

Coproducing with Switzerland



MARCHÉ DU FILM
FESTIVAL DE CANNES



Switzerland.
COUNTRY OF HONOUR

up to **40%**
refund on Swiss
expenses



Thunder by Carmen Jaquier
Close Up Films (CH)
Budget: CHF 3 Mio



Switzerland – The essence of European diversity

Switzerland offers a wide range of landscapes within very short distances (4 hrs max.), connected by a uniquely dense network of highways and railway: Snowy mountain tops in the Alps, palm-lined lakeshores in Ticino, rivers, forests, valleys, medieval castles. Urban surroundings with luxurious hotels, modern architectural and technological centres and scientific campuses like CERN and the EPFL/ETH universities are to be found in the cities of Geneva, Lausanne and Zurich while ancient city panorama characterise the UNESCO World Heritage town of Berne. The countryside can easily double for any Northern, Western or South European landscapes.

Profitable working regulations and infrastructure

A highly skilled multilingual workforce and state of the art postproduction facilities complete the picture. Labour costs in Switzerland are similar to those in neighbouring countries, but you can benefit from lower social costs and tighter production schedules. In addition, Switzerland is blessed with moderate levels of taxation. International airports are to be found in all regions: Zurich, Geneva, Basel, Berne and Lugano, accessible within max. 30 minutes.

Front: **Laissez-moi** by Maxime Rappaz
Golden Egg Production (CH)
CH 89%, FR 11%
Budget: CHF 2.8 Mio

Facts and figures Switzerland 2023

General data

+ 8.8 Mio inhabitants

+ 8.1% VAT

+ 1 € = 1.02 CHF
March, 2024

Film industry

+ 586 screens | 2019: 609

+ 10.0 Mio cinema admissions | 2019: 12.9 Mio

+ 1.0 admissions per person per year | 2019: 1.5

+ 181 Mio CHF box office | 2019: 198 Mio

+ More than 60 production companies have an output of at least one feature film per year

+ 24 distribution companies

Feature films produced

+ **84 in total | 2019: 79**
47 national productions | 2019: 48
19 majority co-productions | 2019: 15
18 minority co-productions | 2019: 16

+ **52 Documentaries | 2019: 52**

+ **30 Fictions | 2019: 26**

+ **2 Animations | 2019: 1**

Market share

+ **7.2% Swiss Film market share | 2019: 6.8%**

+ **67.7% US market share | 2019: 66.2%**
22.2% EU market share | 2019: 22.5%

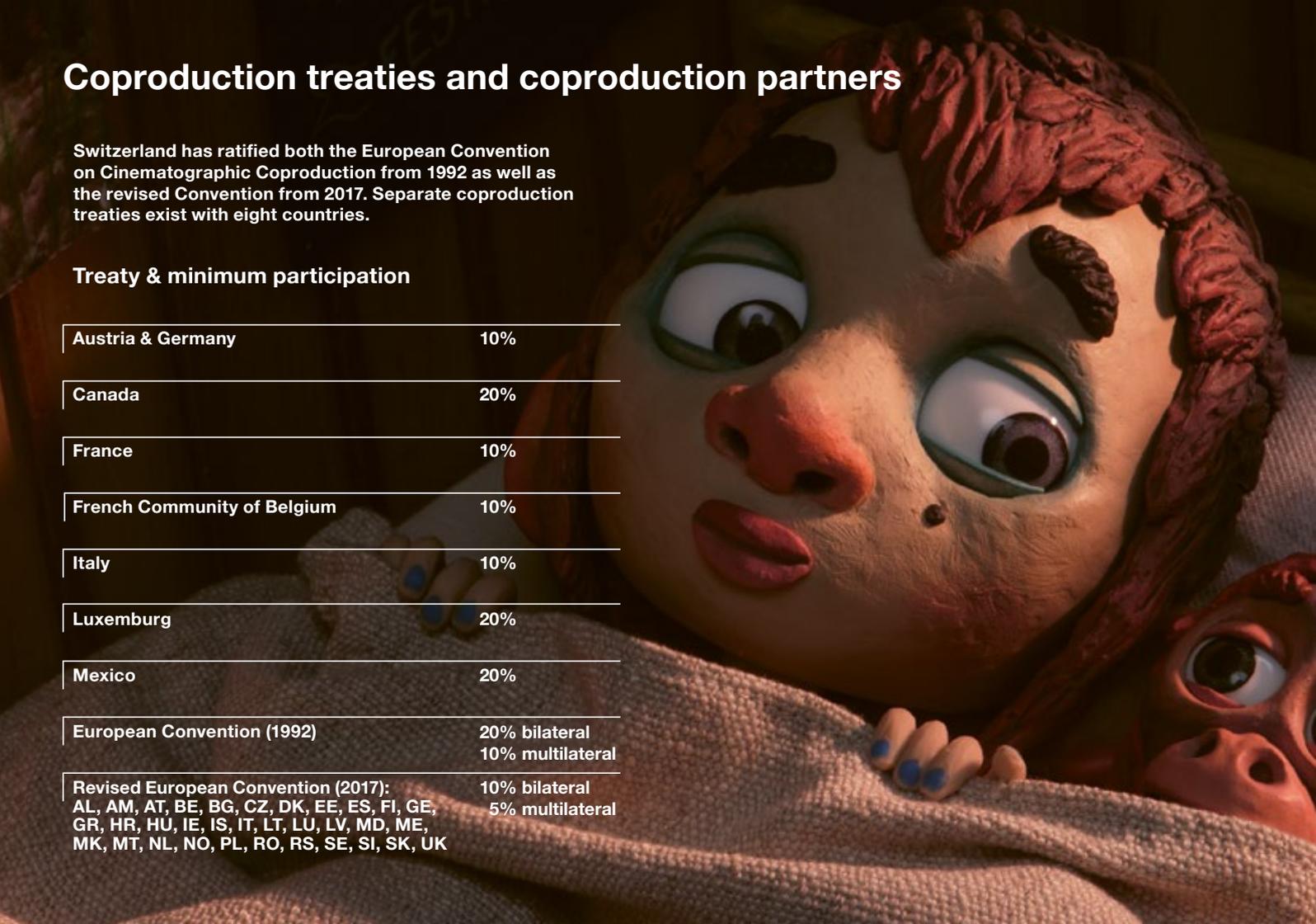
Wonderland by M. Kruppenacher,
J. Gassmann, L. Blatter, G. Frei,
B. Jaberg, C. Jaquier, J. Meier,
T. Nölle, L. Rupp, M. Scheiwiller
Contrast Film Bern / 2:1 Film (CH)

Coproduction treaties and coproduction partners

Switzerland has ratified both the European Convention on Cinematographic Coproduction from 1992 as well as the revised Convention from 2017. Separate coproduction treaties exist with eight countries.

Treaty & minimum participation

Austria & Germany	10%
Canada	20%
France	10%
French Community of Belgium	10%
Italy	10%
Luxemburg	20%
Mexico	20%
European Convention (1992)	20% bilateral 10% multilateral
Revised European Convention (2017): AL, AM, AT, BE, BG, CZ, DK, EE, ES, FI, GE, GR, HR, HU, IE, IS, IT, LT, LU, LV, MD, ME, MK, MT, NL, NO, PL, RO, RS, SE, SI, SK, UK	10% bilateral 5% multilateral



Sauvages!

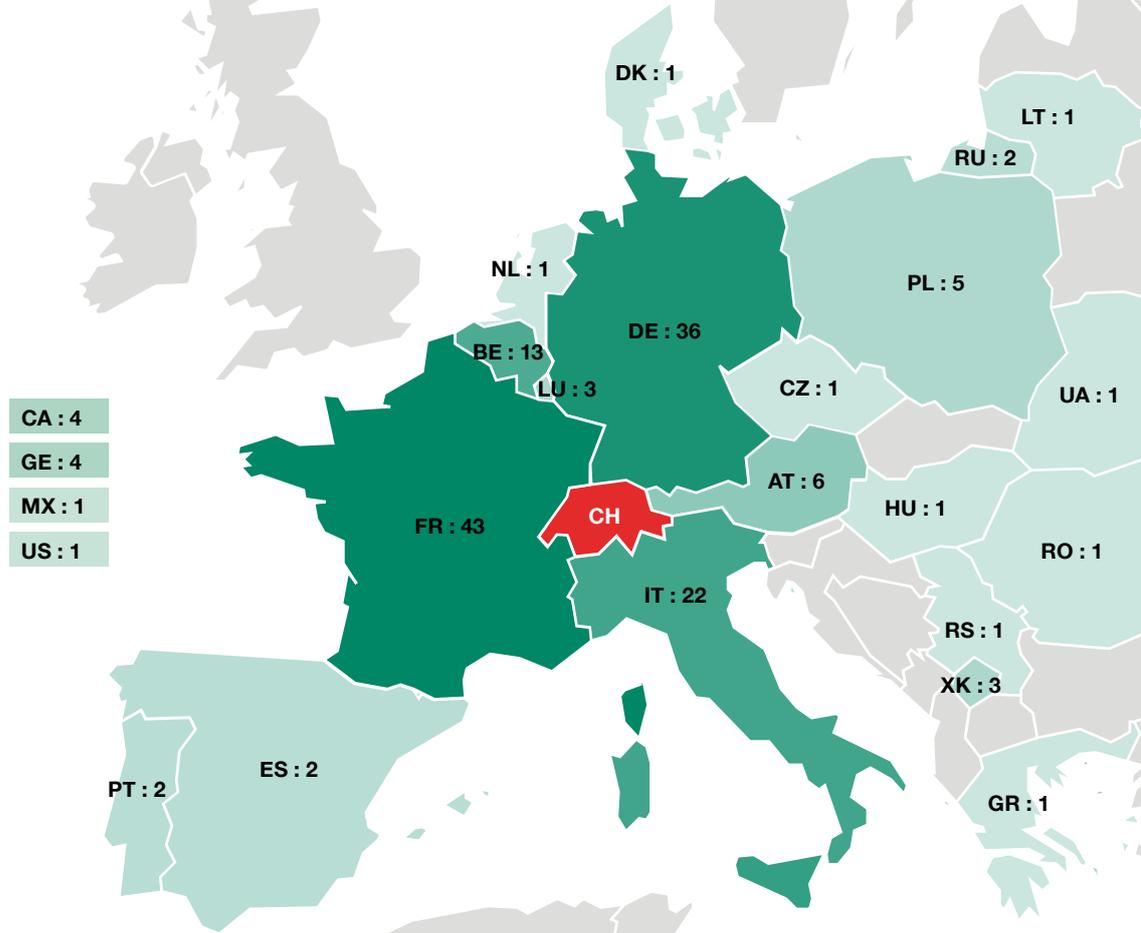
by Claude Barras

Nadasdy Films (CH)

CH, FR, BE

theatrical release planned
for October 2024

Coproduction partners 2019-2022

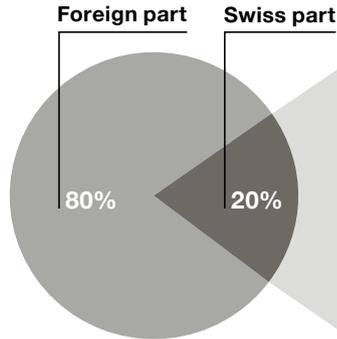
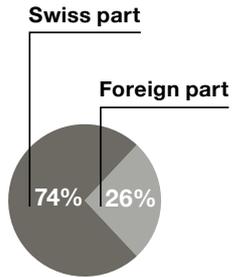


Coproductions: Average financing

Majority Swiss

Minority Swiss

Swiss part

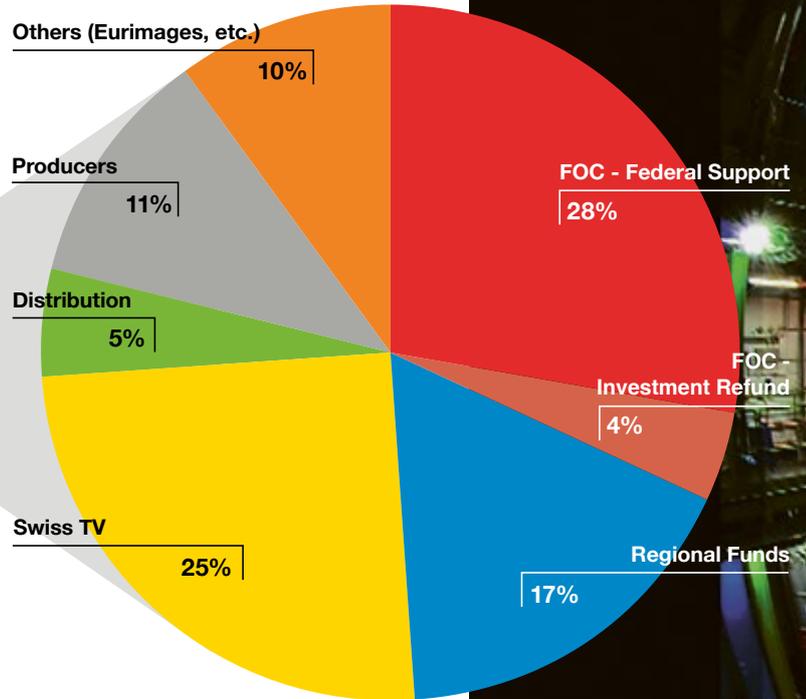


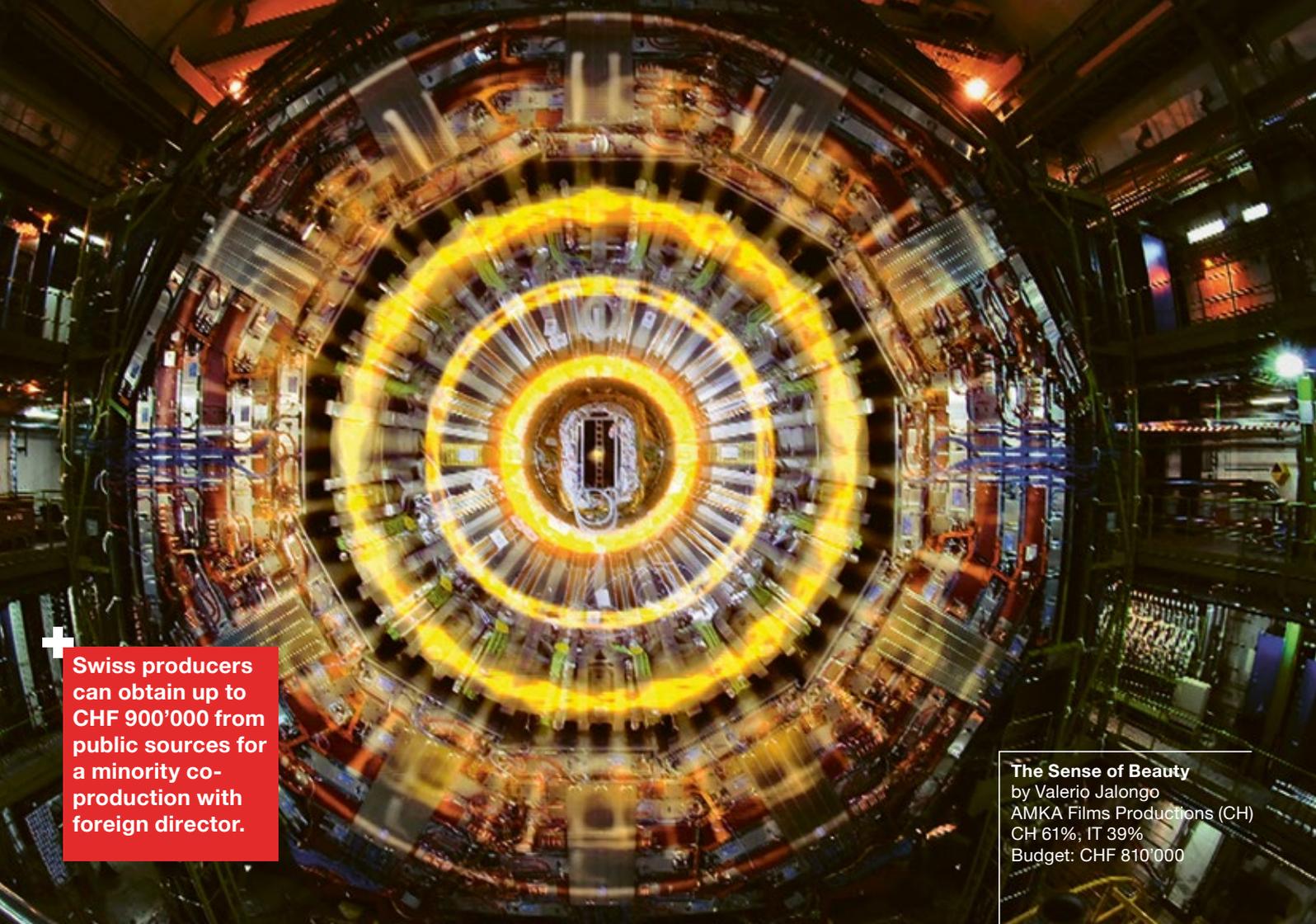
Others (Eurimages, etc.)

Producers

Distribution

Swiss TV





+

Swiss producers can obtain up to CHF 900'000 from public sources for a minority co-production with foreign director.

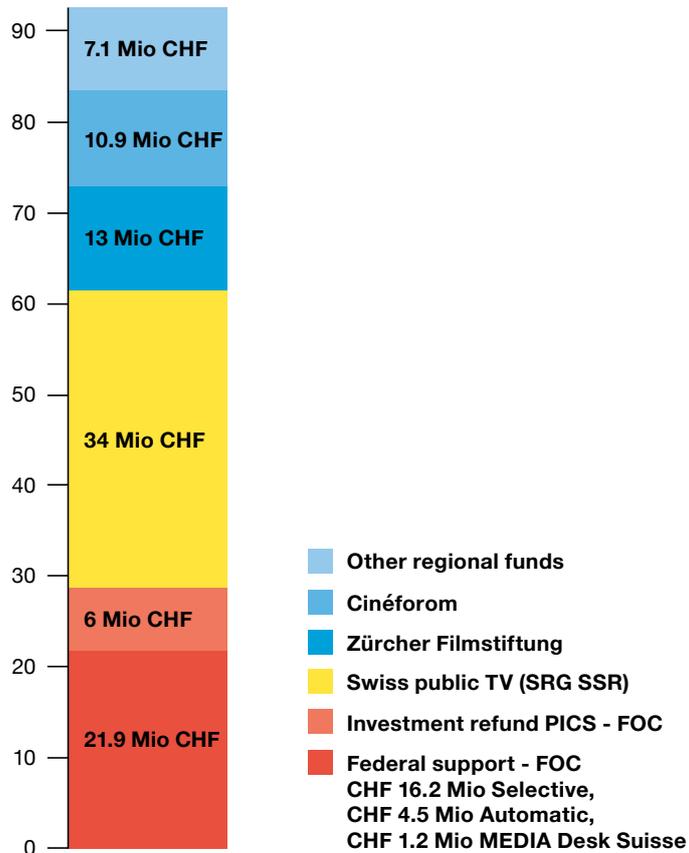
The Sense of Beauty
by Valerio Jalongo
AMKA Films Productions (CH)
CH 61%, IT 39%
Budget: CHF 810'000



Hotel Sinestra by Michiel ten Horn
Zodiac Pictures (CH)
NL 68%, CH 32%
Budget: CHF 3.6 Mio



Total funding available at national level: 92.9 Mio CHF



Federal Office of Culture (FOC) - Film production support

Introduction of the fund

The Federal Office of Culture FOC supports projects that contribute to the diversity of Swiss film culture. The support is a non-recoupable funding based on selective criteria evaluated by an independent commission. Support is also granted by an automatic scheme (succès cinéma).

Who can apply?

An independent Swiss production company.

To what production stage does it apply to? What types of projects are eligible?

Funding is allocated to the development phase for any type of feature-length film and to the production phase for both feature and short films. The projects must aim at theatrical release, festivals or digital platforms. Development funding is available to projects with a Swiss author only.

How much can be granted?

Maximum amount (for production): Up to CHF 1 Mio for films with Swiss director and CHF 300'000 for films with foreign director.

The sum of federal funding cannot exceed 70% of the total costs. About 40 feature film projects supported every year.

Do you fund minority co-productions?

Yes, with a dedicated budget (CHF 2'000'000). Chances of attribution can be easily calculated on the basis of a point system.

What are the spending obligations?

Coproductions must spend the Swiss financing part for Swiss elements. Up to 20% transfer may be authorized.

What are the evaluation criteria?

Artistic quality / Artistic and technical coherence / Potential for distribution / Contribution to diversity / Production experience.

When to apply?

Applications may be submitted 4 times per year, decisions within 2 months.

bak.admin.ch/film



Federal Office of Culture - Swiss film investment refund (Cash rebate)

Introduction of the funding programme

Film Investment Refund Switzerland (PICS) is a programme principally focused on Swiss-international coproductions. PICS refunds 20% to 40% of eligible film production expenses generated in Switzerland.

Who can apply?

An independent Swiss production company.

To what production stage does it apply to? What types of projects are eligible?

Funding is allocated only for the production phase. Projects can be feature-length films made for theatrical release, for festivals or for digital platforms.

How much can be granted?

Total amount: CHF 6 Mio per year.

About 30 projects supported every year.

Maximum amount: up to CHF 600'000.

The sum of federal funding cannot exceed 70% of the total costs.

Do you fund minority co-productions?

Yes, at a higher rate. PICS refunds 40% for all eligible film production expenses of minority co-productions.

What are the spending obligations?

Fiction films: At least CHF 1.2 Mio for majority and CHF 300'000 for minority co-productions. Fiction films need also 5 days of shooting in Switzerland. Documentaries: At least CHF 250'000 for majority and CHF 150'000 for minority co-productions.

What are the criteria?

75% of the financing must be guaranteed.

20% of the artistic and logistical expenses are refunded.

40% of the technical expenses are refunded.

When to apply?

No special deadlines. Applications can be submitted anytime.

bak.admin.ch/pics



New quota and investment obligation for audiovisual services

Introduction of the new Film Act

As of year 2024, all audiovisual services offering films (television services and on-demand services) must invest in Swiss film production or its promotion. The investment obligation amounts to 4% of their annual gross income generated in Switzerland.

What types of projects are eligible for investment?

Eligible works include fiction films, documentaries, and animated films of any duration. Eligible films must be either Swiss films (certificate of origin) or official co-productions.

Are investments in audiovisual series also eligible?

Yes. Theatrical release is not required. However, as of now, only the Canadian, Mexican, and Belgian co-production agreements include series.

Are commissioned films eligible?

Yes, but these projects are not eligible for public funding.

Which producers are eligible?

The Swiss producer must be an independent Swiss production company which is neither

owned, influenced by nor has economic ties to an audiovisual service.

What types of investment are eligible?

Audiovisual services may acquire licenses for their own use with a maximal duration of 5 years or co-produce independently produced films which may include a transfer of exploitation rights to a maximal duration of 7 years. In both cases, extension options up to 15 years are eligible. The rights remaining with the production company must enable it to exploit the film outside the audiovisual services.

Where to apply?

There is no application for funding. Audiovisual services negotiate and contract directly with the independent Swiss production company. To secure the eligibility of the investment, they can apply at the FOC for a provisional certificate as Swiss film or a provisional recognition as international co-production.

Where can we ask further questions?

To clarify questions about eligibility and procedure write to fqiv@bak.admin.ch.

bak.admin.ch/filmgesetz





Davos 1917 Series by Jan-Eric Mack,
Anca Miruna Lăzărescu, Christian Theede
Contrast Film and SRF (CH)
CH, DE
Budget: ca. CHF 18 Mio

MEDIA Desk Suisse

Introduction of the fund

The Federal Office of Culture (FOC) offers a support scheme to foster international co-development at an early stage. The fund compensates for the fact that Switzerland is not member of the Creative Europe MEDIA Programme. Projects are evaluated by independent experts based on selective criteria similar to those used by the MEDIA Programme.

Who can apply?

An independent Swiss production company.

To what production stage does it apply to?

What types of projects are eligible?

Funding is allocated only to the development phase (until the first day of principal photography). Projects can be feature films (fiction, documentary, animation) or series, made for theatrical release, TV or for digital platforms. Projects with foreign authors are eligible.

How much can be granted?

- Total amount: CHF 1.2 Mio per year,
- Up to CHF 60'000 (majority Swiss projects) & up to CHF 50'000 (minority Swiss).
- The sum of federal funding cannot exceed 70% of the Swiss costs.

Do you fund minority co-productions?

Yes, there exists a funding scheme for the co-development of Swiss minority projects. Eligible projects must have secured 50% of the development financing in the majority country by application date. Bonus points are given to projects with Swiss (co-)authors.

What are the spending obligations?

No specific spending obligations.

What are the evaluation criteria?

- Potential for European and international distribution,
 - Artistic quality,
 - Relevance of the (co-)development strategy.
- Extra points for:
- European coproduction, children's films & animation projects, and green strategy.

When to apply?

March and October for majority and minority projects, June for slates (3 to 5 projects).

mediadesk.ch





Bisons by Pierre Monnard
P.S. Productions (CH)
CH 90%, FR 10%
Budget: CHF 2.9 Mio

Regional funds – Cinéforom

Introduction of the fund

Cinéforom in Geneva is the film fund for the whole French-speaking part of Switzerland, offering soft money grants, both selective and automatic (bonification based on the highest grant from FOC or SRG-SSR television).

Who can apply?

An independent Swiss production company. For films with a non-Swiss director, it must be established in the French-speaking part.

To what production stage does it apply to? What types of projects are eligible?

All kinds of films (fictions, documentaries, animation) across all medias (cinema, television, web) may apply for development and/or production grants. Digital experiences can also be supported for development, prototyping and production.

Do you fund minority coproduction?

Yes.

How much can be granted?

For minority coproductions, the selective support can be up to 10% of the Swiss financing

(up to CHF 100'000), and selective and automatic cumulated can be up to 15% of the Swiss financing (up to CHF 200'000). Those restrictions do not apply to digital experiences projects.

What are the spending obligations?

The whole grant must be spent within the French-speaking part.

What are the evaluation criteria?

Sole criterion for selective commissions is artistic quality. Requests above CHF 60'000 are checked production-wise for consistency.

When to apply?

Applications may be submitted 4 times per year, or 2 times per year for the digital experiences support. The committee takes the decisions within 6 weeks.

cineforom.ch





With the Wind by Bettina Oberli
RITA Productions (CH)
CH 74%, FR 26%
Budget: CHF 4.7 Mio

Regional funds – Zürcher Filmstiftung

Introduction of the fund

As one of the two main regional funds in Switzerland, Zürcher Filmstiftung is committed to supporting the film industry in the Canton of Zurich and particularly its capital, which is the leading film hub in Switzerland.

Who can apply?

An independent Swiss production company. If the film's director is not based in Zurich, the production company must be established in the Canton of Zurich.

To what production stage does it apply to? What types of projects are eligible?

Funding is provided for all formats of audio-visual works:

- Story and project development on three levels
- Production
- Marketing and distribution

How much can be granted?

- Development: max. 50% of budget or CHF 100'000
- Production: max. 50% of budget or CHF 1 Mio
- Distribution/Marketing: max. 50% of budget or CHF 100'000

Every support is granted as a soft loan and must be repaid if the film is economically successful.

Do you fund minority coproduction?

Yes, if the project and content have a significant relation to the region. The recoupment must correspond to the financing shares.

What are the spending obligations?

150% of the loan amount granted should be spent in the region. For minority projects it can be higher. The fund demands no rights in the film and is not defined as co-producer.

What are the evaluation criteria?

- Artistic quality
- Distribution potential
- Cultural and economic impact on the region

When to apply?

Applications may be submitted 4 times per year. The committee takes the decisions within 2 months.

filmstiftung.ch





**Wolkenbruch's Wondrous Journey into
the Arms of a Shiksa** by Michael Steiner
Turnus Film (CH)
CH 88%, DE 12%,
Budget: CHF 3.9 Mio

Other regional funds

Region Basel Film und Medienkunst Förderung

Support for:

- Development: CHF 10'000-30'000
- Production: max. 50% of budget or CHF 200'000

A grant of max. CHF 1.5 Mio is reserved for projects higher than CHF 450'000.

kultur.bs.ch/kulturprojekte/film-und-medienkunst

Berner Filmförderung

Support for:

- Development: CHF 5'000 - 30'000
- Production: max. 50% of budget or CHF 750'000 (fiction)/ CHF 300'000 (docs)

150% of the amount to be spent in the region.

kultur.bkd.be.ch/de/start/themen/

kulturfoerderung/foerderung/kulturfoerderung-film.html

Zentralschweiz

Innerschweizer Filmfachgruppe (IFFG), Lucerne

Support for:

- Development: max. CHF 20'000
- Production: max. 50% of budget or up to CHF 100'000 for feature films.

kultur.lu.ch/gesuche/film

Film commissions and contacts

Basel Balimage

balimage.ch

Bern Bern Film Commission

bern fuerdenfilm.ch/bern-film-commission

Grisons Office for Economy and Tourism Grisons

graubunden.ch

Jura Jura Tourism

juritourisme.ch

Central Switzerland Film Commission Lucerne & Central Switzerland

filmcommission-centralswitzerland.ch

Montreux Film Location Riviera

montreuxriviera.com

Ticino Ticino Film Commission

ticinofilmcommission.ch

Valais Valais Film Commission

valaisfilmcommission.ch

Zurich Film Commission Zurich

filmzurich.ch

German speaking

French speaking

Italian speaking

France

Germany

Austria

Italy



+
German, French and Italian are national languages in Switzerland – English is widely spoken.

Film commissions

Film Commission Switzerland is a network of regional film commissions and various regional contacts. It aims to connect producers and local production service providers and helps in finding local assistance, coproduction partnerships, or shooting locations.

The main film commissions are active in Zurich, Central Switzerland (Lucerne), Ticino and Valais. Similar to the last two, others such as Zurich and Berne will be offering incentives. Zurich will announce its offer in May.

filmcommission.swiss



Heidi by Alain Gsponer
Zodiac Pictures (CH)
DE 68.3%, CH 31.7%
Budget: CHF 8.4 Mio
22 Days of principal photography in
Graubünden (CH)
Sold to more than 100 countries
3.5 Mio admissions worldwide

Ticino Film Commission

Which services do you offer?

Ticino Film Commission offers financial incentives and free services for all productions shooting in the Italian speaking part of Switzerland. It accompanies and counsels at all stages: from location scouting to casting and the search for local technicians, to the acquisition of permits and post-production needs. It helps keep smooth relationships with institutional and private partners as well as with the press.

Who can apply?

All production companies can freely apply to the services and incentives.

How much can be granted?

- Financial incentives of up to CHF 20'000. Additional support in the form of a 30% cash rebate available for shootings that take place specifically in selected municipalities.
- Hiring of a dedicated location scouter (up to 5 days) and hospitality for visiting production members during that period (up to 3 days).

What are the spending obligations?

There are no specific spending obligations, but the financial incentive is determined by a few factors including the amount of expenses incurred in Ticino.

ticinofilmcommission.ch

Valais Film Commission

Which services do you offer?

The Valais Film Commission offers a global service from the start to the end of a project.

- Scouting
- Location inventory
- Incentives and cash rebates
- Facilitation with locals and local authorities
- Local skills research (e.g. skilled workers, technicians etc.)

Who can apply?

All productions wishing to shoot in Valais can benefit from the services. As far as financial benefits are concerned, a list of eligibility criteria is available online, where you can also submit your application.

How much can be granted?

15 to 35% cash rebate is granted depending on the type of production and the criteria met. The current maximum is CHF 100'000 per production.

What are the spending obligations?

Expenses taken into consideration are those incurred within Valais. This applies to accommodation, work force, equipment rental and even coffee drunk in Valais.

valaisfilmcommission.ch

SRG SSR Swiss public broadcasting

The partnership between the Swiss film industry and SRG is being governed by an agreement known as the Pacte de l'audiovisuel. The Pacte sets out the terms and conditions that apply to SRG coproductions with independent filmmakers.

For the period 2024-2027 SRG's commitment to Swiss film is CHF 34 Mio annually.

The Pacte supports both made-for-TV and general-release films: CHF 19.5 Mio is available annually for television productions, including series productions, and CHF 10 Mio per year for cinema

projects. A share of CHF 2 Mio has been set aside of the TV and cinema budget for animated films. Multimedia projects are supported with CHF 500'000. Support of CHF 4 Mio is also granted by an automatic scheme (Succès passage antenne).

SRG SSR has implemented amendments in distribution rights that reflect changes in media use. It has established a streaming platform which offers its films and series in all national languages: playsuisse.ch.

srgssr.ch



Monte Verità by Stefan Jäger
tellfilm (CH)
CH 56.7%, AT 23.3%, DE 20%
Budget: CHF 7.5 Mio

International promotion and training

SWISS FILMS

SWISS FILMS is the national agency for the promotion of films made in Switzerland.

SWISS FILMS provides Swiss filmmakers with support in promoting and marketing their works and helps them to build an international network. Among their support measures they offer distribution support for Swiss films worldwide, provided to foreign theatrical and online distributors.

SWISS FILMS is supported by the Federal Office of Culture.

swissfilms.ch

FOCAL

FOCAL organises around 60 further training and practice-related courses for film professionals in Switzerland and Europe.

Among them is the international training programme «Production Value», where 1st assistant directors and line producers learn how to budget and schedule ambitious co-productions and where European producers can get their projects analysed.

FOCAL is supported by the Federal Office of Culture.

focal.ch



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Home Affairs FDHA
Federal Office of Culture FOC

MEDIADESK
SUISSE

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Imprint:
MEDIA Desk Suisse
Neugasse 10, CH-8005 Zürich

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Count on prompt
and dependable
funding support,
as reliable as a
Swiss watch.



mediadesk.ch/coproducingwithswitzerland

Unrest by Cyril Schäublin
Seeland Filmproduktion GmbH (CH)
Budget: CHF 2.2 Mio