique Bredin, President of France’s National Centre of Cinematography and the Moving Image (Centre National du Cinéma et de l’Image Animée - CNC), announced the first measures in the “Series Plan” initiated last year by the then Minister for Culture. “We have to help our TV series acquire an industrial logic, making it easier to pass from one season to the next. It’s what audiences expect,” she said.

The first section of the plan includes three key measures, which would only apply to original TV series.

The aim of the first measure is to promote the development of new formats in order to satisfy international demand and meet the expectations of young audiences. Thus, the CNC will be extending its bonus (25%) - originally intended for the first seasons of series with 52-minute episodes - to shorter formats (episodes lasting between 20 and 52 minutes). This support will encourage in particular the development of programmes aimed at young audiences. The aim of the second measure is to reduce the waiting time between the first and second seasons of series originally made in France. The CNC will be extending its 25% bonus from the first to the second season of series with episodes lasting between 20 and 52 minutes. The aim is to encourage producers to embark on a second season of a series even before the first season has been broadcast, the aim being to produce one season per year and meet international standards. The budget for these three measures is EUR 3 million per year. Lastly, the CNC will be supporting series with strong international ambitions by granting a bonus to works receiving substantial foreign pre-funding.

A second section of this “Series Plan” will be developed once the current consultation with professionals in the audiovisual sector is complete. It will be devoted to writing and development and will also make it easier to produce original series with special effects in France.

Communiqué de presse du gouvernement français, « Culture : un plan d'aide aux séries françaises », 28 mars 2019

https://www.gouvernement.fr/culture-un-plan-d-aide-aux-series-francaises

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French Government press release, “Culture: a plan to aid French series”, 28 March 2019

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