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PRESS RELEASE

Paris Region sets its sights on the film and audiovisual industry in 2025

The Count of Monte Cristo, *Emilia Perez*, *Mr. Aznavour*, 2024 was an excellent year in French cinemas, with 181 million tickets sold. Gearing up for the 2025 film production season in France, the Parc Floral de Paris will be hosting the 15th *Paris Images Production Forum* on February 6 and 7, 2025. Organized by Film Paris Region and with the support of Paris Region and the CNC, this now major event brings together stakeholders in the French film and audiovisual production industry every year through a series of conferences and workshops on major issues in the industry.

A 2025 edition that brings together all the film production stakeholders in France

The 15th edition of the *Production Forum* is organized in partnership with the Micro-salon, sponsored by the French Camera Operator's Association, and the CNC conferences, under the *Paris Images* label, and in 2024 attracted over 7,000 visitors. In 2025, the *Production Forum* will bring together 109 exhibitors, 20% of whom are newcomers: film production locations, film production welcome desks, transportation, production management and set design service providers, and solutions for the environmentally responsible management of film productions. This diversity is a testament to the industry's growing scale and vitality in France.

This year will mark the 10th anniversary of the Location Scouts Association, a long-standing partner of Film Paris Region, whose role in identifying new locations is essential for productions.

Current challenges at the heart of the debate

In a new political context in the United States, and with the economic strains we are experiencing in Europe, the *Production Forum* will examine the major challenges for 2025 through workshops and conferences that will focus on:

- **The economic and social benefits of film production for the regions** with the example of *Walking Dead: Daryl Dixon*, which benefited from the C2I
- **The eco-responsible design of sets and costumes**, with the launch of the 3rd phase of the Circularart project by Film Paris Region, an initiative supported by Ademe aimed at encouraging the circular economy in the design of studio sets.
- **The challenges of adapting literary works for the cinema**, in partnership with the SCELf (Civil Society of Francophone Publishers).

Paris Region: the leading French region to support the Film and Audiovisual Industry

Paris Region has an ambitious policy to support the film, audiovisual and screenwriting industries, with the aim of supporting creative diversity, structuring Paris Region ecosystems and boosting employment. In 2024, Paris Region supported 165 film and audiovisual works to the tune of over €17.3 million through its support programs (Funding for film, audiovisual and international productions, Funding for screenwriting, Post-production funding, FoRTE - Regional Fund for Emerging Talent).

Film Paris Region plays an additional role in supporting film production, with 315 projects supported in 2024 and providing an inventory of over 2,500 locations and 700 technical service providers.

In 2024, Paris Region also reaffirmed its commitment to preventing and combating sexist and sexual violence and harassment (SSVH) The Region now makes its cinema and audiovisual funding conditional on compliance with new obligations such as proof of the measures taken, the presence of an SSVH referent to oversee productions and information about the counseling service operated by the Audiens group.

CIRCUL'ART 3: promoting eco-design in studio sets

Film Paris Region will announce the launch of the **CIRCUL'ART 3** project at the 15th *Paris Images Production Forum*, with the support of ADEME and the participation of Paris Region.

While 50% of professionals feel they lack information on the environmental qualities of the materials used, and 91% believe that the studio is the ideal place to promote eco-design, the

CIRCUL'ART 3 project will revolve around several key deliverables:

- The development of a pilot project on a production to compare the impact of a conventional design and an eco-designed one.
- The implementation of a study on “the studio of the future”, to highlight the need for a resilience strategy that combines the ecological transition with the future of the industry.
- The creation of practical guides for the design of responsible sets, in collaboration with the **Eco Déco Ciné** collective.

In Paris Region, the film and audiovisual industry accounts for 7,800 companies and 170,000 jobs. Through this project, Film Paris Region is pursuing its commitment to responsible film and audiovisual production by supporting industry stakeholders in addressing environmental issues and experimenting with concrete solutions.

Jérémy Redler, Vice-Chairman of Choose Paris Region in charge of the film and audiovisual industry, stressed: “Paris Region accounts for over 50% of film production days in France. Between 2019 and 2023, the industry doubled the amount of direct expenditure in Paris Region, with the number of film production days remaining stable since 2019. With nearly €400 million in expenditure in 2023, the economic and social benefits of film production are essential for our region. In a difficult national and international context, the 15th edition of the *Paris Images Production Forum* will help to unite the film production ecosystem and more broadly the production industry in France. “

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About Choose Paris Region

Choose Paris Region is the Paris Region's international attraction agency, which promotes the region's international standing and ensures that investors, visitors and talents from all over the world are welcomed and well served, while ensuring the region's sustainable, balanced development. With Film Paris Region, it contributes to Paris Region's excellence in the cinema and audiovisual industry: a leading region in Europe, it supports French and international productions and does so by drawing on its architectural heritage and the presence of a large number of professionals and specialized companies.