CASE STUDY INTERVIEW GUIDE

FINANCING MODEL

(Target: Film financing/distribution expert e.g Adekunle)

Section 1: Introduction

1. Can you briefly describe your role and experience in financing and distributing film projects?
2. Please describe a specific model, deal or project that best illustrates how film financing works in your context?

Section 2: Financing Model Structure

3. Please you walk us through how a typical film financing model works in your experience?
    - What are the key sources of funding (e.g., private investors, distributors, platforms, grants)?
    - How are roles and responsibilities structured among partners (producers, financiers, distributors)?
    - At what stage does financing typically come in (development, production, post-production)?
    - How are revenues expected to flow back to investors?

Section 3: Role of Distribution in Financing

4. How does distribution influence financing decisions for film projects?

Probes:

- Were there pre-existing deals (cinema, streaming, broadcast) that supported funding?
- To what extent do pre-existing distribution deals (cinema, streaming) de-risk investments?
- How do platforms or distributors shape the type of projects that get financed?
- Are films without clear distribution pathways harder to fund? Why?
- How do regional/local vs international distribution opportunities affect financing decisions?

Section 4: Risk, Returns & Investment Logic

5. How do investors assess risk and potential returns in film financing?

Probes:

- What makes a project more “investable” from your perspective?
- How predictable are returns in the current market?
- What role do audience size, genre, or talent play in investment decisions?
- How do you balance commercial viability with creative or cultural value?

Section 5 : Barriers & Constraints

6. What are the main challenges or gaps in financing film projects, particularly in the MBO/African context?

Probes:

- Are there limitations in access to private investment or structured funding?
- What challenges exist in public funding or co-production frameworks?
- How do issues like piracy, weak distribution, or limited audience monetisation affect financing?
- Are emerging filmmakers disproportionately affected? How?

Section 6: Emerging Models & Opportunities

7. What new or emerging financing models are showing promise?

Probes:

- Are slate deals, co-productions, or platform-backed models becoming more viable?
- What role can streaming platforms or telcos play in unlocking financing?
- Are there innovative models that better integrate financing with distribution?
- What lessons can be drawn from more developed markets?

Section 7: key lessons and recommendations

8. What are the top 2–3 changes needed to unlock more sustainable film financing?
9. What advice would you give to filmmakers seeking funding today?
    - Probe for practical recommendations, policy/industry implications and strategic takeaways

Earlier version not to be used

CASE STUDY GUIDE

FUNDER (Adenkule and Thandeka)

(*Thandeka Zwana, South Africa*)

Introduction

1. Please describe your role and your organization's involvement in financing or supporting film and media projects in South Africa?
2. What types of projects or platforms do you typically engage with?

Section 2: Distribution Innovation

3. From a funder's perspective, how do financing decisions influence what films get distributed or reach audiences?
    - Do you prioritize projects that have structured distribution plans (cinema, streaming, mobile platforms)?
    - How do you assess the commercial viability of local versus regional content?
    - How do partnerships with distributors, streaming platforms, or cinemas affect funding decisions?

Section 3. Audience Development

4. How important is audience engagement and potential reach when considering funding decisions?
    - Do you prioritize projects with clear audience-building strategies (social media campaigns, community screenings, digital-first releases)?
    - How do you evaluate whether content will resonate with local, regional, or international audiences?
    - Are metrics like audience retention, social media engagement, or platform performance part of your funding evaluation? How do you use them?

Section 4. Social Impact

5. To what extent does social, cultural, or community impact factor into your funding decisions?
    - How are films designed for awareness, advocacy, or social change easier or harder to finance?

- How do you evaluate impact beyond commercial returns?
- How are partnerships with NGOs, universities, or community organizations considered when assessing a project's feasibility or funding potential?

Section 5: Financing Model

6. Describe the financing models and structures you use to support film projects, particularly for co-productions or public-private collaborations?
    - How do public and private funding mechanisms complement or compete with each other?
    - What challenges or gaps exist in funding African film projects, especially for local vs international co-productions?
    - How do you structure co-financing deals to balance risk and return for investors and filmmakers?
    - Which specific mechanisms are there to support emerging filmmakers or socially impactful content?
    - How do funding decisions adapt to opportunities for international platform deals (e.g., Netflix, Prime Video, Shahid)?

Section 6: Recommendation and Closing remarks

7. What are the main opportunities to strengthen funding for African filmmakers and co-production initiatives?
8. If you could implement one or two interventions to unlock more investment in African content, what would they be?