





RÉUNION'S AUDIO-VISUAL & FILM-MAKING INDUSTRY, A KEY ASPECT OF THE ISLAND'S ECONOMIC APPEAL





## TENTS



A talented and dynamic local industry

Local funds available





## REUNION, A LAND OFTALENT OND CREATIVITY

An island rich in diversity, inspiration, and talented individuals, the perfect blend for the creation and production of outstanding audio-visual and cinematographic works

ith its thousand facets and landscapes, Réunion boasts an unparalleled display of beauty and diversity across its surface area of 2,500 km2: a myriad of landscapes, from savannah to tropical forests, from scorched terrain around the volcano to sun-soaked beaches and pastures up in the hills. Script possibilities are endless, as they are rich and exotic! And with its varied architecture and religious and cultural events, Réunion's unique history and rich culture are a fine complement to the island's natural features.

Réunion's cinematographic skills are represented by more than 1,000 professionals, over 200 audio-visual production companies and a wide variety of actors. In addition to local projects, companies and technicians also work with some of Mainland France's biggest production companies. Feature-length and short films, TV series, reports, commercials and documentaries... Local professionals guarantee a high level of cinematographic skills and already meet the needs of many partners from overseas.

# SGREAT REASONS TO CHOOSE REUNION ISLAND AS A LOCATION FOR FILMING

#### 1/ A SLICE OF EUROPE IN THE HEART OF THE INDIAN OCEAN

- → A French and European OMR (Outermost Region) in the southern hemisphere
- → An ideal gateway for developing trade activities between Réunion, Asia, the Indian subcontinent, the Middle East, Africa and Europe
- → A local population of over 873,100 inhabitants, with 1 million expected by 2045
- → The wealthiest island in the Indian Ocean, with a GDP per capita of €23,445 (2021).

#### 2/ QUALITY INFRASTRUCTURE AND EXCELLENT CONNECTIONS WITH THE WORLD

- → An efficient road network : over 1,200 km of quality roads
- → 2 international airports, providing the island with permanent access to the rest of the world (over 2 million passengers / year)
- → An international deep-water port ranking 4th among French ports in terms of volume of containers handled
- → Very high-speed broadband and fibre optic coverage.

#### 3/ EXTREMELY APPEALING INVESTMENT CONDITIONS

Investing in Réunion also means taking advantage of European and French business support schemes, as well as a range of specific regional council grants.

Up to €4 million a year in investment aid!

#### 4/ A STABLE, SECURE AND MODERN BUSINESS ENVIRONMENT

Application of French and European standards at all levels

- → Political and legal stability: institutions subject to French law
- → Modern health infrastructure with the region's very best public facilities
- → Guarantee of monetary stability, as part of the euro zone.

#### 5/ A CENTRE OF EXCELLENCE FOR TRAINING PROGRAMS...

A European university:

- > 19,200 students on campus following over 200 courses
- > 24,440 higher education students in 2022
- → Engineering courses in technology, agrifood, construction, sustainable development, digital technology, etc.
- → Higher education institutions specialising in management, arts, hospitality, catering, audiovisual and cinema, etc.
- → A comprehensive network of training centres in electronics, construction, automotive industry, etc.
- → A young and dynamic population: 35% of the population is under the age of 25

#### . AND FOR RESEARCH

An exceptional capacity for research and innovation within a tropical island environment: renewable energies, environmental technologies, digital, health, etc.

- → More than 40 public and private research laboratories
- → Qualitropic, Overseas France's only competitiveness cluster, focussed on innovation and tropical natural resources
- → CYROI: a biomedical technology platform
- → A remote sensing space station
- → An atmospheric observation station

## FNTED AND MIC LOCAL INDUSTRY

PROFESSIONALS BASED IN RÉUNION INCLUDE ACTORS, TECHNICIANS, WRITERS, DIRECTORS, EXECUTIVE AND LINE PRODUCERS, LOCATION MANAGERS AND SOUND ENGINEERS, ALL POSSESSING GENUINE AUDIO-VISUAL EXPERTISE.

- → There are more than twenty specialised production companies, working in a variety of audio-visual and cinematographic genres including fiction, animation and creative documentaries
- → The number of professionals in Réunion is still growing, representing almost every profession in the audio-visual and film industry, including technicians, producers and actors. Extras also have their role to play: just like our island, they are multi-faceted and multi-ethnic, adapting to the needs of each project in question. Réunion's film industry works both on local projects focusing on island identity and on projects aimed more at foreign markets, as part of national and international partnerships. Local technicians have solid experience working with major production companies, and these eager individuals are constantly involved in the production of quality works, already recognised at well-reputed festivals, whether they be feature films, shorts, TV series or documentaries.



The fiction film 'Zamal Paradise' directed by DK Pit and produced by Réunion Magma Films Production has won the following awards:

- → Best music at the 8th Indian Cine Film Festival 2020
- → Finalist in the Eurasia International Monthly Film Festival 2020
- → Semi-finalist in the Flickers' Rhode Island International Film Festival 2020
- → Winner of the Gladiator Film Festival 2021
- → Official selection at the Oawaca Film Festival 2021
- → Winner of the Andromeda Film Festival 2021

## MA FAM

Michaela Pavlátová's animated film 'Ma Famille Afghane' (in partnership with Réunion-based studio Gao Shan Pictures and co-executive producer Sacrebleu Productions) won the Jury Prize at Annecy in 2021 and the 2023 César award for best animated film. It was also nominated for a Golden Globe in 2021.





The documentary 'Lèv la tèt dann fénwar', directed by Erika Etangsalé and produced by We Film, won a number of awards:

- → Selection for the César Awards, France 2023
- → First Prize at the FID Marseille 2021
- → Marseille Young Hope Award at the FID Marseille 2021
- → Doc Alliance Award 2022
- → Documentary Jury Prize at FEMI Guadeloupe 2022
- → Award for Best Feature Documentary at the Nova Frontier Festival USA 2022
- → Grand Jury Prize at Africlap, Toulouse 2022
- → Best Documentary Award at the Quibdo Afri-
- ca Film Festival, Colombia 2022
- → Best Film Award at the Festival International De Cine Africano, Argentina 2022
- → TV5 Monde Prize at the Tarifa 2022 African Film Festival

#### WIDE DISTRIBUTION thanks to a large number of cinemas and events

In France 2,061 CINEMAS

(+32 compared with 2021)

6,298

SCREENS CURRENTLY
IN USE

(+107 compared with 2021)

More than twenty festivals

In France's Overseas Departments

#### 20 cinemas

are currently operational, including

#### 4 multiplexes

(with 8 or more screens),

for a total of 70 screens

#### Réunion Island

has the largest offer of any of France's Overseas Departments or Territories, with:

34 screens across

#### 9 cinemas,

including 2 multiplexes (+ 1 in 2023)

## HERE IS A LIST OF SOME FESTIVALS

#### ORGANISED IN RÉUNION

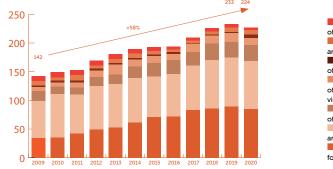
FESTIVAL NAME	ORGANISER(S)			
Chinese Film Festival	FAC Réunion			
Italian Film Festival	CIAO Réunion			
Oriental and Indian Ocean Film Festival	Maison des Langues de l'Université			
Youth Film Festival	Association Ecran Jeunes			
Short Film Festival	CinéFestival OI			
'Les révoltés de l'histoire' Festival	Protéa			
Fantasy Film Festival	Même pas peur			
Educational Film Festival	Céméa Réunion			
Festival of Human Rights in Réunion	Alliance Ciné			
Scientific Film Festival	Science Réunion			
Cinema & Audiovisual Academic Congress	Cinéma Le Casino			
Adventure Film Festival	Au bout du rêve			
Kids' Film Festival	Lanterne magique			
'Zot Movie' Festival	La sauce			
48 Hours Film Project	WebCup			
Studio Réunion	AFR - Nexa			
Women's Film Festival	Association Coeur Vert			
Festival 'Court Derrière'	Associations Klaxon et Cinemawon			
Festival du temps des femmes	Association Cinéfestival Océan Indien			
Réunion Citizen's Film Festival	ATTAC, la Lanterne Magique et cinéd'îles			

## A DYNAMIC AND WELL-REPUTED LOCAL INDUSTRY, SERVING TO FURTHER BOOST THE ISLAND'S APPEAL

In 2020, there were more than 220 companies in the film and audio-visual sector, an increase of 58% since 2009. Total sales for the sector in 2021 are estimated at €22.6m, including €15.7m for production. Added value reached to €7.2m.

#### **KEY FIGURES FOR** THE FILM AND **AUDIO-VISUAL FOR 2021** (production/ diffusion) A total of companies (2020)in total sales in total added value **EMPLOYEES** including 1,380

#### NUMBER OF COMPANIES

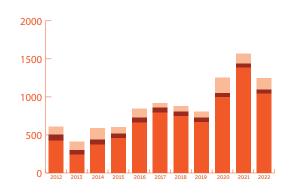




Production
Diffusion
Intermittents

#### **EMPLOYMENT**

In 10 years, the number of employees in the sector has doubled, rising from 611 in 2012 to 1,250 in 2022, driven by the increase in the number of part-time workers, who account for over 80% of the workforce.



Sources: INSEE, ACOSS et AUDIENS.

part-time workers



### LOCAL FUNDS AVAILABLE

#### MOMENTUM DRIVEN BY THE REGIONAL COUNCIL'S AUDIO-VISUAL AND FILM SUPPORT FUND

THE RÉUNION ISLAND REGIONAL COUNCIL HAS DEVELOPED AN AMBITIOUS AND DYNAMIC POLICY TO SUPPORT THE FILM, AUDIO-VISUAL AND MULTIMEDIA INDUSTRIES THANKS TO:

- → A wide range of regional grants aimed at providing financial support for audio-visual and film-making projects throughout their life cycle, all the way through the writing, pre-production and production phases. Following the official Audio-Visual Review carried out by the Regional Council on 24th October 2022, an overhaul of these support measures is scheduled for the end of the second half of 2023. This event, which brought together stakeholders across the local audio-visual, film and video game industries, helped to identify the various changes that need to be put in place to adapt to the new global context and to accompany these sectors as they enter a new phase of development.
- → As Secretariat of Réunion's Film Commission (known as the CFR), the Agence Film Réunion assists project leaders when they apply for these funding measures. It also brings together the networks of talent and contacts concerning all material resources needed to create films. The Agency also promotes the island's vast potential for filming, with its diversity of beautiful

settings and landscapes, and showcases the local expertise and skills.

Find out more here: https://agencefilm.re/

→ Applications are examined by teams at the Réunion's Regional Council before they are submitted to the council's decision-making committees, during which the funding applications are approved.

Find out more here: https://regionreunion. com/aides-services/audiovisuel/article/audiovisuel-cinema-et-multimedia

> https://lanouvelleeconomie.re



For all Regional Council audio-visual and film funding measures, only applications submitted before filming, or before the project goes into production in the case of animated films, will be eligible.

## WIRITANG GRANTS



#### **BENEFICIARIES**

Individuals whose project will put a particular spotlight on Réunion or its environment within the Indian Ocean.

#### **ELIGIBLE PROJECTS**

Fiction / Animation / Creative documentaries / Interactive or immersive projects / Audio creations / Webtoons.

#### **ELIGIBLE FORMATS**

Singles / series / shorts or feature films for television, cinema or online platforms.

#### **FUNDING AMOUNTS**

- → €4,000 for short films and sound creations;
- → €6,000 for 52-minute documentaries and webtoons;
- → €15,000 for series and feature films. For this type of project, writers will have to prove that they have already written and directed a short film that has already been produced.



#### **BENEFICIARIES**

Production companies (SA, SAS, SARL, EURL) that already have experience of television or film production and work alongside one or more writers from Réunion, or whose project will particularly showcase Réunion in the Indian Ocean.

#### **ELIGIBLE PROJECTS**

Fiction / Animation / Creative documentaries / Interactive or immersive projects / Sound creations / Webtoons.

#### **ELIGIBLE FORMATS**

Singles / series / shorts or feature films for television, cinema or online platforms.

#### **FUNDING AMOUNTS**

#### 1) Development

- → €8,000 for short fiction films, creative documentaries / creative documentaries in single or series format / Webtoons.
- → €15,000 for fiction or animation films as singles, series, short films over 10 minutes or feature-length films.

#### 2) Production (pilot projects)

- → Minimum of €12,000
- **→** Up to €24,000

#### Development and production of pilot projects

- → €15,000 for audio creations
- → €30,000 for creative documentaries / Webtoons
- → €40,000 for fiction or animation films as singles, series, feature films or animated shorts over 10 minutes long

#### **FUNDING PERCENTAGE**

At its highest, the Regional Council grant is equal to 50% of spending (excluding tax) incurred for project development (including costs incurred both here in Réunion and elsewhere).

This rate may be increased to 100% for complex audio-visual projects which fall under the criteria as defined by the General Block Exemption Regulation (known as RGEC), which states: «any works identified as such by Member States on the basis of predefined criteria when setting up aid schemes or granting aid and which may include films whose single original version is in the official language of a Member State with a limited territory, population or linguistic area, short films, first and second films by a director, documentaries or low-budget works or other commercially complex works».



# PRODUCTION GRANTS DUCTION GRANTS

#### **BENEFICIARIES**

European production companies (SA, SAS, SARL, EURL) with experience in audio-visual or cinematographic production and producing one or more writers from Réunion, or those whose project will put a particular spotlight on Réunion or its environment within the Indian Ocean

#### **ELIGIBLE PROJECTS**

Fiction / Animation / Creative documentaries / Interactive or immersive projects / Audio creations / Webtoons / Magazines of cultural interest.

#### **ELIGIBLE FORMATS**

Singles / series / shorts or feature films for television, cinema or platforms.

#### **FUNDING AMOUNTS**

1/ Audio-visual:

- → 52-minute documentaries: €50,000 An additional €20,000 may be awarded to projects dealing with a theme not previously addressed and with a national distributor.
- → Magazines of (essentially) cultural interest: €10.000
- → Webtoons: €45,000
- → Animated TV films : €60,000 (26 minutes)
- 52-minute TV dramas : €100,000
- 90-minute TV dramas : €180,000
- A possible increase of €30,000 (i.e. a total amount of €210,000) for 90-minute TV dramas, with a limit of government support of 50% for projects meeting all of the following criteria:
- → A total budget in excess of €1,500,000;
- → Local expenditure in excess of €500,000;
- → A total number of local staff employed in excess of 400 man-days.

#### 2 / Cinema:

- → Short films : €15,000 (min) and €30,000 (max)
- → Feature-length documentaries: maximum of €100.000
- → Live-action or animated feature film: maximum of €300,000

#### Financial bonuses:

- → Musical creation with a strong cultural link to Réunion: €10,000 (max);
- → Scriptwriting funding for a writing who has already written one or more audio-visual or cinematographic works which are linked to Réunion: maximum of €10,000;
- → Artistic and technical innovations : €10,000 (max):

#### **FUNDING PERCENTAGE**

- 40% of local expenses excluding taxes for projects intended for the local market
- 45% of local expenses excluding taxes for projects intended for national and international markets
- 50% of local expenses excluding taxes for national or international co-productions including at least one company having already produced one or more works with a "strong cultural link with Reunion Island"
- 60% of local expenditure excluding taxes for European co-productions;
- 100% of local expenditure excluding taxes for difficult works and co-productions involving countries on the OECD Development Assistance Committee (DAC) list

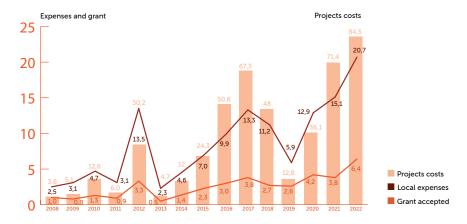
The funding frameworks and grant application forms can be downloaded from the Regional Council of Réunion's website: https://regionreunion.com/aides-services/audiovisuel/article/audiovisuel-cinema-et-multimedia



IES	Animated TV serie	Documentary TV serie	13-minute TV drama serie	26 minute TV drama serie	52 minute TV drama serie	Webserie	Musical creation
Season 1	€300 000	€40 000	€30 000	€50 000	€60 000	€100 000	€25 000
Season 2	€200 000	€26 000	€20 000	€33 335	€40 000	€60 000	€15 000
Season 3	€135 000	€ 18 000	€13 000	€22 000	€27 000	€45 000	€10 000
Season 4	€80 000	€10 000	€8 000	€13 000	€16 000€	€25 000	€6 000

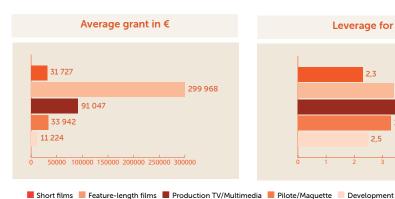
<sup>&</sup>lt;sup>1</sup> The General Block Exemption Regulation states that complex works are "any works identified as such by Member States on the basis of predefined criteria when setting up aid schemes or granting aid and which may include films whose single original version is in the official language of a Member State with a limited territory, population or linguistic area, short films, first and second films by a director, documentaries or low-budget works or other commercially complex works".

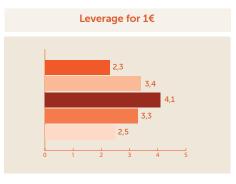
In 2022, the total cost of projects having received aid from the Regional Council amounted to €84.5m, of which €20.7m was spent locally, with total grants awarded of €6.4m.

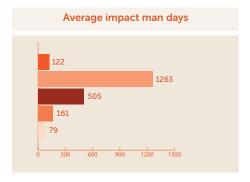


#### **ECONOMIC IMPACT OF REGIONAL COUNCIL FUNDING BY TYPE OF PRODUCTION FOR 2012-2022**

For the period 2012-2022, Regional Council support for audio-visual projects averaged €93,600. The average leverage effect over this 10 year period represents  $\in$  3, an amount that has therefore been injected into the Réunionese economy for every €1 granted by the local authority. This rises to €3.4 for feature films and €4.1 for TV productions.







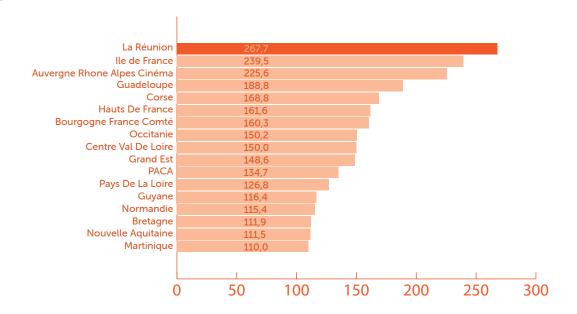
Source: Région, calculs Nexa



## Average funding amounts for feature film productions for each region in France over the period

2016-2022 (KE)

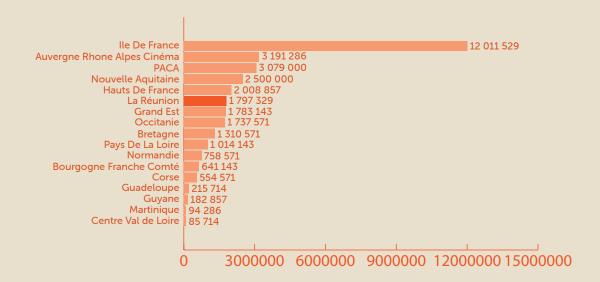
Comparing the average funding for administrative regions in Mainland and Overseas France, Réunion is ranked first, with an average amount of €268,000 per production over the period 2016-2022, ahead of Ile-de-France.



## Funding measures for feature film productions for each region over the period

2016-2022 (£)

Thanks to the Regional Council's financial support, Réunion has moved up from 8th to 6th in the ranking of total aid to French regions over the period 2016-2022.





## STUDIO RÉUNION EVENT

#### STUDIO RÉUNION, PROMOTING AND DEVELOPING THE LOCAL INDUSTRY

n integral part of the Regional Council, NEXA is the island's Agency for Attractiveness, Development and Investment, firmly committed to boosting local economic attractiveness by focusing on the audio-visual and film-making sector, an industry with strong cultural and economic potential and a driver of artistic creation and employment.

Organising the annual 'STUDIO RÉUNION' event is clearly a key part of this approach.

Every year for the past 10 years, this event brings together a new and eclectic range of participants, made up exclusively of influential producers, directors and distributors, to discover the ideal place for film-making and share their love of the seventh art.

As part of a strategy to promote the economy and tourism, this project is an opportunity to showcase the region's economic assets, skills, talents and natural resources, all of which make Réunion a prime location for filming. Visits to a variety of unusual and exceptional sites provide an in-depth overview of the island's filming locations.

Each year, we organise B-to-B working sessions, evening events, networking lunches, workshops, conferences and film screenings, enabling the local industry to get involved in film projects with professionals from overseas, helping them to further boost their skills.

This event seeks to boost the island's appeal among foreign investors, but also to ensure that all regions of the island benefit from a sustainable and balanced economic development. Furthermore, the possibility to be a part of this synergy within the Indian Ocean audio-visual domain is extended to the overseas department of Mayotte as well as to countries that are further afield, such as South Africa, eastern Africa and India.



126

professional producers, directors, scriptwriters and distributors have discovered the island



films have been made and a dozen more are in preparation



films have received awards and/or have been selected at international festivals

There have been more than



B-to-B meetings

Here are a few posters or visuals of films that have resulted from the Studio Réunion event

















**MA FAMILLE AFGHANE** 





RULES SUCCESS











## FILMS CURERENTLY IN PREPARAETION:

FRAGMENTS
DEUSA
DAS AGUAS

LE SUCRE CACHÉ DANS LE VENT LES DÉCEN-TRÉS

FURCY, LE PROCES DE LA LIBERTÉ

OU MAZINE PAS

LA SAGA VERGÈS

MAMAN VEUT PU'

**VADE RETRO** 

INVISIBLE CRIME

### YOUR CONTACTS IN REUNION

#### PROJECT DEVELOPMENT



#### THE REGIONAL COUNCIL OF RÉUNION

supports the audio-visual sector thanks to financial aid as part of the European Operational Programme, as well as through various initiatives aimed at developing the sector: support for vocational training, development of infrastructure, particularly broadband, etc.

#### Find out more here:

www.regionreunion.com

The Regional Council's Audio-visual industry department service-audiovisuel@cr-reunion.fr





#### The CULTURAL AFFAIRES DIVISION OF RÉUNION

 this decentralised department of the Ministry of Culture operates under the authority of the Prefect of Réunion. In conjunction with the Centre National du Cinéma et de l'Image Animée (CNC) and in partnership with the Regional Council of Réunion and other government departments, this team is currently developing a film-making and multimedia policy aiming to provide the island with better structure.

#### Find out more here:

https://www.culture.gouv.fr/Regions/
Dac-de-La-Reunion
la-reunion@culture.gouv.fr



#### The AGENCE FILM RÉUNION

hosts film shoots all over the island and supports Réunionese film-making and audio-visual projects in order to encourage diversity and the emergence of new talent.

#### Find out more here:

https://agencefilm.re/ contact@agencefilmreunion.com



#### NEXA, THE REGIONAL COUNCIL AGENCY FOR ATTRACTIVENESS, DEVELOPMENT AND INVESTMENT,

is tasked with supporting the development and economic transition of Réunion according to regional scheme and directives. It supports the regional council on issues of public policy, economic intelligence, studies and prospective; it also raises awareness among local stakeholders of the challenges of ecological transition and supports project leaders, companies and investors, both local and from overseas. NEXA is working hard to boost the island's economic appeal by building on Réunion's centres of excellence. To this end, NEXA has launched a strategy to enhance the island's attractiveness and economic promotion as a business location and, in collaboration with local partners, is putting in place operations to raise the island's profile and boost investment in Réunion.

#### Find out more:

www.nexa.re

### PROFESSIONAL REPRESENTATION



#### CINÉASTES DE LA REUNION:

An association created in 2015, bringing together writers.

#### Find out more here:

https://www.cineastesdelareunion.fr/cineastesdelareunion@gmail.com



#### **REYONE**

Producers' Association, created in 2019 and made up of production companies.

#### Find out more here:

https://www.producteurs-reyone.re/ producteurs.reyone@gmail.com



#### REUNION'S UNION FOR FILM AND ANIMATED PICTURES:

this union was created in 2021 and is made up of production and post-production companies as well as directors, technicians, writers and actors.

#### Find out more here:

syndicat.cinema.974@gmail.com

#### TRAINING ORGANISATIONS



#### The INSTITUT DE L'IMAGE DE L'OCÉAN INDIEN (ILOI)

has been specialising in professional training in the fields of image and new medias for twenty years. It offers a complete curriculum up to Masters level, with the distinctive feature of offering dual certifications, both academic and professional, thanks to a vast network of professionals and partnerships with the University of Paris VIII and the University of Aix-Marseille School of Journalism.

The institute is structured around 3 sectors:

- → Film and TV professions
- → Animated films, video games and AI
- → Digital creation and new media (online and offline).

#### Find out more here:

www.iloi.fr info@iloi.fr



#### **RUBIKA REUNION**

is a private higher education establishment in Reunion specialising in video games and 2D/3D animation. In an international context of strong economic growth in the animation and video game sector, and on an island which is participating in the rising development of the French industry, its training courses aim to meet the needs of local and national companies, while offering prospects to the younger generations of Reunion Island and across the Indian Ocean.

From 2024, Rubika Réunion will be offering 5-year certifications, with 3 courses:

- → 2D animation
- → 3D animation
- → Video games (Video Game Art over 3 years, then Video Game Programming / Tech Art over a further 2 years).

#### Find out more here:

https://rubika.re/ ou https://www.facebook.com/rubikareunion contact@rubika.re

### LOCAL BROADCASTERS AND DISTRIBUTORS

#### ANTENNE REUNION

Anthony RIVIERE
Production Director
anthony.riviere@antennereunion.fr

#### **CANAL PLUS REUNION**

Valérie MARIANNE
Director of Communications
and Co-Production CANAL+ REUNION
valerie.MARIANNE@canal-plus.com

#### REUNION LA 1<sup>ERE</sup>

Maya NUNEZ-SOLER
Production Executive
maya.nunez-soler@francetv.fr

#### HOLDING ETHEVE (MAUREFILMS) Laurence ETHEVE

Operations Manager laurence.etheve@cine-reunion.com

#### INVESTISSEMENT ET COMMERCE CINEMA

Frédéric DROTKOWSKI Managing Director frederic@invescorun.com



UNE ÎLE DE TALENTS ET DE KRÉATIONS

#### RÉUNION'S AUDIOVISUAL & FILM-MAKING INDUSTRY, A KEY ASPECT OF THE ISLAND'S ECONOMIC APPEAL

/2023 Edition/













