

PEACEFULFISH REFERENCES



peacefulfish
consultancy for financing the creative industries

Created in 2000, peacefulfish is the media consulting department specializing in content financing from Media Deals investment Network.

peacefulfish is working for independent producers around the world, but also for public institutions, to support regional development through tailor-made financing tools or financial incentives.

Overall our missions involve research, evaluation, market analysis, conception and implementation of projects rooted within the audiovisual sector as well as initiating and running professional training events.

www.peacefulfish.com

PEACEFULFISH CLIENTS IN ALPHABETICAL ORDER

(Status 2023):

FF: film finance (production),

PP (public policy),

DD (digital distribution),

CF (corporate finance),

IF (investment forum),

T: training (film finance, investor pitches, access to market)

AUSTRALIA

Flying Bark Productions, Camperdown - FF

Business plan for an animation feature film project.

AUSTRIA

Red Bull Media House, Salzburg - FF

Strategic support for financing of a feature film

BELGIUM

European Commission (FP7) – Brussels - T

"FIBUSINESS: Future Internet Business - Incubation and Growth for the FI PPP programme " supports the 16 FIWARE accelerators and their selected start-ups and companies with a series of customised services.

EUFEN – European Film Commission Network, - Brussels – PP

Strategic advice and support in sustainability, screen tourism and co-production.

European Multimedia Forum, Brussels – DD

peacefulfish is one of EMF'S strategic advisors. Past projects include European project "FIRST" about Film Archives.



European Business Network (EBN) – Brussels - T

- Support action for “Europeana 3.0”: raising of awareness of Europeana’s offering to the creative industries, creating links to the European creative industry eco-system, bringing CCIs to the Europeana network and offering coaching opportunities to the incubatees of the Europeana labs.
- 3C 4 Incubators (Culture, Creative and Clusters for Incubators), Interreg MED Programme 2014-2020 on developing territories through culture and creativity.
- “Creative BICs, a practical guide to tailor services to the creative industries”, EBN Technical Note in support of setting up business innovation centres for the creative industries.

European Commission, DG Research and Innovation - Brussels – PP

“ACE-Creative” is an accelerator programme running within Horizon2020 that selects 100 companies in the European creative and digital industries, offering them support in finding investors, clients and new markets.

European Commission, DG Research and Innovation - Brussels – PP

“Twist Digital”, part of Horizon2020, connects four start-up ecosystems across Europe to enable the internationalisation of their digital enterprises and to encourage cross-border investment.

European Commission, DG Research and Innovation, Brussels – PP

“DigiBIC”, a project on the deployment of best practice, tools and results from FP6 and FP7 research projects in cultural heritage, digital libraries and preservation to the wider Creative Industry and in particular to SMEs.

European Commission, DG Connect, Brussels – PP

“WeHubs”, a project fostering women entrepreneurship in the Internet sector across Europe.

European Commission, DG EAC, Brussels – PP

„CINet”, the Creative Industries Network of Entrepreneurs, is a research project in innovation and creative entrepreneurship within the Erasmus+ Lifelong Learning Programme, Leonardo da Vinci, of the European Commission.

European Commission, DG Research and Innovation - Brussels – PP

Member of the Advisory Board of “InvestHorizon”, a programme designed to increase investments made in Innovative European SMEs through Investment Readiness development and Investor sensitisation.

European Commission, DG Research and Innovation - Brussels – PP

Member of the Advisory Board and Coach of “CreatiFI”, an acceleration programme using FI Ware technology.

European Commission, DG EAC, Brussels – PP

“Digital Agenda for European Film Heritage”, a study report on the challenges and opportunities film heritage institutions are facing in the digital era.



European Commission, DG EAC - Brussels – PP

“@Diversity”, Management of a pan European Call for Ideas and of the pilot programme that launched in 2013 to test new approaches for dealing with content for innovation and digital sharing and distribution.

European Commission, DG Connect - Brussels – PP

“European Investment Gateway”, a EU project focussing on coaching and financing of ICT/CI SME’s in Europe.

European Commission, DG Enterprise - Brussels – PP

“European Creative Industries Alliance”, Strategic Advice for the Finance working Group lead by ICEC/Barcelona.

European Commission, DG Enterprise - Brussels – PP

“ImMEDIAtE”, a project aiming at developing CI access to Finance between 5 key regions in Europe and coordinated by Filas/Italy

European Commission , Media Programme, , Brussels – T

ENTER EUROPE, Training Programme for European Investors to bridge the knowledge gap in film and audio-visual financing (2013,2014, 2015).

European Commission, , Media Programme, Brussels – PP/DD

“Digital Alfie”, a European pilot project that aims at supporting independent film exhibitors across Europe in using local online communities to increase customer loyalty and exploring new sources of revenue.

European Commission Media Programme, , Brussels – PP

Study on the needs and practices of the European audio-visual industry in respect of dubbing and subtitling.

European Commission Media Programme, , Brussels – PP

Study on the role of SMEs and European audio-visual works in the context of the fast changing and converging home entertainment sector (PayTV, Homevideo, Video on Demand, video games, internet, etc).

European Commission Media Programme, , Brussels – PP

Study on the Role of Banks in the European Film Industry

European Commission Media Programme, , Brussels – PP

Field Study on the involvement and strategies of European private equity actors in the content industry in Europe.

European Commission Media Programme, , Brussels – T

Closing The Gap: Investment for 360° Content, a MEDIA-supported training course.

New European Media (NEM)- Brussels – T

Steering Committee Board member and in charge of Investment Forums including coaching and Training at NEM Conferences in Istanbul (2012), Nantes (2013), Vilnius (ICT EU 2014) and Frankfurt in 2015.



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Secret Realm, Brussels – FF
Business plan for animation feature project.

Studio 100, Schelle - FF
Business plans for animation feature film projects.

Image 3D asbl – Liege – FF, T
Strategic support in developing and managing the 3D Financing Market during 3D Stereo Media – since 2011.

F.I.L.M, Brussels – FF/PP/DD
Venezia Digitale: Development of a new Convergence Arena as innovative conference format for a new positioning of Venice.

Pôle Image Liège, Liège – PP/FF
Study on creating a cluster based on music and sound industries

CROATIA

Croatian Audiovisual Centre, Zagreb – PP
Advisory on the introduction of a tax credit for film and film tourism strategies in Croatia.

DENMARK

Danish Producers Association, Cannes - FF
Film financing workshop during the Cannes International Film Festival

Zeitgeist, Filmbyen – FF
Business plan and financing strategy of a slate of films.

ESTONIA

Estonian Film Foundation, Tallinn – PP
Strategic analysis on the potential of development of the audiovisual industry in Estonia and on its capacity to attract private investment.

Produktsioonigrupp OÜ, Tallin – PP
Feasibility study of setting up a digital postproduction cluster in Tallinn.

Estonian Film Commission, Tallinn - PP
Study for the creation of financial incentives

FINLAND

Centre of Expertise for the Experience Industry (LEO), Lapland and Municipality of Rovaniemi, Lapland – PP
Development of the complete media strategy for the region including training with the Lapland University, regular seminars (Creative Lapland) and development and production funding policy.

Finnish Animation Producer's Association, Helsinki, - T
Finance seminar and coaching workshop for investors and animation companies.



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Finnish Lapland Film Commission, Rovaniemi – PP

Study on marketing strategy outside Finland.

Gigglebug Entertainment Oy, Helsinki, - CF

Corporate Positioning and Growth Strategy for a Finnish animation studio.

North Digital Film Company, Helsinki, - FF

Business plan and financing strategy for an animation film.

FRANCE

Antipolis Studio, Sophia Antipolis – DD

Cluster development for new media companies.

Cannes TV/Nice Matin (Lagardere Group), Nice – DD

Redefinition of Cannes TV offer before acquisition by the City of Cannes.

Cap Digital, Paris – CF

Benchmark study of public funds investing in early-stage digital media/creative industries companies in the UK and Germany.

Capital Games, Paris – CF

Advising Video Game cluster on setting up of a dedicated slate fund for cluster members.

Development and management of a Video Game Finance market during the Game Connection event in Paris

Co-production Office, Paris/Berlin – FF

Development of fund strategy for production.

Doremi, Sophia Antipolis – DD

Long -term strategic advice on the financing of Digital cinema roll out.

Elodig, Cachan – DD

Market study and analysis of new opportunities in the field of Digital-Cinema distribution services.

Eurimages – PP

Evaluation and recommendations on distribution scheme for Non-MEDIA countries.
Research study to create a TV Series incentives program.

Eutelsat, Paris- DD

Strategic advice to access European content for broadband platform.

Fid Elsade, Cannes – PP

Strategic advice to develop a digital media centre in Cannes.

Films 26, Paris- FF

Business plans for a slate of feature films.



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Gaumont, Paris- FF

Business support for international film financing strategy.

Imaginove – Lyon – CF

Strategic study on setting up a dedicated fund linked to the cluster active in audiovisual and video games.

Klute, Paris/ Philippines – FF

Business plan for a slate of animated short form content.

Le Pôle Media Grand Paris– Paris – CF

Advising consortium of Paris Media Cluster, Caisse des Dépôts et Consignations, Paris Region and Prefecture Paris on setting up a dedicated fund linked to the cluster.

Pau Broadband Country, Pau – PP

Strategic study on regions in Europe equipped with a very high speed broadband network.

Sirocco Films, Paris - FF

Business Plan for feature film financing.

UGC, Paris – Other

Logistical organization and strategic advice on B2C and B2B aspects for a multi-city, European film showcase.

GERMANY

3G Media, Stuttgart – DD

Strategic advice for the development of an airport-based interactive TV platform (Elounge).

CanalWeb, Berlin/Paris – DD

Content development in Berlin for the first international Internet TV.

Deutsches Filminstitut-DIF, Frankfurt – PP

EU project MIDAS on the development of business models for the re-use of archived material in film archives, collections and libraries.

Greenlight Media, Berlin – FF

Strategic support for feature film financing.

Investitionsbank Berlin-Brandenburg, Berlin – PP

Strategic advice for the development of a regional fund model for film.

Imooty, Berlin - FF

Business plan support for the European transnational news and contextual search platform.



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Ministry of Science and Art, Hesse, - PP

Expertise on the eDIT The Filmmaker's Festival, benchmarking, positioning and further development of the event.

Motivo Films, Munich/Los Angeles – FF

Business support and financing of a 8M€ feature film.

State Media Authority Saarland, Saarbrücken – PP

Strategy paper for the Film Commission Saarland.

State Media Authority Hessen, Kassel – PP

- Positioning study on the media region Frankfurt-Rhein/Main.
- Expertise for the further development on an industry event

Tobitoon Productions, Humbergen – FF

Positioning and evaluation of three animated TV-series.

UFA, Phoenix Film, Berlin – FF

Business plan and financing strategy for a feature film project.

IRAQ

Iraq Short Film Festival, Baghdad – PP

- Support for the festival's first edition on international strategy, financing, and sponsoring with focus country Germany – 2007.
- Strategic support for the second edition of the festival with focus country Great Britain; member of the International Jury; Festival Workshops – 2011.

IRELAND

German--Irish Chamber of Commerce (AHK), Dublin – T

Serious Game Ireland: 3-day mission trip to Ireland for German companies in the serious game sector.

ITALY

Apulia Film Commission, Apulia – PP

Strategic positioning study and proposal on financial instruments (film funds)

Evaluation of film fund programme

Assistance on Puglia Experience project

Sardinia Film Commission, Cagliari- PP

Strategic positioning study and proposal on financial instruments.

Lanterna Magica, Torino – FF

Business plan and financing of an animation feature film.



JORDAN

European Business & Innovation Centre Network, Brussels – PP

Investigation of Creative Industries and their Growth Potential within the establishment of a specialized Incubator in Jordan and Introducing Entrepreneurship into the Sector for JEDCO.

KOSOVO

Kosovo Film Centre – Pristina – PP

Advice on new cinema law

LATVIA

National Film Centre of Latvia, Riga – PP

Strategy workshop on incentives for the film industry.

LITHUANIA

Lithuania Film Centre, Vilnius – PP

Strategy research on incentives for the film industry.

BBDO-LUKRECIJA- Vilnius – PP

Strategic research for Vilnius as a film-friendly city

LUXEMBOURG

Cinequity, Brussels – FF

Development of a private equity fund investing in films.

European Investment Bank, Luxembourg – PP

European Cinema Digitalisation – a market focussed due diligence report on the third party integrator model in Europe

City of Differdange, Luxemburg - PP

Study on the creation of an incubator for the creative industries.

MALTA

Malta Film Commission – PP

Strategic research on private equity fund models for Malta.

NEW ZEALAND

Daybreak Pacific – FF

Business support for project financing

THE NETHERLANDS

Dutch Film Fund - Amsterdam - PP

Studies on financial incentives (Tax credit and Box Office incentive system)



Dutch Producers association- Amsterdam – PP
Study on regional city funds in Europe

Europeana, Den Haag, - PP
Support in developing awareness of Europeana towards the Creative Industries sector.

NORWAY

Cylinder AS, Oslo - FF
Business plan for feature film financing.

Film Camp, Tromsø, - PP

- International strategic study for the Film Camp production services and regional fund.
- Strategy Study examining the current positioning of Norwegian regional fund FilmCamp.

Film Commission Norway, Oslo, Bergen – PP

- Strategic advice and implementation of an economic incentive for Norway. Feasibility study for a Norwegian Microbudget Production scheme.
- Norwegian Budget Comparison Study on hard costs and the soft factors (tax incentives, funds, service offers) of shooting a feature film production in Norway versus competitive locations.

Norwegian International Film Festival, Haugesund – PP
Development of co production forum and a private equity pitching market.

Svensk Film, Oslo - FF
Business Plan for feature film financing.

TNC Productions AS - FF
Business Plan for feature film financing.

PORTUGAL

ICA, Instituto do Cinema e do Audiovisual, I. P., Lisbon - PP
Research study for developing Portugal as a film destination.

Film Commissions of Madeira and Azores, - PP
Study for the regions of Madeira and Azores.

SAN MARINO

Republic of San Marino, Ministry of Tourism - PP
“Developing San Marino As Inward Investment Location For Films” Feasibility study on developing San Marino’s audio-visual industry and its capacity to attract inward investment.



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SINGAPORE

Media Development Authority (MDA), Singapore – PP

Creation of a Mentorship Program supporting the internationalization of Singaporean media content companies.

SPAIN

Alta Realitat, Barcelona – FF

Business Plan for feature film financing.

Antaviana, Barcelona, - CF

Feasibility study for an internationalization strategy of a Catalan post-production house.

AUDIOVISUAL, S.G.R., Madrid – FF

Acting as European Commercial Agency for the management of the MEDIA Production Guarantee Fund in the period 2010-2013.

Barcelona Activa, Barcelona – IF

European Mediatech Investment Forum in 2008, 2009, 2011 and 2012.

Centre of Audiovisual Development (CDA), Barcelona - PP

Strategic advice on training for film finance and mobile content financing.

Donostia Film Commission, San Sebastian - PP

Initiating and organising a trade mission.

L'Institut Català de les Indústries Culturals (ICIC), Barcelona – PP

Benchmark study and international strategy for the film region of Catalonia.

Madrid Audiovisual Cluster, Madrid - IF

European Mediatech Investment Forum, 2009.

SWITZERLAND

Focal, Zurich – FF

Training Workshop on European film financing.

Caravan Production, Geneva – FF

Strategic advice to set up a private Equity fund.

UNITED KINGDOM

Creative Skillset/Creative England, London, Bristol - T

ENTER UK, Training Programme for UK Investors to bridge the knowledge gap in film finance and to develop fresh investment and lending products.

ANGEL CAPITAL GROUP, CI Factor consortium London – Finance

A study on identifying key challenges for equity investors to be active in the Creative Industries across key European territories.



Fahrenheit Films, London – FF
Strategic advice for project financing.

Film London, London - PP

- Strategic support for planning the Production Finance Market for Film London since 2007.
- Analysis of the effects of the UK film tax credit (2006) on co-productions and strategic advice on consequent actions.
- Strategic support in EU policy
- Project management for „EuroScreen“, a pilot project on maximising the economic synergies between the screen and tourism industries to increase innovation, competitiveness and growth in eight regions across Europe.

KTN – Knowledge Transfer Network, London – PP

Support in developing a Public Private partnership for immersive and interactive content within the NEM Platform

The South East Media Network, Bucks – PP

- Digital cinema feasibility study on the possibilities for conversion to digital of selected cinemas in the South East of England
- Research on public private European funds in the content industry.
- Mediatech Investment Forum 2009

Ruby Films, London – FF

Business plan for project financing.

Yellow Production, London – FF

Business plan for project financing.

Wales

CYFLE/Skillset

Training in film finance.

Forget about it Films, Cardiff – FF

Business plan for corporate and project financing.

ScreenWales, Cardiff – PP

Development of a model for co production between Wales and Ireland using INTERREG funding.

UNITED ARAB EMIRATES

Dubai Studio City, Dubai – FF

Benchmark study and development of financial instruments for domestic and international film productions.

Film Commission Abu Dhabi, Abu Dhabi – PP

Study on film financing models in key European countries.



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USA

Bad Daddy Film Production, FF

Business plan and financing of a feature film.

nextPix Productions, New York – FF

Business plan and financing of a feature film.

Training

peacefulfish lectures/lectured at

- Media Business School
- Binger Filmlab
- Torino Filmlab
- Maia Workshops
- Cartoon Finance and Cartoon Master
- Focal
- Creative Europe Desks

Partnerships

peacefulfish is

- part of the EU Expert Group on Digital Cinema, exploring possibilities of public support for the digital conversion in Europe.
- partner of the pan-European investment network specialising on media-tech (content producers/content enablers), Media Deals. As such accessing:
 - EBAN; EBN; NEM

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