



# **Film and TV co-production**

The various types of co-productions to consider to fund your project

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**my**pocket  
guide FILM, TV & MEDIA

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# Introduction

Over the last few years, there has been a huge increase of international Film and TV co-productions around the globe.

The reasons are multiple: increased demand from the new platforms for new shows, competition between countries to offer their production services at cheaper costs, the desire to reach new international audiences.

And from a financial standpoint, local and international co-productions offer new avenues of financing (public and private funding) whilst allowing co-producers to share development costs and financial risks.

In this guide we will explain the various types of co-productions that you can contemplate to maximize your access to international public funding.

We will also identify the main reasons to set up an international film or TV co-production. Finally, we will list all the elements that you should consider when choosing to enter into a formal international co-production agreement, regardless of your territory.

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## What is a co-production?

A co-production is a business partnership between producers. However, it's not a co-venture. Each production entity remains totally independent and the production that results from the implementation of a co-production partnership is co-owned by the co-production partners, which both become copyright owners once completed.



A service production agreement, by which the physical production of an audiovisual work is delegated to a different production company, is not a co-production and the company handling the physical production does not share the financial risk nor owns any share of the property.

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## Minority/ majority producers

At the start, a producer has a project and believes that partners are necessary to get it completed. Whether it be for artistic reasons, access to talent or financial motivation, the producer will reach out to one or several potential co-producers located in the same country or internationally.

Partners must openly discuss their respective role and contribution to the project, the sharing

of responsibilities, their respective ownership of the property and the sharing of revenue.

The outcome of these discussions will determine the positioning as minority and majority producers. This is especially important to consider in the context of an international co-production when accessing public funding.

The majority producer is the partner that is responsible for the larger share of the financing. They would own the larger share of copyright and future revenues, subject to further arrangements.

However, being the majority producer does not necessarily mean that you have more decision power than the other co-producers.