

## Filmcentralen – partnerships

Film distribution to schools is a complex task and having multiple partners who have the relevant resources, skills and interest benefits a lot when building a school film catalogue.

Film distribution is becoming more and more digital and streaming services seem to be taking over everywhere. Therefore this article's main focus will be on digital distribution. However, some of the principle considerations will also apply to analog film distribution.

In this article The Danish Film Institute gives an overview on key areas for potential partnerships and presents some general considerations and potentials. As an example the article describes the more specific solutions chosen for the Film Institute's distribution platform for education – Filmcentralen.

### Distribution platform

Streaming technology has gradually become relatively simple and affordable. However a distribution platform is much more than streaming technology. Building a contemporary and welcoming user interface with user friendly features and a simple login process is important. And it is equally important that the entire backend system including upload of video files, texts, stills, credits etc. is formalized and easy to access.

Instead of inventing everything from scratch, it might be a good idea to find one or more partners who have either already established a platform – or who can team up with you in establishing a new one. You do not necessarily have to have the same audience or the same selection of films. You can share the platform anyway. A large part of the technical platform of Filmcentralen, the Danish Film Institute shares with the Danish Bibliotic Center, which has the libraries as its primary target group.

### Administration and support

Administration of subscription and customer support is a demanding area where a stable structure and a permanent staffing is needed. So this is also an area where it is worthwhile to find a relevant partner. Concerning Filmcentralen the Danish Bibliotic Center is also responsible for this area.

#### ***Peter Danelund, Danish Bibliotic Center***

*The Danish Bibliotic Center has been collaborating with the Danish Film Institute on Filmcentralen since 2006. We are responsible for subscription administration to schools, technical support and operation of streaming servers. We regard the collaboration as an important partnership, as it is a rational advantage for our corresponding distribution to Danish public libraries of short and documentary films, which is based on the same technical distribution platform as Filmcentralen. So the collaboration creates synergy for both.*

### **Official institutions in the education system**

The education sector is a formalized system with many dissemination channels and institutional actors. Working and cooperating with actors in this field can significantly strengthen distribution and dissemination of resources to schools.

The Danish Film Institute has for a long time collaborated with the regional Teachers Resource Centers throughout the country on film educational resources for the schools and they are an important partner for Filmcentralen.

***Keld Mathiesen, Film Educational Consultant, Teachers' Resource Center***

*The collaboration between the Danish Film Institute and the regional Teachers' Resource Centres is invaluable because it links the local daily practice of teaching with a larger regional perspective provided by the Teachers' Resource Centres and even larger national action from a governmental institution such as the Film Institute. When Filmcentralen provides educational materials for films that matches our resources it secures film and education connected to the film in the long run.*

### **Educational Publishing Companies**

The largest professional providers of content and learning materials for schools are the educational publishing companies. Film gradually plays a greater and greater role also in the content of the formal teaching materials and by cooperating with the educational publishers the Film Institute strengthen potentials for films to be integrated into learning materials in a broader scale and across subjects. Filmcentralen has partnerships with several of the largest Danish educational publishers – such as Gyldendal Education and Clio.

***Gitte Skov Andersen, Educational Editor, Gyldendal Education***  
*Our partnership with Filmcentralen means that we can develop interesting, high-quality educational learning materials on films aimed at teachers and pupils in primary and secondary schools. Teachers and students are offered a comprehensive learning package that is easy to access. Filmcentralen distributes the films. Gyldendal provides professional learning materials on the films for the teaching. We market it jointly. This creates added value for Gyldendal, for Filmcentralen and for the schools.*

### **The Film Industry**

The commercial potential of film for education is mostly limited. However the education sector is a great opportunity for many films to reach an audience they would not get otherwise. This goes especially for short films and documentaries, but also to a certain extent feature films. Many film producers are therefore interested in collaborating on the dissemination of their films, for example by collaborating on developing educational materials using materials from the production process. Filmcentralen continuously collaborate with film producers and distributors to secure film a life in teaching.

***Eva Juel Hammerich, Feature Film Producer, Nepenthe Film***

*It has been of paramount importance to us as a production company to work with Filmcentralen in order to re-invigorate the potential for our films. Creating teaching material particularly for feature films allow them to live on eternally. Filmcentralen afford feature films a platform for continuous exploration.*

***Mette Mailand, Documentary Film Producer, Plus Pictures***

*Filmcentralen is an important platform for film producers when we want to reach an audience in an educational context. The work with and the process towards a unified film and teaching material will be sharpened when it is possible to distribute it purposefully to this audience.*

***Peter Sølvesten Thomsen, Head of Distribution, Angel Scandinavia a/s***

*As a film distributor it is a great advantage that a selection of our films are guaranteed a long and good life at Filmcentralen after the commercial run of the films. It is clear that in terms of the platform's specific target group and teaching materials, we reach a segment that we cannot reach through the film's own campaign.*

**Film Festivals**

Many film festivals have activities aimed at education. Of course, this applies especially to festivals for children and young people. A streaming service for schools is a great platform to give school relevant festival films a life after the festival has ended. In this way, the festivals also get a more permanent and visible existence between the festival activities. Filmcentralen collaborates among others with BUSTER – a film festival for children and youth, Salaam DK – a festival with focus on cultural meetings and OFF – a short film festival in Odense.

***Birgitte Weinberger, Festival Manager, OFF - Odense International Film Festival***

*Odense Film Festival (OFF) not only believes in partnerships, we live by partnerships! In the collaboration with Filmcentralen we cross-pollinate and create value for each other. OFF contributes high quality content, and Filmcentralen gives OFF a greater outreach. It is a meaningful collaboration.*

**Interest organizations and other film educational actors**

In many countries, there are NGOs, interest organizations and other actors involved in the film educational field. Cooperating with these partners provides Filmcentralen with a more targeted and long lasting film distribution and for the partners it helps the outreach. In Denmark there is also a network of associations and institutions that focus especially on providing film educational resources for schools. Filmcentralen collaborate with film educational actors such as Station Next, Lommefilm and Animation Workshop. In addition, The Danish Film Insitute has created teaching materials in

collaboration with a lot of partners – for example Copenhagen Zoo, Amnesty International, The Cancer Fight Organization, UNICEF and Red Cross.

***Ulrik Krapper, Head of Station Next***

*Filmcentralen and Station Nexts online educational resources complement each other in the best way. We link to each other's content and activities. This provides us with a more whole and unified film educational profile, where the students learn to experience, understand and create films.*

