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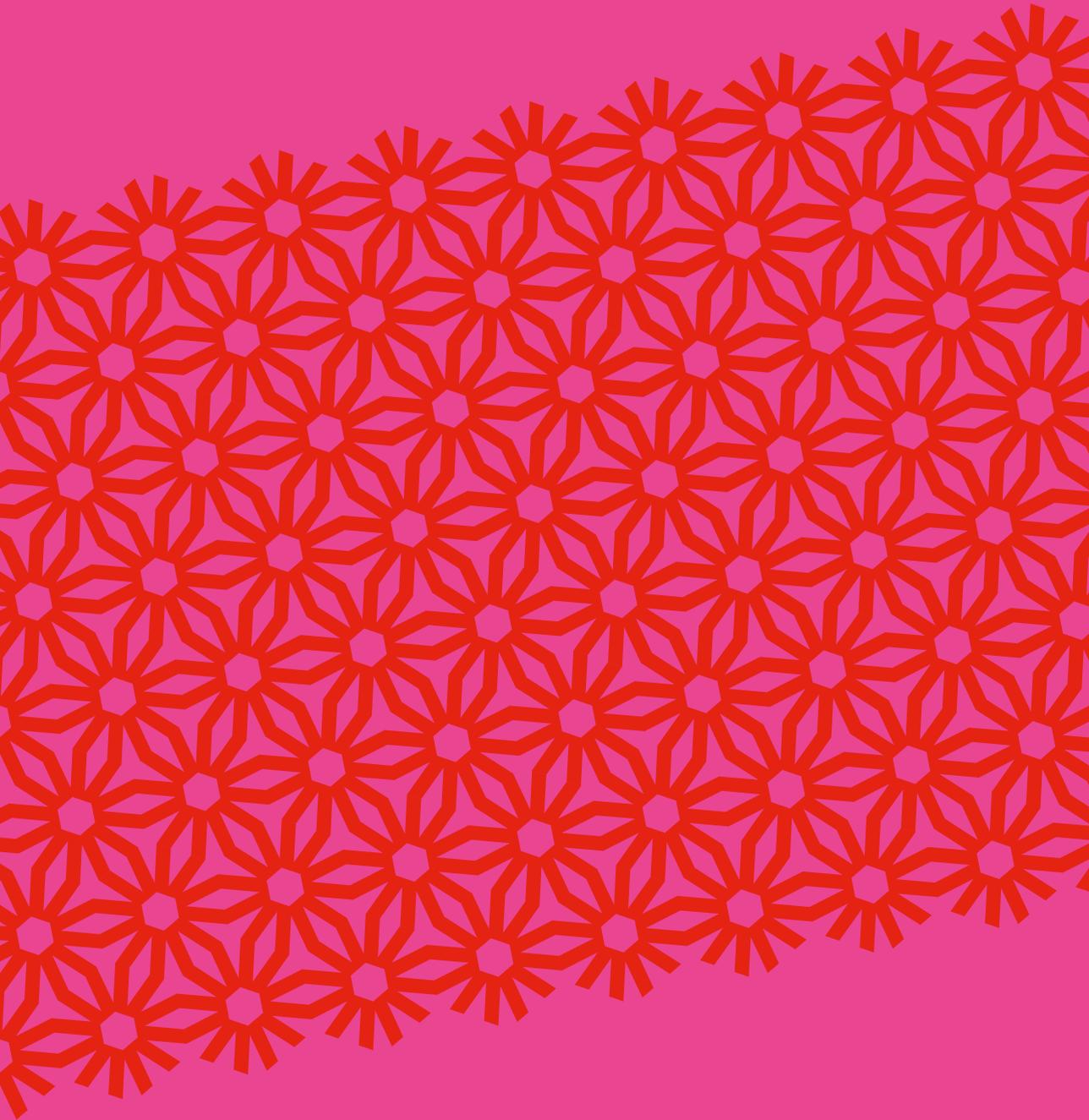
All the accents of creativity



Unifrance Rendez-vous in Paris

26th edition — January 16 > 23, 2024

**FRENCH FILMS IN INTERNATIONAL THEATERS,
AT FESTIVALS AND ON SVOD PLATFORMS IN 2023**



French films in international theaters in 2023

*The figures for the part "theatrical results" in this brochure are provisional and not exhaustive. The definitive figures will be available in the fall and will inevitably be higher (for example, for 2022: 27 million provisional admissions announced in January 2023, 31.3 million definitive admissions announced in October 2023). To maintain consistency, the trends on this page are therefore calculated in relation to the provisional figures for the year 2022 announced in January 2023.

37.4*

million admissions



(up 38.5%* compared to January 2023)

234.0*

million euros in receipts



(up 37.8%* compared to January 2023)

29.7*

million admissions

for majority-French productions



(up 74.7%* compared to January 2023)

30.1*

million admissions

for French-language productions



(up 53.6%* compared to January 2023)

14.6*

million admissions

for Arthouse French productions



more than

220*

new films on release

&

more than

2,800*

new releases

7*

films sold more than 1 million tickets



(as much as in January 2023)

61*

films sold more than 100,000 tickets



(up 14%* compared to January 2023)

Western Europe

leading region in terms of admissions



(up 38.5%* compared to January 2023)

Central and Eastern Europe

only region to post ticket sales in 2023 higher than 2019 and 2018

Notes on methodology

- Unifrance measures the performance of French films that received approval for investments or production from the National Cinema Center, the CNC. Films that did not obtain approval, yet which are considered French by the CNC, are also taken into account.
- Admissions and box office receipts generated by minority-French coproductions in the home country of the majority coproducer are not counted.
- The data is supplied by official or industry bodies. For receipts in other currencies, all figures have been converted into euros. For territories that operate on a system of receipts and not admissions (and vice versa), performance has been calculated on the basis of the average ticket price.

French Films in international theaters in 2023

In 2023, admissions to French films in foreign theaters were up 38.5% compared to 2022, even if they didn't reach their level before Covid-19. More than 1,000 different films were screened, including more than 220 new films, and there were more than 2,800 releases. 7 pictures sold more than 1 million tickets, and 16 were released in more than 30 countries. As in 2022, French cinema retained its position in foreign theaters and contributed to attracting audiences back to the big screen.

It is worth making a comparison with the past: In 2019, the year before the Covid-19 pandemic, French films drew 45.9 million admissions. The provisional total for 2023 is, then, 18.5% lower.

Nonetheless, we know that numerous changes have had a profound impact on the industry's ecosystem. As such, the snapshot of the performance of French films in foreign theaters in 2023 is influenced by all these factors and reveals different trends compared to those which characterized the end of the 2010s.

Firstly, the advent of streaming platforms has changed the way people watch films, and therefore the way they are distributed. **Miraculous: Ladybug & Cat Noir – The Movie**, the leading French movie in 2023 in foreign theaters, was released straight to Netflix in the Americas, Oceania, and many countries in Asia and Europe. This choice was made during the Covid-19 pandemic, when nothing could predict the effective date of resumption of cinema activities around the world. This amounts to millions of viewers who, five or ten years ago, would have been counted in the theatrical numbers.

Secondly, tickets sold at the box office are spread across a much larger number of films, and the gap between a major success and a modest one has grown. The 10 most-watched French films of the year accounted for half the tickets sold for Gallic cinema in 2023. However, in line with the previous year, some 60 titles sold more than 100,000 tickets abroad.

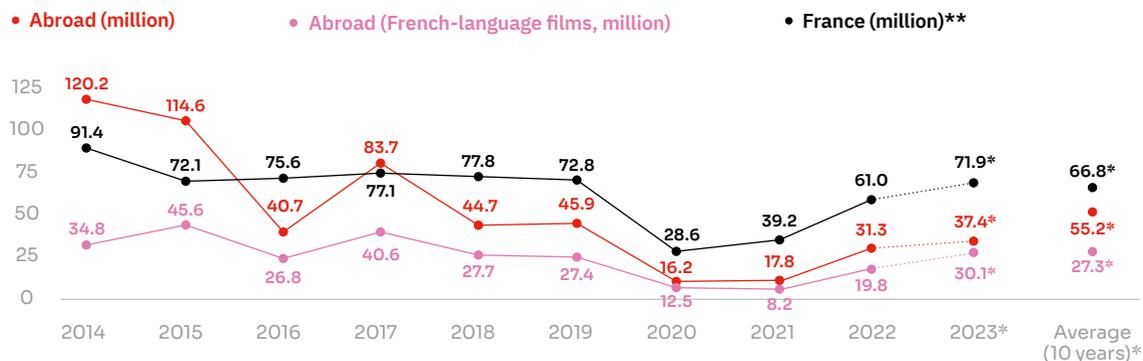
As for French production, the offer remains rich and diversified, although the kind of big-budget English-language action films that stood out over the past decade were absent: Until 2017, they largely drove ticket sales and ensured a French presence on those markets which do not favor French-language films. Animation seems to have picked up the baton, emerging as the leading genre for the first time ever and accounting for almost one-in-three admissions to French films around the world in

2023. Comedy and drama remain key genres and keep the French flag flying in foreign markets, along with family adventure films. As such, majority-French productions (79.4% of annual admissions) and French-language films (80.6%) enjoyed a bumper year, admissions for the latter only 5.6% down on the average between 2017-2019. Films classed as arthouse fared somewhat better than in 2022, up 18.5%, accounting for 39.1% of total admissions.

There is also the legacy of the Covid-19 pandemic, which brought a whole system to its knees that has since had to recover and restructure. On the one hand, audiences have gradually rediscovered the pleasures of going out to a movie, while the industry has been reflecting on how to encourage them back whilst widening and renewing audience profiles. On the other, the desire to support and promote local production has made it more difficult for foreign films to access certain markets. Europe now accounts for almost 80% of French ticket sales outside France, compared to 50% in the past. Moreover, it is the central and eastern part of that continent which has performed best: For the first time ever, this region accounted for a third of the annual total of admissions in theaters.

A Difficult Year, Anatomy of a Fall, Dogman, The Braid, The Jungle Bunch: World Tour, The Taste of Things, and The Three Musketeers – Milady, among others, will continue their international roll-out in 2023, and a fresh batch of films will enter the fray, including **Antarctica Calling, Autumn and the Black Jaguar, Bonnard, Pierre and Marthe, Cat & Dog, Daaaaaali!, Emilia Perez, Emmanuelle, It's Raining Men, Kina & Yuk, La France libre, Monsieur Aznavour, Saint-Ex, Sirocco and the Kingdom of the Winds, The Beast, The Count of Montecristo, The Most Precious of Cargoes, The Price of Money: A Largo Winch Adventure, This Is the Goat!, Vermin, and Weekend Escape Project.**

French films admissions over the past 10 years



*Figures not definitive. - **Source: CNC.

Top 10 French films abroad in 2023*

Film (International sales agent / Executive producer)	Admissions in 2023 (million)	Receipts in 2023 (million €)	Cumulative admissions to 31/12/2023 (million)	Cumulative receipts to 31/12/2023 (million €)	Territories in 2023
1 Miraculous: Ladybug & Cat Noir – The Movie (Sierra Affinity / Mediawan Kids & Family, The Awakening Production, Zag Studios)	7.15	31.8	7.15	31.8	26
2 Asterix & Obelix: The Middle Kingdom (Pathé Films / Pathé Films, Trésor Films)	2.74	18.2	2.74	18.2	41
3 Argonuts (Kinology / TAT Productions)	1.76	10.4	1.76	10.4	40
4 Jeanne du Barry (Goodfellas / Why Not Productions)	1.72	8.54	1.72	8.54	30
5 The Three Musketeers - D'Artagnan (Pathé Films / Pathé Films, Chapter 2)	1.65	9.10	1.65	9.10	58
6 Anatomy of a Fall (mk2 films / Les Films de Pierre, Les Films Pelléas)	1.55	13.4	1.55	13.4	32
7 Driving Madeleine (Pathé Films / Une Hirondelle Productions)	0.67	5.81	0.71	6.21	16
8 The Crime Is Mine (Playtime / FOZ, Mandarin & Compagnie)	0.58	4.01	0.58	4.01	32
9 Dogman** (Kinology / Luc Besson Production)	0.56	3.40	0.56	3.40	28
10 The Jungle Bunch: World Tour (SND / TAT Productions)	0.46	2.33	0.46	2.33	20

*Figures not definitive, by admissions, majority-French films with CNC approval only. **Film not in the French-language.

TOP *5

*1



*2



*3



*4



*5



Miraculous: Ladybug & Cat Noir – The Movie was the top-selling French production on big screens abroad in 2023. The adaptation of the hit TV series racked up 7.15 million admissions, a threshold that has not been crossed for the past six years. The film topped the box office in Poland, Russia, and Turkey on the week of its release, and featured in the top 10 in a dozen other territories. It sold 3.53 million tickets in Russia, 1.29 million in Germany, 766,000 in Poland, 524,000 in China, and 195,000 in Turkey. This made it the top-selling French film of 2023 in these markets (excluding Poland), as well as in Austria, Hungary, Lithuania, Slovakia, and South Africa.

Another franchise features on the podium, **Asterix & Obelix: The Middle Kingdom**. The highly-anticipated new instalment sold 2.74 million tickets outside of France with a standout performance in Poland (797,000 admissions), with a further 302,000 tickets sold in Germany and 244,000 in Belgium & Luxembourg. The pair of Gauls drew more than 100,000 admissions in more than 6 markets and appeared in 26 weekly rankings abroad. **Asterix & Obelix: The Middle Kingdom** was by far

the top-selling French film last year in Belgium & Luxembourg, Czech Republic, Greece, Poland, Portugal, and Switzerland.

The top 3 is completed by another animated movie which attracted 1.76 million ticket sales worldwide. **Argonuts** featured in the top 10 in some 25 foreign markets on its release, breaking into the top 3 in 7 of these. Driven by 307,000 admissions in the United Kingdom & Ireland, 85,000 in Oceania, 79,000 in South Korea, and 43,000 in Sweden, it was the number-one French film of the year in all these territories. **Argonuts** also sold 306,000 tickets in Russia, 127,000 in Poland, 115,000 in Italy, 92,000 in Spain, and 91,000 in Vietnam.

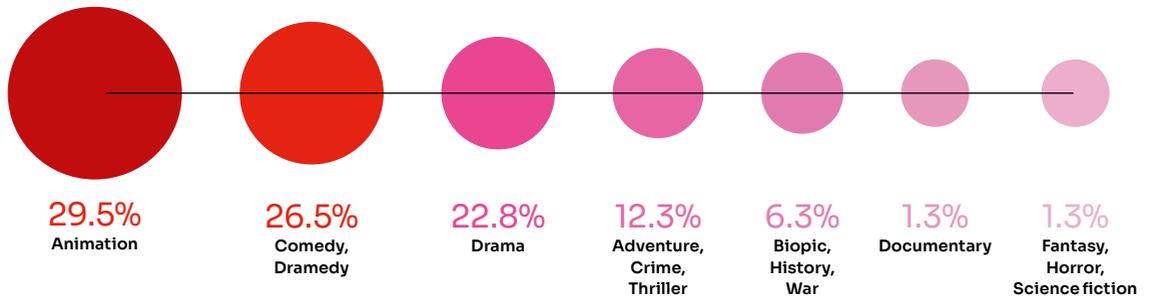
Historical biopics returned to center-stage thanks to the Cannes title **Jeanne du Barry**, which sold 1.72 million tickets outside France. The film posted exceptional numbers on the Russian market: With 1.06 million ticket sales, it was the only picture alongside **Miraculous** to surpass one million in a single territory in 2023. **Jeanne du Barry** also enjoyed outstanding performance in Italy with 278,000 admissions, the best

figures for a majority French-language production on this market since Covid-19. The biopic appeared in the top 10 on its week of release in 15 countries.

Another monument of French culture made its return to the big screen last year, having sold to a record of more than 50 foreign markets. **The Three Musketeers – D'Artagnan** broke into the top 10 in more than 30 territories, and the top 3 among 6 of them. A third of its total admissions were in Latin America, including 378,000 in Mexico, 106,000 in Brazil, and 57,000 in Colombia, making it the biggest French hit of the year in that region. The first instalment of the new version of **The Three Musketeers** also clocked up 329,000 admissions in Russia, 116,000 in Spain, and 109,000 in Italy.

*Figures not definitive, majority-French films with CNC approval only.

French films admissions abroad in 2023* by genre



ANIMATION

For the first time ever, animation emerged as the leading genre in 2023, the only one to generate more than 10 million admissions (up 50.2% year-on-year), accounting for nearly one-in-three tickets sold in foreign markets – two times the average over the past decade. 3 animations featured

in the top 10, and an unprecedented 2 in the top 3. More than half of these admissions came from Central and Eastern Europe, and the genre also took the lion's share in Asia. In addition to the million-selling films **Miraculous** and **Argonuts**, strong performances were posted by **The Jungle Bunch 2** and the latest episode of **Little Nicholas**, while a further 6 titles garnered more than 100,000 admissions.



COMEDY

After the spectacular increase in 2022, comedy saw a 19.0% drop in admissions, dipping below the 10-million barrier. An almost 13-point fall in market share means it is no longer the leading genre, but it remains a key driver of the international marketplace, underlined by million-plus tickets sold by **Asterix & Obelix: The Middle Kingdom** and the minority-French **Triangle of Sadness** (in its second year), followed by **Driving Madeleine** (674,000), **The Crime Is Mine** (576,000), and a further 11 films which drew more than 100,000 admissions.

Comedy accounted for more than half of admissions to French films in Oceania, alongside 1.57 million admissions in Germany and 1.27 million in Poland.



DRAMA

2023 was the best post-pandemic year in terms of ticket sales for drama. The genre accounted for one admission in every five for French films in 2023, driven by the Palme d'Or winner **Anatomy of a Fall** (1.55M), and the minority coproductions **Close** and **The Eight Mountains** (whose totals

approached 1 million admissions), plus another 11 pictures that sold more than 100,000 tickets abroad. Drama accounted for 48.4% of all French admissions in North America (922,000) and attracted 1.13 million admissions in Italy. With 43 titles on release in more than 10 markets, drama once again confirmed its position as the most widely circulating genre on the international marketplace.



OTHER GENRES

The million-selling **Jeanne du Barry** and the minority-French coproduction **Corsage** made it a golden year for biopics and historical dramas, which, with 2.36 million admissions, returned to pre-Covid levels of ticket sales. The adventure/crime/thriller genre saw 5 films released on some 30

markets, including **A Cat's Life** (293,000 admissions), driving overall admissions up 12.9% compared to 2022. However, documentaries and the fantastic/horror/science fiction genre both lost ground in 2023, the former enjoying at least one hit with **Heart of Oak** (202,000 admission), while the latter recorded the worst year since 2011 (**Acid** performing best with 231,000 admissions).

*Figures not definitive.

French films admissions abroad in 2023* by region

Top 5 territories in 2023*

Territory	Admissions (million)	Receipts (million €)	Admissions 2023 vs Admissions 2022	Admissions 2023 vs Average admissions 2017-2019
1 Russia	7.09	21.7	155.1%	78.9%
2 Germany	4.21	34.4	38.9%	0.6%
3 Poland	3.25	13.4	15.7%	39.6%
4 Italy	2.73	16.4	40.0%	-38.4%
5 Spain	1.80	10.8	4.0%	-50.7%

*Figures not definitive.

Box office highlights*

Anatomy of a Fall was on release in more than 600 cinemas in the USA.

No French animation has performed as well in British and Irish theaters over the last decade as **Argonuts** (307,000 admissions).

Asterix & Obelix: The Middle Kingdom and **Miraculous: Ladybug & Cat Noir – The Movie** were respectively the third and fourth biggest French hits in Poland in the past quarter-century (797,000 and 766,000 admissions).

No French film has previously been released on as many screens in Denmark as **Driving Madeleine**, which became the fifth biggest Gallic hit there since 1995 (186,000 admissions).

Jeanne du Barry made it into the top 10 in 15 foreign territories.

Miraculous: Ladybug & Cat Noir – The Movie was released on the most screens ever for a French film in Russia (1,877 theaters) and went on to become the top-selling film in that market (3.53M admissions).

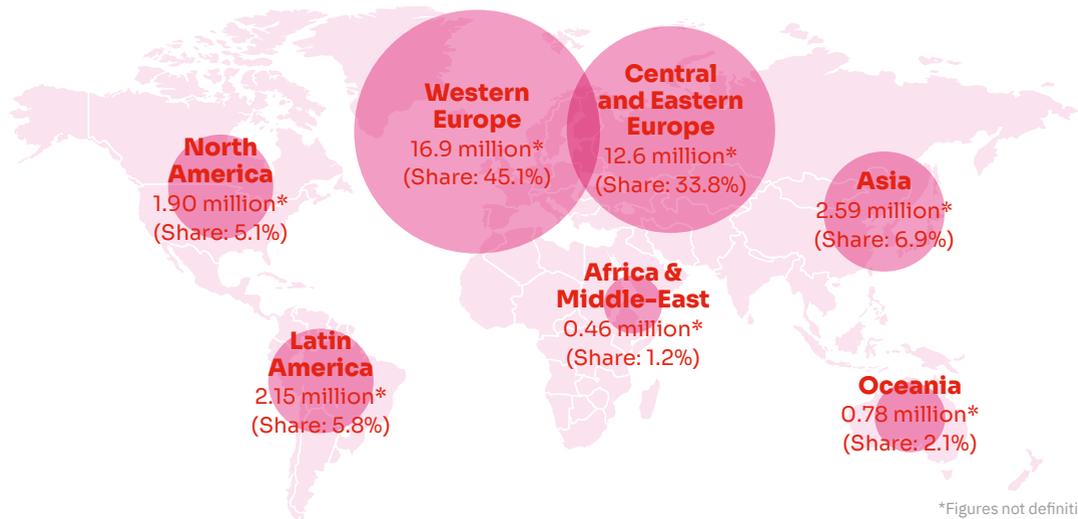
Pil's Adventures was the most-watched French animated film on the big screen in Romania (110,000 admissions) over the last years.

With **The Crime Is Mine**, François Ozon enjoyed the second-best opening for one of his films in Italy after **8 Women**.

No previous French animation had sold as many tickets in Vietnam before **The Jungle Bunch: World Tour** (120,000).

The Three Musketeers – D'Artagnan was the only French film on release in more than 50 foreign markets.

*Figures not definitive. Majority-French films with CNC approval compared to majority-French films with CNC approval, and between 1995 and 2023 only.



For the eighth consecutive year, **Western Europe** was the leading export market for French films. Total admissions in the region surpassed 15 million again, up 18.6% compared to 2022, but this was still 24.3% down on the average for 2017-2019. The region remained in the ascendancy with a market share of close to 50%. Germany remained out in front with 4.21 million admissions and 6 other European territories were in the global top 10 for the year, all having sold more than 1 million tickets. While admissions in Belgium & Luxembourg, Portugal, Switzerland, and Turkey were all down on 2022, they were significantly up in Germany, Italy, Sweden, and the United Kingdom & Ireland, and even exceeded the 2017-2019 average in Denmark and the Netherlands. 3 French productions sold more than 1 million tickets in the region: **Miraculous: Ladybug & Cat Noir – The Movie** (2.00M), **Asterix & Obelix: The Middle Kingdom** (1.43M), and **Anatomy of a Fall** (1.03M).

As in 2022, the region where French films registered the highest increase in admissions was **Central and Eastern Europe** (up 58.7%). The region remained on the second step of the podium and recorded its highest market share for 25 years: 33.8%. It was the only region to post ticket sales higher than that of the average for 2017-2019 (up 31.9%). Russia and Poland were respectively the leading and third-biggest foreign markets in terms of admissions in 2023, and have already returned to the kind of figures seen pre-Covid, which is also the case in the Czech Republic, Romania and Serbia & Montenegro. Last year was, however, less impressive in Bulgaria and Slovenia. 3 French films drew more than 1 million admissions across the region: **Miraculous: Ladybug & Cat Noir – The Movie** (4.59M), **Jeanne du Barry** (1.23M), and **Asterix & Obelix: The Middle Kingdom** (1.17M).

Third spot on the podium saw the return of Asia. While French films sold 16.4% tickets more than in 2022, the region's market share dropped back by 0.2 point. Despite being a long way from past performance, the Chinese market generated 1 million admissions (up 113.5% year-on-year) for the 8 new French releases there (up 6). Vietnam performed well again, posting higher numbers than before Covid-19, including 120,000 admissions for **The Jungle Bunch: World Tour** and 91,000 for **Argonuts**. That picture also clocked 79,000 admissions in South Korea, while **Driving Madeleine** drew 140,000 admissions in Japan. **Asia's move up to third place was largely due to the collapse in ticket sales in Latin America**, which was the third best-selling region in 2022 thanks to a spectacular bounce back. The region's performance went the opposite way in 2023, with less 39.0% admissions year-on-year (only Brazil and Costa Rica bucked the trend with a modest 20% fall in admissions). **The Three Musketeers (D'Artagnan and Milady)** was the top picture, with 602,000 ticket sales. **French films in North America** showed marginal gains, up 12.7% thanks to ticket sales for **Anatomy of a Fall** (393,000), and the latest **Asterix & Obelix** in Quebec (106,000). Unusually, arthouse films accounted for 82% of admissions in the region, while French-language ones made up 62%. **As for Oceania, it still accounts for around 2% of total annual admissions**, notably thanks to a good year in New Zealand.

In the space of a few years, the geographical spread has totally changed: Europe as a whole now accounts for 78.9% of French admissions, compared to an average of 47.7% between 2010 and 2019, with the markets in the east of the continent having a greater bearing. As a result, only about 20% of admissions are generated outside Europe.

French Films at international festivals in 2023

256
French films
in the official selections
of the 10 major festivals

↗
(up 7.6% compared to 2022)



23.1%
of the total number of films
in the official selections
of the 10 major festivals

↘
(down 1.1 point compared to 2022)



60 100%-French productions **23.4%**
196 coproductions **76.6%**
139 films with CNC approval **54.3%**
101 films by female directors **39.5%**

Top 5 countries of selected films in 2023

Country	Films	
1 France	256	23.1%
2 United States of America	208	18.7%
3 Germany	113	10.2%
4 Italy	91	8.2%
5 Spain	77	6.9%

Top 5 languages of selected films in 2023

Language	Films	
1 English	450	40.5%
2 French	198	17.8%
3 Spanish	183	16.5%
4 Italian	93	8.4%
5 German	84	7.6%

Notes on methodology

- The 10 festivals studied were: the Berlin International Film Festival (Berlinale), the Buenos Aires International Festival of Independent Cinema (BAFICI), the Busan International Film Festival, the Festival de Cannes, the Locarno Film Festival, the Rotterdam International Film Festival, the San Sebastián International Film Festival, the Sundance Film Festival, the Toronto International Film Festival (TIFF), and the Venice International Film Festival (Mostra).
- Titles considered as French films have a French (co)producer (and so are not only those films with CNC approval). Only recent films, i.e. those made not more than two years ago, are taken into account.
- Films with several nationalities, or made in several languages, or by several directors, are counted as many times as the number of nationalities, filming languages, or directors.
- For the sake of harmonization of information provided by each festival, the attribution of nationality and languages spoken has been done using IMDb data.

Top 5 countries of selected films in 2023 by festival

BAFICI

Argentina	40
France	19
Spain	16
USA	12
Germany	9
Total	113

Berlinale

Germany	36
France	36
USA	22
Belgium	9
UK	9
Total	152

Busan

France	41
South Korea	36
Germany	19
Japan	16
USA	14
Total	168

Cannes

France	70
Belgium	21
Germany	16
USA	16
UK	10
Total	116

Locarno

France	31
Switzerland	20
Germany	12
Italy	12
Belgium	6
Total	85

Rotterdam

France	33
Germany	16
Netherlands	14
Italy	13
India	12
Total	195

San Sebastián

Spain	42
France	27
Argentina	16
Germany	15
USA	13
Total	117

Sundance

USA	62
France	12
UK	11
Germany	6
Mexico	6
Total	101

Toronto

USA	66
France	40
Canada	30
UK	25
Germany	18
Total	200

Venice

Italy	40
France	37
USA	26
Belgium	14
Germany	10
Total	118

After three years severely disrupted by the Covid-19 pandemic, 2023 marked a retour to normalcy regarding the roll-out of the ten festivals surveyed concerning the dates, the selections and the attendance of stars and professionals. However, **the festivals in the second half of the year were affected by the strike of American actors and actresses**, which lasted from mid-July to early November. As they could not assure the promotion of films, the majors decided to postpone the release of many titles to 2024.

For the third consecutive year, France was the country with the most films selected, and which picked up the

most awards, across the ten festivals surveyed. A new record was set: Nearly 40% of French productions were made by a woman director! Furthermore, Justine Triet succeeded Julia Ducournau and won the Palme d'or in Cannes: she is the second French woman, and the third woman director, to achieve this since 1946. In addition, **Anatomy of a Fall** combines both critical and public success in France and internationally. **The list here below reveals a diverse and multicultural French offering supported by established and emerging filmmakers, while the tables at the top prove how French cinema occupies a place of honour in international festivals.**

List of major awards won by French films* in the 10 major international festivals in 2023

Berlinale

🏆 Golden Bear

On the Adamant by Nicolas Philibert

🏆 Silver Bear for Best Director
Philippe Garrel for **The Plough**

🏆 Silver Bear for Outstanding Artistic Contribution
Hélène Louvart for **Disco Boy**
by Giacomo Abbruzzese

Busan

🏆 Flash Forward Audience Award
The Dreamer by Anaïs Tellenne

Cannes

🏆 Palme d'or

Anatomy of a Fall by Justine Triet

🏆 Award for Best Director

Trần Anh Hùng for

The Taste of Things

🏆 Œil d'or

Four Daughters by Kaouther Ben Hania

Sundance

🏆 World Cinema Dramatic Special

Jury Award: Creative Vision

Animalia by Sofia Alaoui

Venice

🏆 Orizzonti Award for Best Actor

Tergel Bold-Erdene for **City of Wind**
by Lkhagvadulam Purev-Ochir

*Majority-French films with CNC approval only.

French Films on SVOD platforms abroad in 2023

4.6%
of majority-French films
and stand-alones

among all the titles
available on SVOD platforms
abroad in July 2023



more than
5,000
French films

with CNC approval
available on SVOD platforms
abroad in July 2023



In 2023, French cinema had the strongest presence on SVOD platforms of all non-English-language European output. With 4.6% of films and one-off TV productions available on SVOD platforms, France was the fourth best-represented production country, behind the USA (43.9%), India (7.8%), and the UK (6.7%). Taking into account minority-French productions, French films and stand-alone shows accounted for 5.3% of the catalogs of SVOD platforms in 2023.

The strong presence of French production among foreign programming is even greater in Europe with 5.6% of films and stand-alones on SVOD platforms in Central and Eastern Europe, and 5.1% in Western Europe. In total, 14 countries offered more than 5% of French films and one-off TV shows on SVOD platforms, all of them in Europe apart from Taiwan (5.9%).

Mubi was the platform offering the largest choice of French works in its catalog (22.4%), followed by The Criterion Channel (17.4%), and Ipla (12.5%). A further three platforms featured more than 10% of French productions: Filmin (10.9%), Tivibu (10.3%), and Mediaset Infinity (10.2%). With 4.1% of French films and stand-alones, Netflix is the third global platform behind Mubi and GuideDoc (4.7%), followed by Curiosity Stream (3.9%) and HBO Max (3.4%).

Top 5 most widely represented countries on SVOD platforms abroad in 2023

	Country	Share
1	USA	43.9%
2	India	7.8%
3	UK	6.7%
4	France	4.6%
5	Italy	2.4%

Notes on methodology

- Data from the SVOD Unifrance Indicator 2023 – Study on the place of French films on SVOD platforms worldwide.
- Source of data: Ampere Analysis.
- Perimeter: 53 territories (excluding France), 114 SVOD platforms.

TOP *5

The 5 French films* screening on the most SVOD platforms in 2023

*Majority-French films with CNC approval only.

*1



19 platforms

*2



*3



*4



*5



15 platforms

Top 10 countries with the highest share of French films on SVOD platforms in 2023

Country	Share
1 Spain	7.4%
2 Italy	6.4%
3 Estonia	6.2%
4 Latvia	6.0%
5 Taiwan	5.9%
6 Hungary	5.9%
7 Lithuania	5.9%
8 Poland	5.7%
9 Romania	5.5%
10 Czech Republic	5.5%

Top 10 SVOD platforms with the greatest share of French films in 2023

SVOD Platform	Share
1 Mubi	22.4%
2 The Criterion Channel	17.4%
3 Ipla	12.5%
4 Filmin	10.9%
5 Tivibu	10.3%
6 Mediaset Infinity	10.2%
7 Qubit	9.9%
8 DocuBay	9.4%
9 Film1	9.0%
10 ITVX	8.9%

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Founded in 1949, Unifrance is the organisation responsible for promoting French cinema and TV content worldwide.

Located in Paris, Unifrance is chaired by Gilles Pélisson and managed by Daniela Elstner. It employs around 50 staff members, as well as representatives based in the USA, in China, and in Japan. The organisation currently brings together more than 1,000 French cinema and TV content professionals (producers, talents, agents, sales companies, etc.) working together to promote French films and TV programmes among foreign audiences, industry executives, and media.

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