

Festival Atlas 2017

Film Festivals

Harry van Vliet



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Film Festivals

An overview and analysis of the film festival
landscape in The Netherlands in 2017

Harry van Vliet

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The background of the page features an abstract geometric design. It consists of several overlapping shapes in various shades of blue and teal. A prominent light blue shape with a rounded end is positioned in the upper right quadrant. Below it, a darker teal shape extends towards the bottom left. Another medium blue shape is visible on the left side, partially overlapping the others. The overall composition is modern and minimalist.

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Introduction

The Festival Atlas overviews and analyses the landscape of film, food, art and music festivals in the Netherlands. In this publication the focus is on the film festivals in 2017. A wide range of data is presented to give insights in how this film festival landscape looks like.

Why a Festival Atlas?

Festivals are irreplaceable in how we spend our free time and cultural life. Whether it is the many Liberation festivals in the Netherlands on the 5th of May, a weekend full of films from faraway countries in a film theatre, or food trucks on the local market square, it's difficult not to stumble across a festival – especially during the summer months. Festivals also attract a lot of press attention via festival agendas, reviews and interviews, as well as articles that either complain about the nuisances' festivals cause or praise the artistic highlights of artists performing. This media attention often includes statements about festival trends and developments. However, these statements are usually based on anecdotal evidence, using the examples of only a couple of festivals as 'proof' for a general trend. This alone is enough of a reason to look at how the sector is truly put together, including the dynamics behind the sector's renewal and endurance.

In addition, the cultural, social and economic meaning of festivals should also inspire interest in what's really happening in the festival world. Certainly, one cannot deny that the festival landscape is a busy and diverse landscape. But in what ways is it diverse? And how busy is 'busy'? How many festivals are actually out there? To answer these questions, one needs to collect data and count. Only then, based on these results, can informed judgements be formulated about the true size and nature of the festival landscape.

A brief history of the Festival Atlas

On 1 July 2016, 'Edition Zero' of the Festival Atlas was presented with an overview and analyses of Dutch music festivals in 2015. After publication, we immediately set to work on the Festival Atlas 2016. With that edition we wanted to deal with one important 'deficit': Festival Atlas 2015 had only covered music festivals. While we could have expanded on this single focus, by including jazz festivals for example, we decided to expand the 2016 edition with other types of festivals, namely film festivals and food festivals. In this way, we would

also bring more credence to our title 'Festival Atlas'. In June 2017, the second edition of the Festival Atlas was published. Soon followed by a 'supplement' on art festivals. In 2018 several separate publications will see the light of day for the different festival sectors. Also the accompanying website to the Festival Atlas (www.festivalatlas.nl) will be restyled to present the collected data online. In 2019 a new and complete third edition of Festival Atlas will be published.

The Festival Atlas: Film Festivals 2017

In this publication the focus is on film festivals in 2017. Data was gathered on a total of 123 film festivals. Since festivals can have more than one edition in the same year, the total number of festival editions is higher: 151 film festival editions. With this, film festivals are one of the smaller sectors in the festival landscape, only the art festivals are fewer in number. In comparison, there are more than 1100 music festival editions in the Netherlands every year.

A wide range of data is presented to give insights in how this film festival landscape looks like. The data is presented in four sections: a section with general statistics on the size and characteristics of the film festival landscape; a section with data on the programming at film festivals; a section on the social media presence and usage by film festivals; and finally, a comparison is made between the data of the 2016 film festival season and the 2017 film festival season, to spot trends and developments.

Film

Festivals

FILM OP 'T ERF

31 AUGUSTUS
t/m
2 SEPTEMBER
2017

FILM
MUZIEK
FOOD
LOUNGE

SCHIEDAM
STADSERF
VANAF 16.00 U
FILM OP 11.00 U

OPENING
DONDAGS 17.00 U

WWW.FILMOP'ETERF.NL

AMSTERDAMNED
HORROR SCI-FI
FANTASY CULT
2017

25-27 OKTOBER
ROTTERDAM

AMSTERDAMNEDFILMFESTIVAL.NL

37e
Heemskerkse
DAGEN
FILM
27 jan t/m 1 feb
filmhuisheemskerk.nl

KEEP
AN EYE
FILM FESTIVAL
ACADEMIE
23 juni - 1 juli
EYE Amsterdam
2017

KLIK AMSTERDAM
ANIMATION FESTIVAL

10TH ANNIVERSARY!
17-22 OCT 2017
WWW.KLIK-AMSTERDAM

FESTIVAL
LATINO
AMERICANO
ROTTERDAM

17-22 september 2017
LANTAREN VENSTER

MEERES
IN DE
PLEIN
BIOSCOOP

12-22 APRIL 2017
EYE IN AMSTERDAM

ZIENEMAAN
& STERREN
Open Air Cinema
123
september
WWW.ZIENEMAAN.NL

Trans
Screen

AMSTERDAM TRANS*GENDER
FILM FESTIVAL
16-17 SEPTEMBER 2017 • FILMSTADION ROTTERDAM • WWW.TRANSSCREEN.NL

Mr. Horror's
HALLOWEEN HORROR SHOW
ONE NIGHT ONLY 28 OKTOBER 2017
HORRORSHOW.NL

12-22 APRIL 2017
EYE IN AMSTERDAM
IMAGINE
FILM FESTIVAL
OPEN YOUR MIND
IMAGINEFILMFESTIVAL.NL

doc
/fest
Programma
22-24
sept
'17
docu
mentary
/film
festival
sphinxkwartier
maastricht

FESTIVAL BY POLSKA FILMY I WIZJALNO
POLSKA WIZJALNO
9E POOLSE FILMLENTE
E. POLSKA WIZJALNO
1.2.3.4.5 APRIL 2017
TILBURG - EURESCOOP
6.7.8 APRIL 2017
ROTTERDAM
WWW.POOLSEFILMLENTE.NL

City
Food &
Film
Festival
FEED
ME
10 t/m 14 mei
2017
Verkeersfabriek
Den Bosch
WWW.VERKEERSFABRIEK.NL/CFF

FILMFESTIVAL
HILVERSUM
11 t/m 15 OKTOBER 2017
OPENBOSFILM:
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VINCENT
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Workshops
Exhibition
& More

Program

3/4/5
November
2017



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JAPAN-
FESTIVAL**
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2017

Rotterdam 15 Sept. WORM • 21-24 Sept. LantarenVenster
Amsterdam 29 Sept. - 1. Oct. Kriterion

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Size and Characteristics

How many film festivals took place in 2017? How are these festivals spread across the year? How are they spread across the provinces? Are there more paid festivals than free admittance festivals? How many new film festivals were there in 2017? And do these differ from existing film festivals?

The film festival season 2017

In 2017, a total of 123 film festivals took place in the Netherlands. These 123 film festivals provided 151 film festival editions, since 13 of these film festivals had multiple editions over the same year. The majority of the festivals return annually (84%), some film festivals are one-offs (3%), 11% of the film festivals have had multiple editions in 2017, and a small percentage (2%) are two-yearly festivals that had an edition in 2017. Almost half (46%) of the 123 film festivals has not existed longer than five years; 32% has not even existed longer than three years. Only about a third (30%) of the film festivals in 2017 has existed longer than 10 years.

The film festival editions have a typical seasonal pattern: there is a peak in the spring (April) and in the autumn (October). More than a third (37%) of the film festivals take place in these two months. The summer months are relatively the quietest, especially July. Film festivals also have a geographical pattern. The two provinces with the most film festivals are Noord-Holland and Zuid-Holland, together accounting for 62% of all film festival editions. Amsterdam and Rotterdam are the cities where the most festival editions take place, covering 46% of the total number of festival editions. The provinces Zeeland, Flevoland and Drenthe have the least number of film festival editions.

Further characteristics of film festivals in 2017

Free entry is rare with film festivals; only 8% of the festival editions offered free entrance. These were mostly all open-air film festivals in the summer, such as Film op de Brink (Deventer) and Pluk de Nacht (Utrecht, Amsterdam). With some exceptions such as the Suikerzoet Film Festival (Schiedam) and the Input Festival (Hilversum). With such a limited number of free festivals, it was not possible to establish any clear relationship between paid/free and the different provinces. The proportion of indoor and outdoor film festivals shows a large similarity with free and paid entrance: only 9% of the film festival editions takes place outdoors and these almost always take place during the

summer months. Hence, the standard film festival seems to be: paid and indoor.

The duration of film festivals (one-day or multi-day festivals) shows another pattern. A large majority (74%) of the 2017 film festival editions were multi-day festivals, and a quarter (26%) were one-day festivals. With these, no clear seasonal pattern exists: both 'peak' months and quieter months throughout the year have one-day and multi-day film festivals. Also across provinces there is great diversity: some provinces have very few one-day film festivals (Limburg, Utrecht), while others have an above average number of one-day film festivals (Noord-Holland, Overijssel).

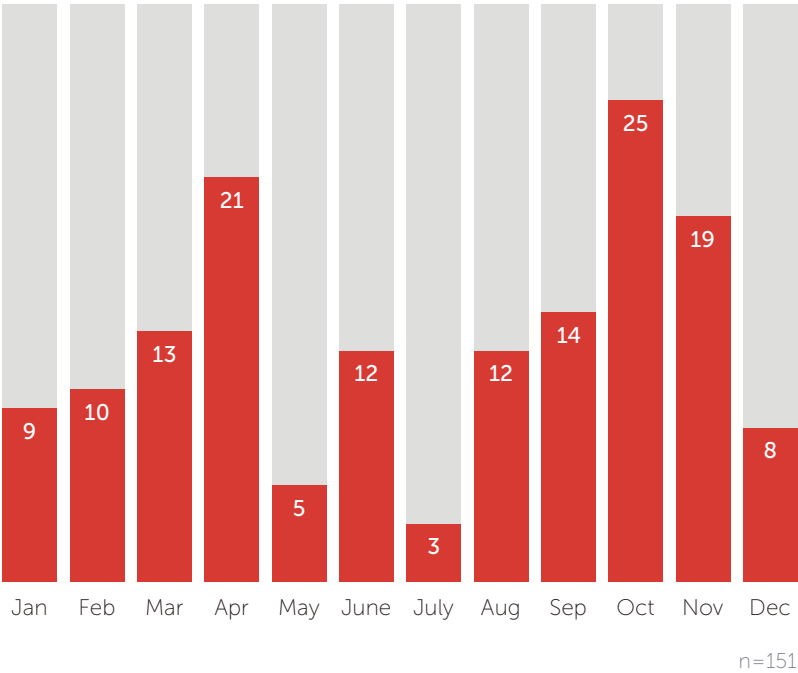
The 'diffusion' index of the different provinces shows remarkable differences: provinces like Utrecht and Groningen have an index of 0, meaning all festival editions take place in the same city; whereas in a province like Zeeland all festival editions take place in different cities, leading to an index of 1. There is no clear pattern, although the busiest provinces (Noord-Holland, Zuid-Holland) have the lowest diffusion index, that is if we exclude the '0' provinces.

New film festivals 2017

There were 10 new film festivals in 2017, accounting for 8% of the total offerings. New film festivals included Ammehoela Film Festival, Fashion Clash Fashion Film Festival and New Renaissance Film Festival. These 10 film festivals organised 12 festival editions, with only the new festival Cinefest having more than 1 edition in 2017 (Sittard, Roermond twice). Most new festivals follow the film season 'peaks' of spring and autumn, with only two new festivals in June.

The proportion between indoor - outdoor (100% - 0%) and paid - free (90% - 10%) does not differ significantly between the new film festivals and the existing film festivals; the new film festivals are also largely indoors and with a paid entry fee. The relationship between one-day and multi-day does differ with the new film festivals (8% - 92%), with more multi-day festivals than existing film festivals.

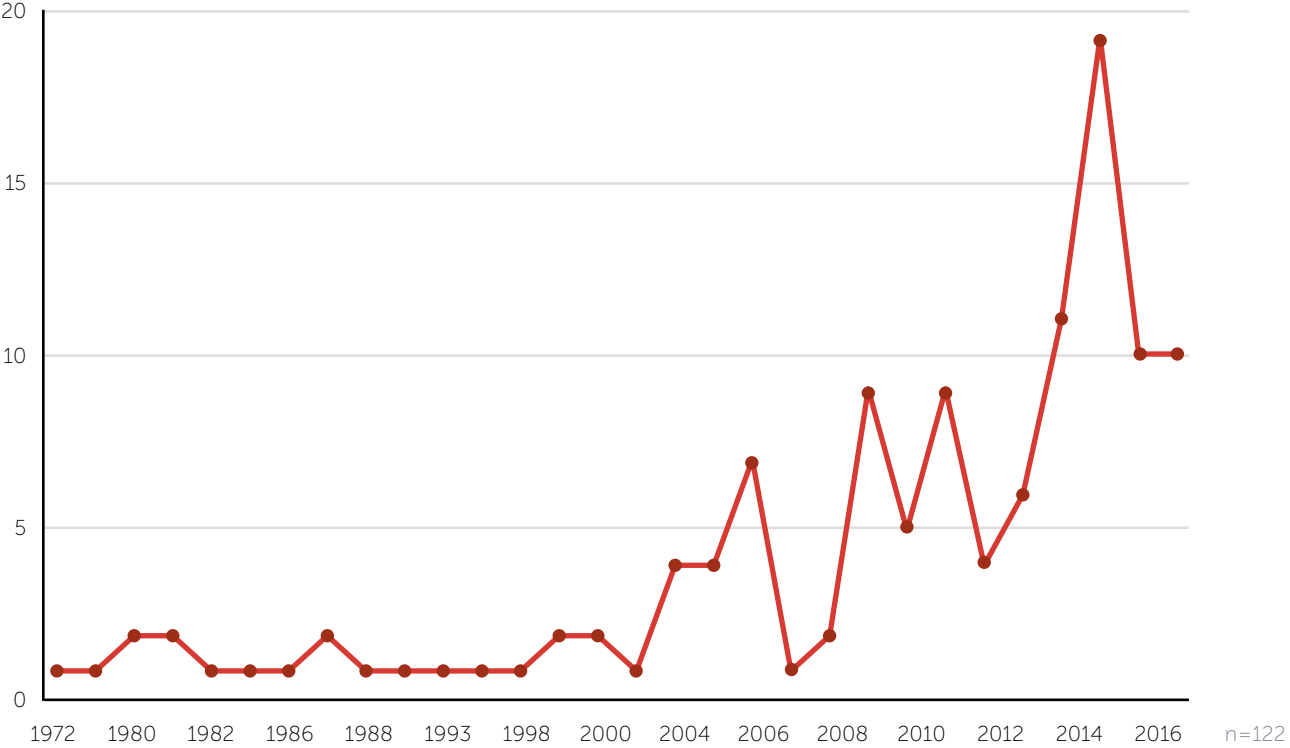
Number of film festival editions in 2017 by month



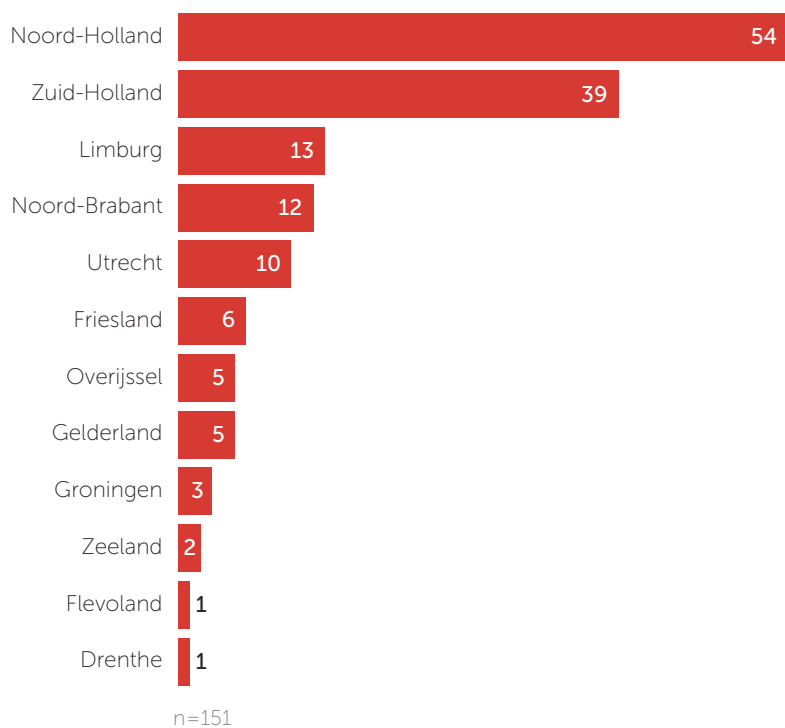
Busiest days in 2017



Year of first edition of film festivals in 2017



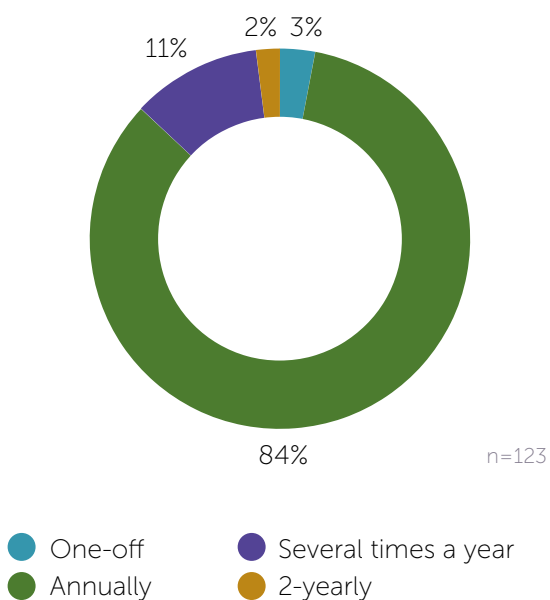
Number of film festival editions in 2017 by province



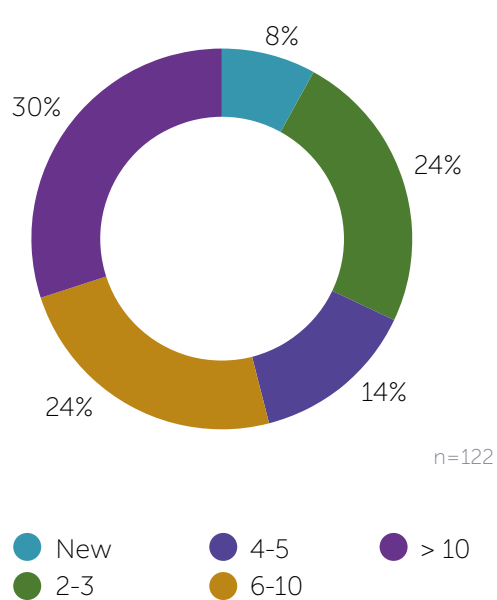
Cities with the most film festival editions in 2017



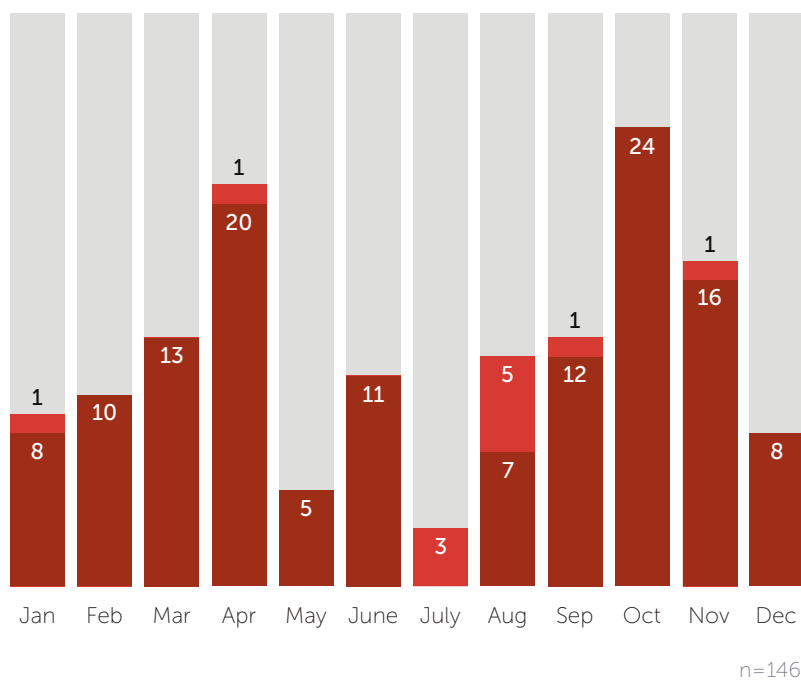
Percentage film festivals in 2017 by frequency type



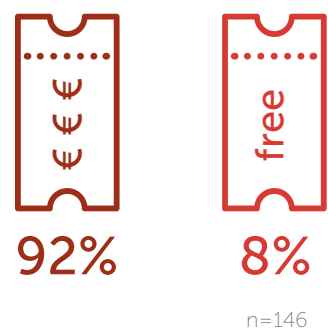
Percentage of film festivals in 2017 by edition



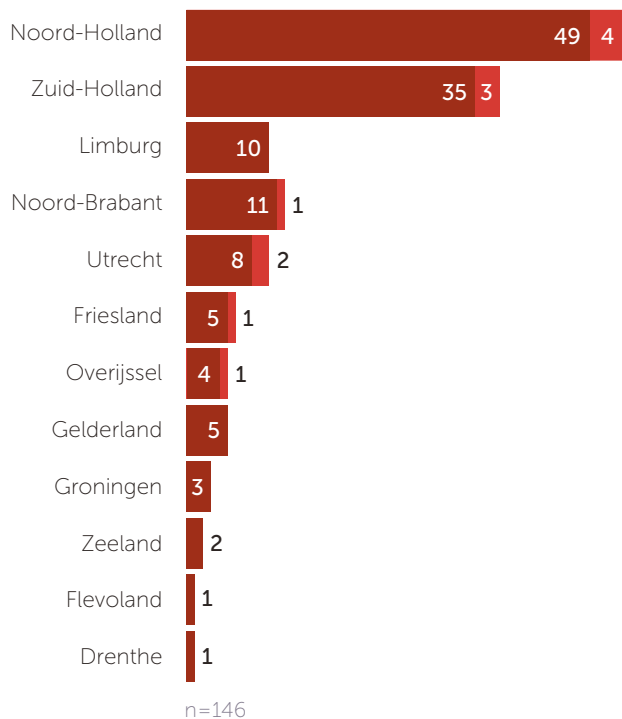
Number of paid and free film festival editions in 2017 by month



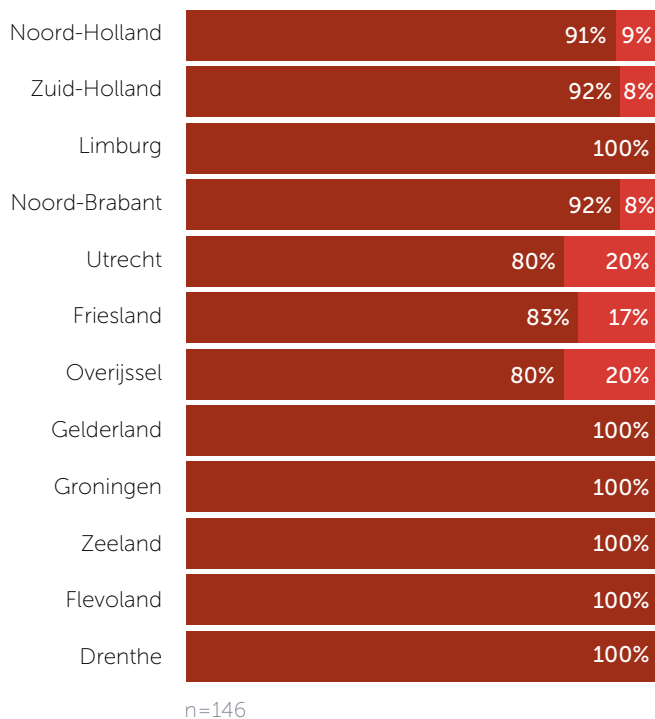
Paid vs. free admission



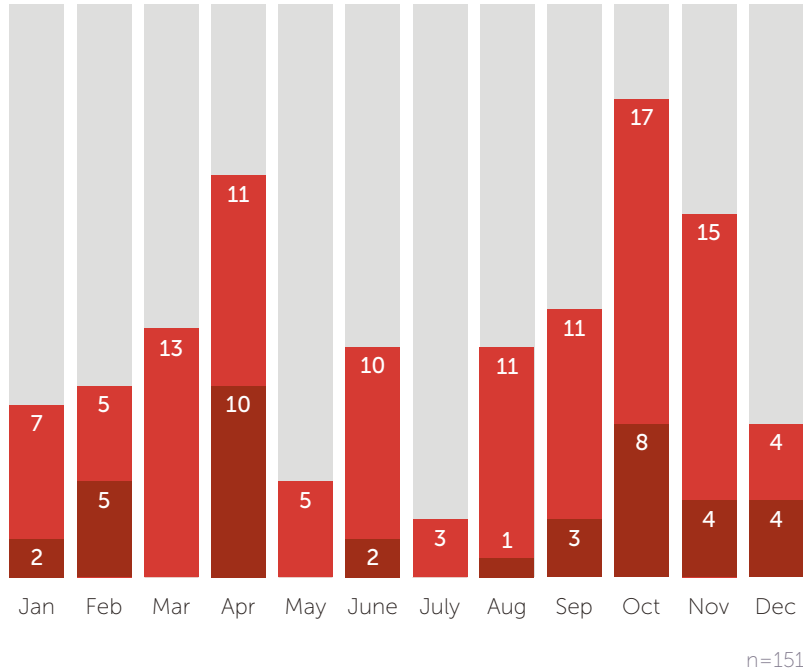
Number of paid and free film festival editions in 2017 by province



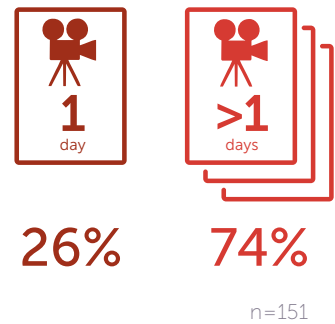
Percentage of paid and free film festival editions in 2017 by province



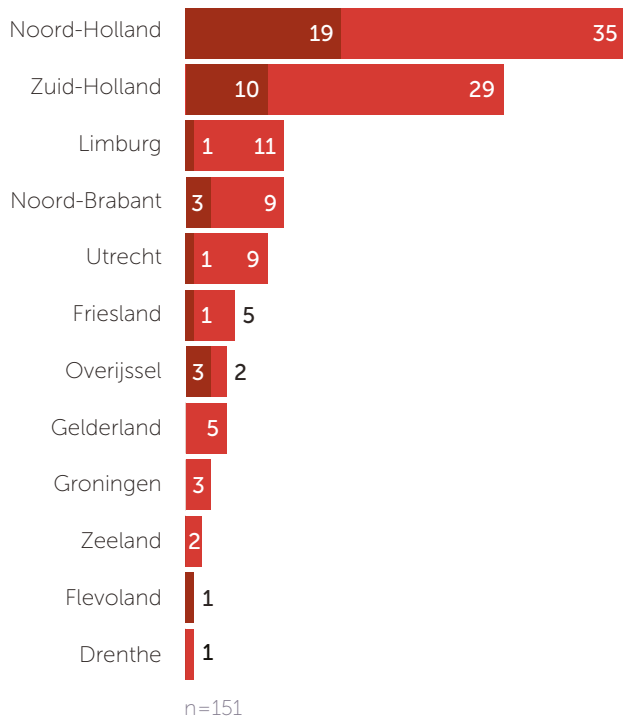
Number of 1-day and multi-day film festival editions in 2017 by month



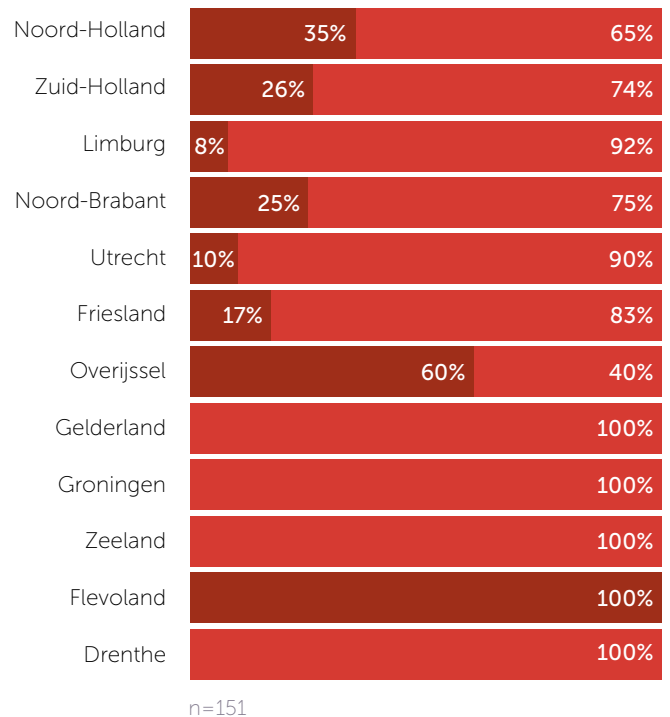
1-day vs. multi-day festivals



Number of 1-day and multi-day film festival editions in 2017 by province

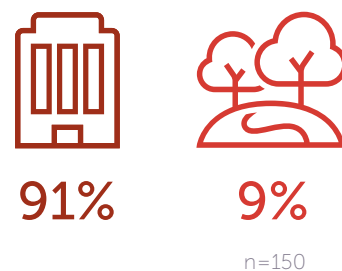
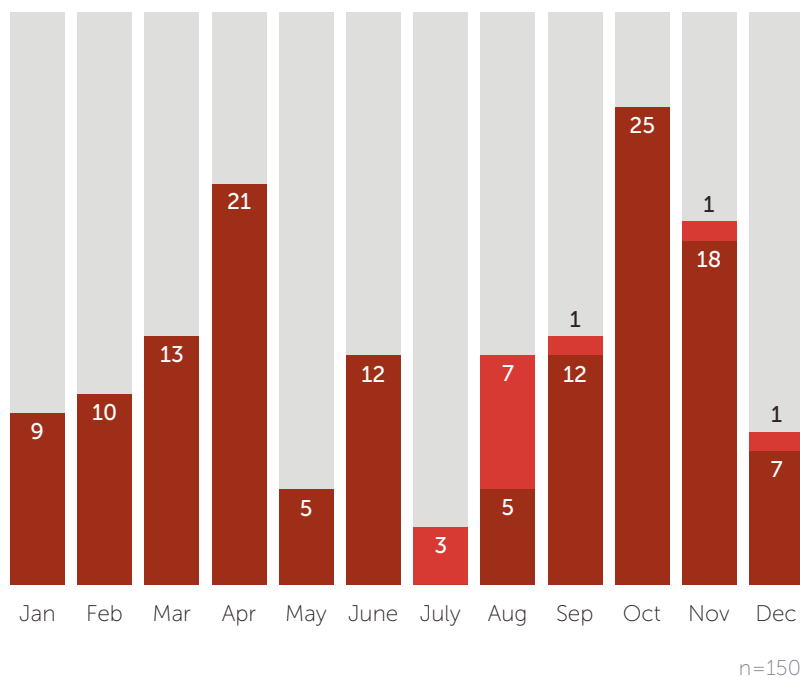


Percentage of 1-day and multi-day film festival editions in 2017 by province

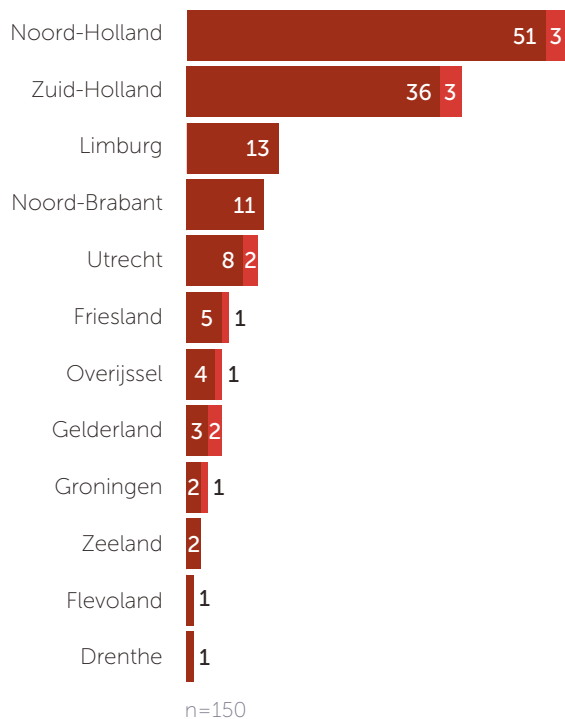


Number of indoor and outdoor film festival editions in 2017 by month

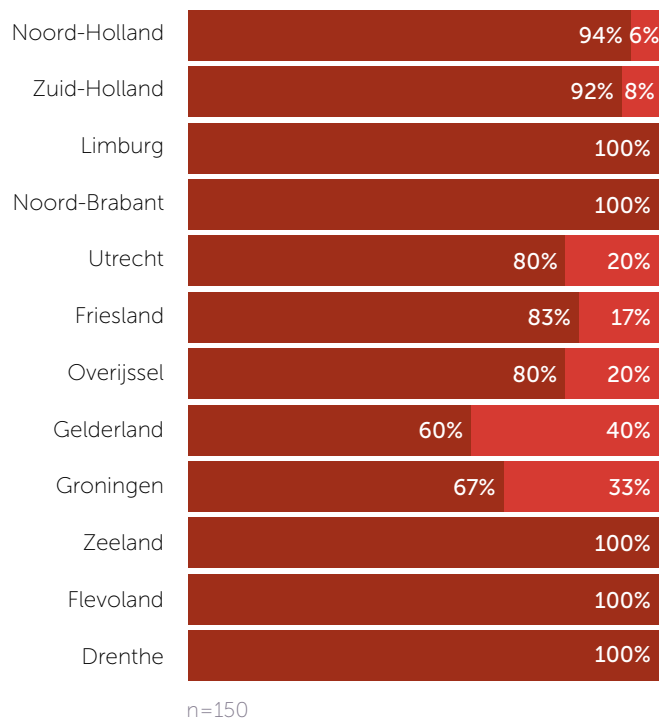
Indoor vs. Outdoor



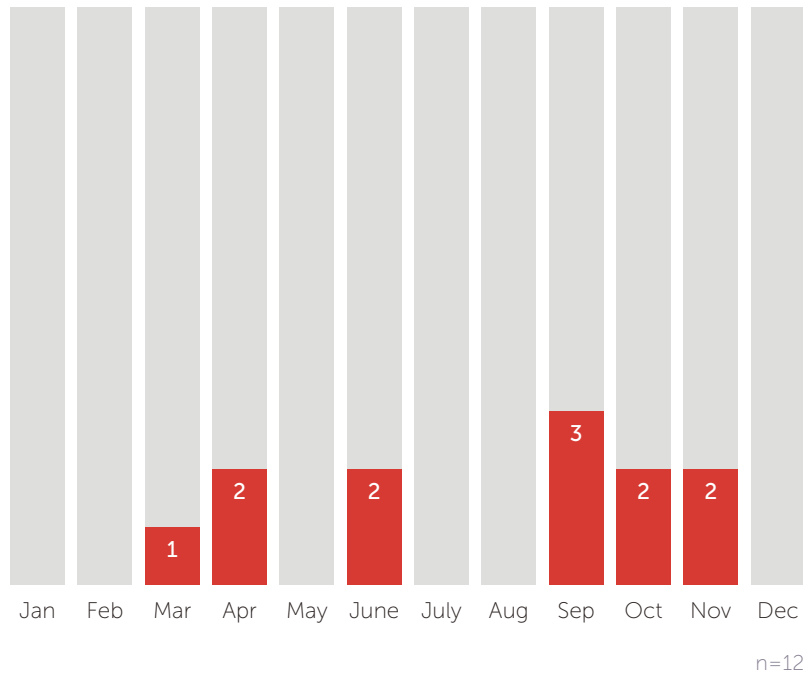
Number of indoor and outdoor film festival editions in 2017 by province



Percentage of indoor and outdoor film festival editions in 2017 by province



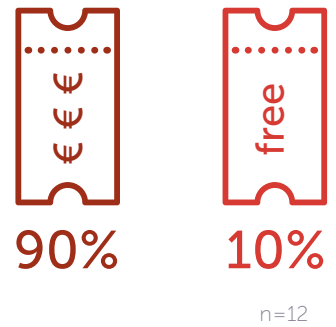
Number of new film festival editions in 2017 by month



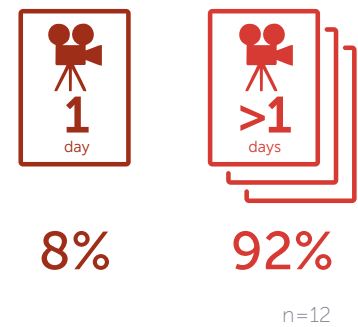
Number of new film festival editions in 2017 by province



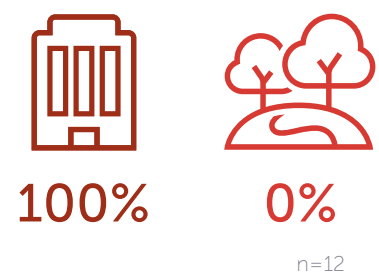
Paid vs. free admission



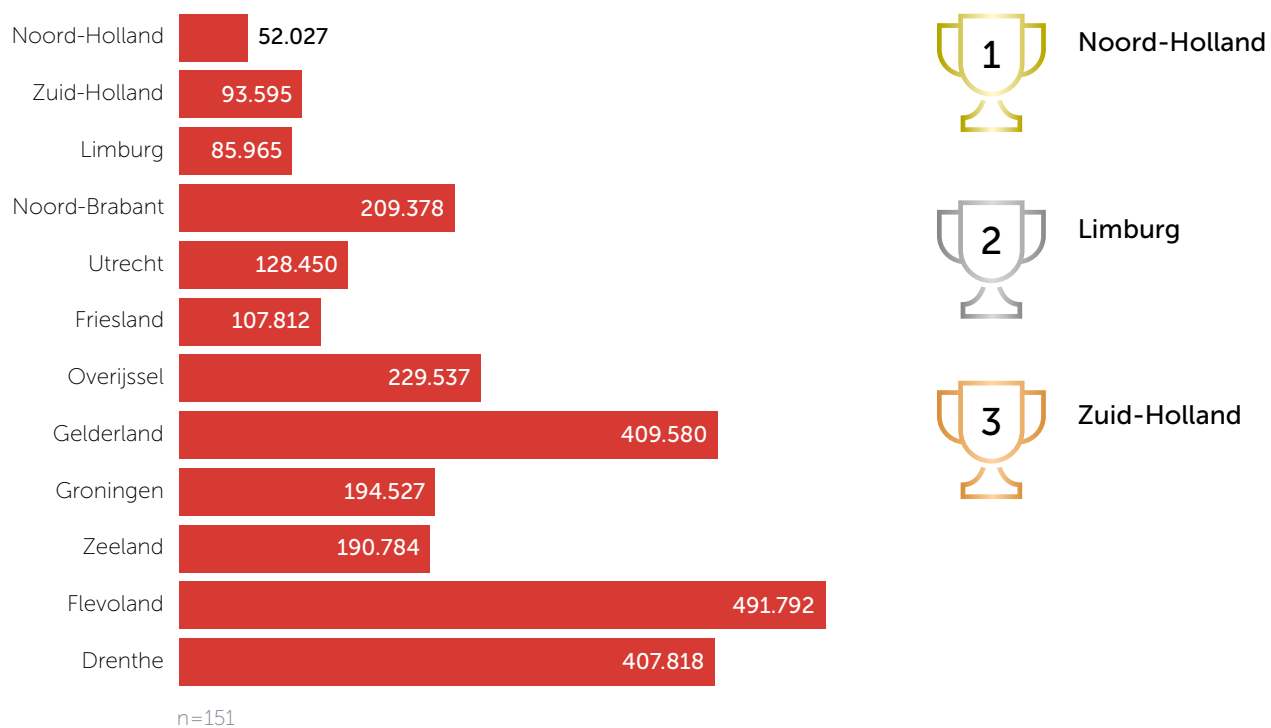
1-day vs. multi-day festivals



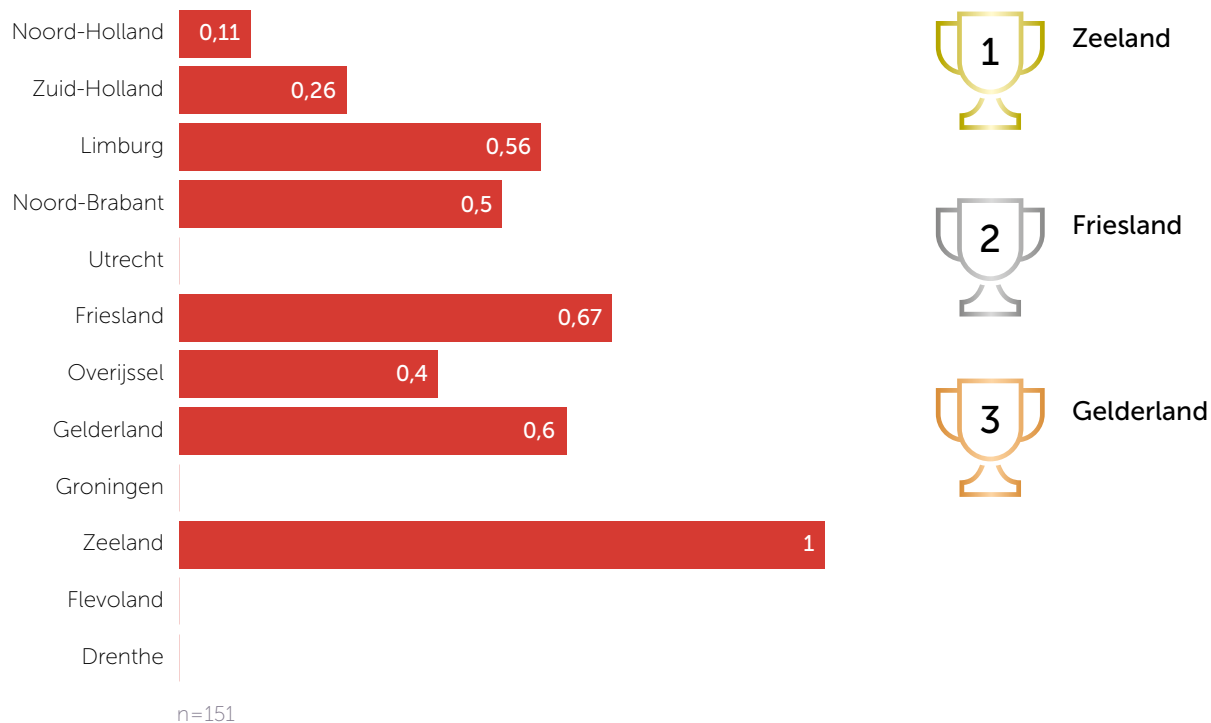
Indoor vs. Outdoor



Ratio of film festival editions to province population



Diffusion index of film festival editions in 2017 by province





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 Pkhuysen de Zwijger
 Jungle Amsterdam
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 SUN 14/5**
 Volkshuis Leiden

LEIDEN INTERNATIONAL SHORT FILM EXPERIENCE
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ROTTERDAMS OPEN DOEK FILMFESTIVAL

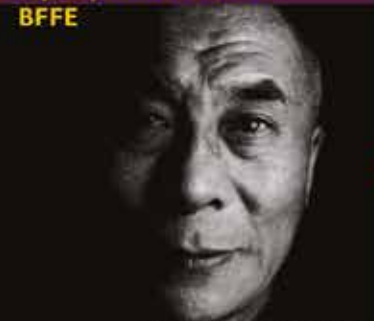
3 DAGEN
 KORTE FILMS
 SEMINARS
 MUZIEK
 TALKSHOWS
 BIG GUESTS
19-21 MEI

LIMBURG FILM FESTIVAL

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 Postbus 100 6500 ZG Venlo

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12th Buddhist Film Festival Europe
Sept 29, 30 – Oct 1 2017
BFFE



The Last Dalai Lama?

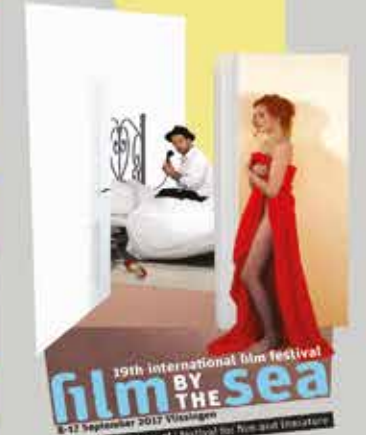
EYE (apronenade 1, 1031 RT Amsterdam)
 Friday - Saturday September 29th, 30th, Sunday October 1st
 11:00am - 10:00pm 29, 30 september, zondag 1 oktober
 Tickets / kaartjes: www.eyefilm.nl
 Information / informatie: www.bffe.eu

6th 10 DEC 2017

Gewoon goeie film

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19th International film festival BY THE SEA
8-12 September 2017 Vlissingen
www.bynthesea.nl Festival for film and literature



CINEDANS
 DANCE ON SCREEN



EYE Filmmuseum

15/26 nov 2017

idfa



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PROJECT!
 Filmwerkplaats Presente
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8 WOMB
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 November 4th - 5th 2017

INSCEINCE FILM FESTIVAL 2017
 8-12 Internationale

NO FACTS NO FUTURE
 03^e edition

08-12 NOVEMBER NIJMEGEN
insciencefestival.nl

DBUFF
 25 URBAN FILMS
1 - 5 NOV 2017
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www.cinemasarabe.nl

Programming

What themes were popular with film festivals in 2017? How many festivals screened feature-length films? How many screened shorts and documentaries? What kind of fringe programming was offered at film festivals? How many film prizes were awarded in 2017? And in what categories?

Film programming

Countries or geographical regions are one way for film festivals to position and promote their festival. In 2017 such examples included Asean Film Festival, Cinéma Arabe and Amsterdam Spanish Film Festival. Of the 123 film festivals, 30 had such a geographical theme in 2017. Europe, the Middle East and Asia were particularly well represented, while, for example, North and South America barely and Africa as a whole not at all.

There are also other ways to break down film festivals into themes. If we look at content themes, 55% of the film festival editions have a general programming. Specific film festival themes that appear regularly are: sports (18 film festival editions, including Cinemar Surf Movie Night, Banff Mountain Film Festival World Tour and Sportfilm Festival Rotterdam), countries (11 film festival editions, including Belgisch Film Festival, The Amsterdam Israeli Film and Television Festival and Syrian new waves), human rights and minorities (8 film festival editions, including As eEquals Film Festival, Unicef Kinderrechten Festival and TranScreen Film Festival), Culture (6 film festival editions, including Cinedans, Architectuur Filmfestival Rotterdam and Fashion Clash Fashion Film Festival) and Kids & Youth films (6 film festival editions, including Cinekid, Fantastisch Kinderfilm Festival and International Jeugd Film Festival Rotterdam).

Another way to differentiate between film festivals is through 'forms', such as feature-length films, short films, documentaries, animation, et cetera. Feature-length films were screened at 78% of the film festival editions. Short films were shown at 71% of the film festival editions including those festivals that focus specifically on short films, such as Go-Short and Shortcutz. Documentaries were shown at 48% of the film festival editions including those film festivals that specifically focus on documentaries, such as IDFA, Docfest and DOCfeed.

Most film festivals (61%) only use one screen for showing their films, 20% use 2 to 3 screens, and only a small percentage (2%) use more than 10 screens during the festival. With regard to the number of films screened during the film festivals,

about a third (35%) shows 10 films or less, almost half of the film festivals (49%) shows between 11 to 50 films, a small group (16%) shows more than 50 films at their festival.

Regarding fringe programming, the most common activities at film festivals in 2017 were discussions, panels and Q&A, which were present at a third of the film festival editions. Other regular organised activities at film festivals were: music (30%), masterclasses and workshops (26%), lectures (23%) and food (22%).

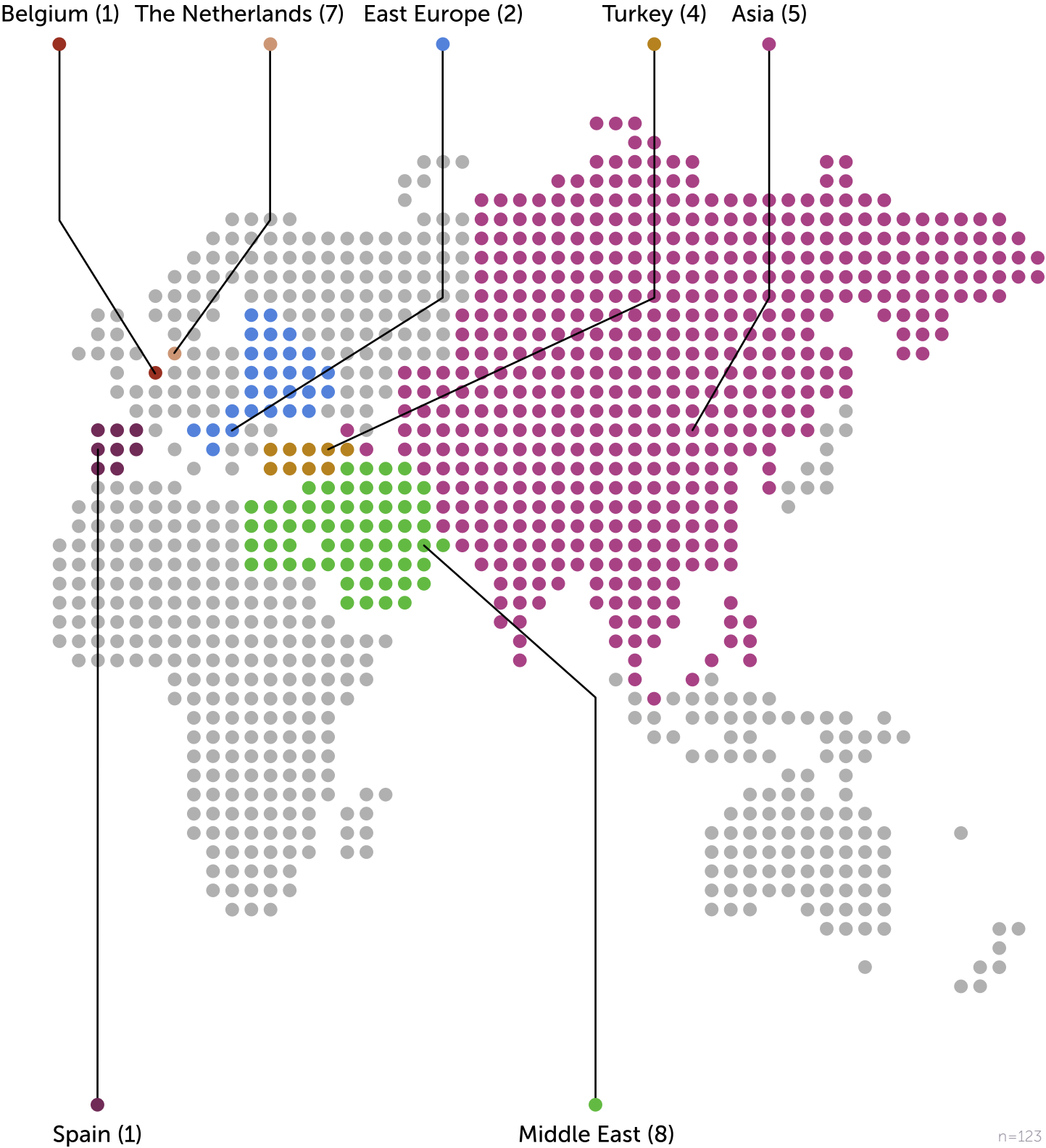
Film prizes

The Netherlands has various festival competitions that award prizes, such as Gouden Kalveren (Nederlands Film Festival), HIVOS Tiger Award (International Film Festival Rotterdam) and Cinekid Leeuwen. Of the 123 film festivals, 60 film festivals (49%) offered prizes. In 2018, a total of 408 film prizes were handed out at these 60 film festivals. The film festivals that awarded the most prizes were Nederlands Film Festival, New Renaissance Film Festival and Nationaal Filmfestival voor Scholieren. Most film prizes are awarded in the busiest months of the film festival season: March, September and October. The provinces with the most film awards are Noord-Holland (158), Utrecht (56) and Zuid-Holland (49).

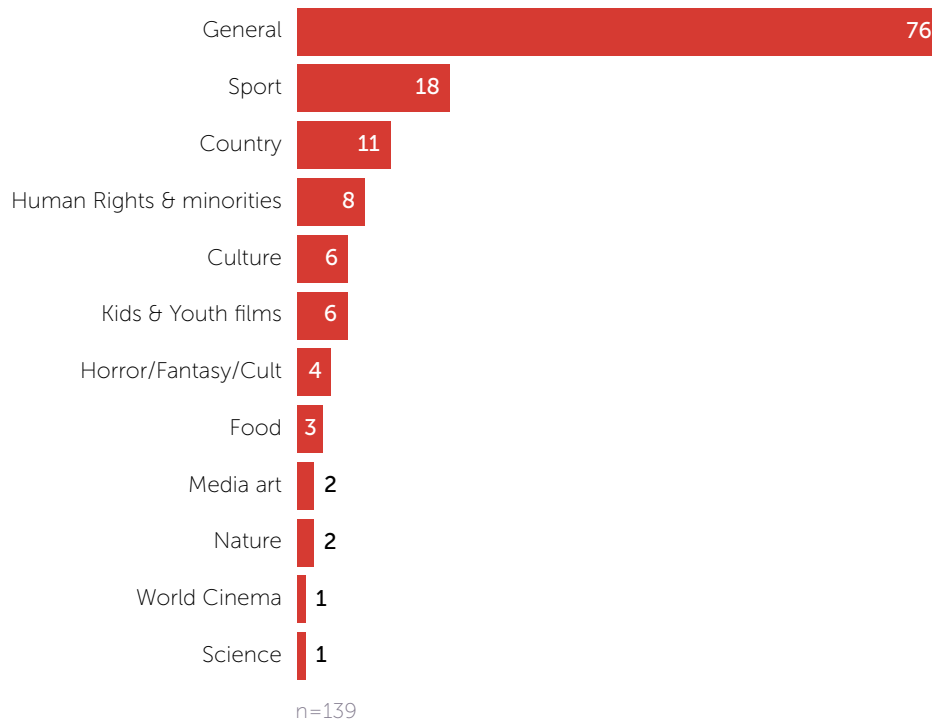
Of the 408 film prizes, 72 (18%) were audience awards. The remaining awards were awarded by a jury, professional or made up of peers or children, and were divided across 89 different categories. The most common jury film prize was for 'Best film' (45x), followed at a distance by: 'Best short film' (23x), 'Best (long) documentary' (21x) and 'Best student film', which also includes graduate films (15x). There are 47 film prizes that were only awarded only once in 2017, that covered the range from 'Sylvia Kristel Award' and 'Best Animated VR', to the more obscure such as 'Best Funny & Trippy Toons', 'Immersive Non-Fiction Award' and 'Award for Emotional Impact'.

Film festivals in 2017 with a geographical theme

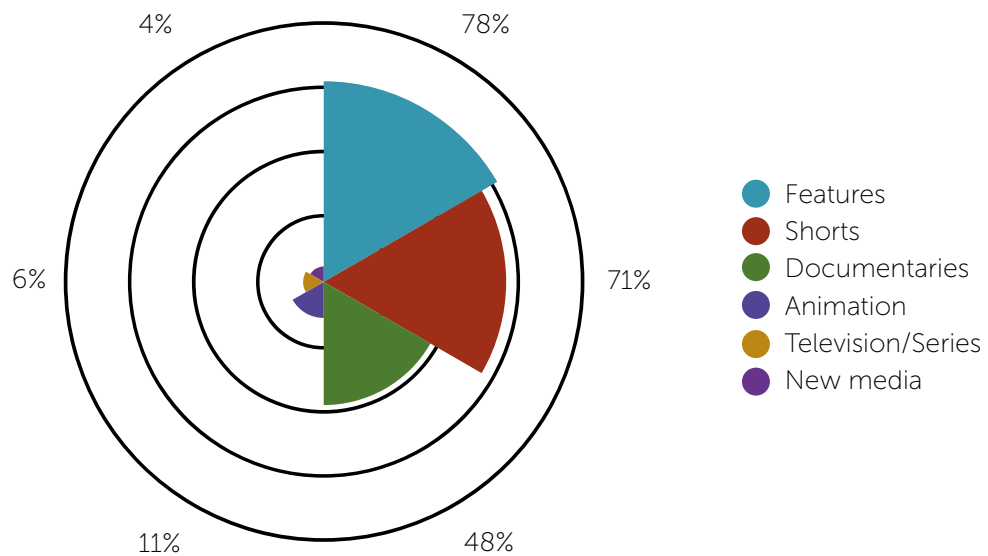




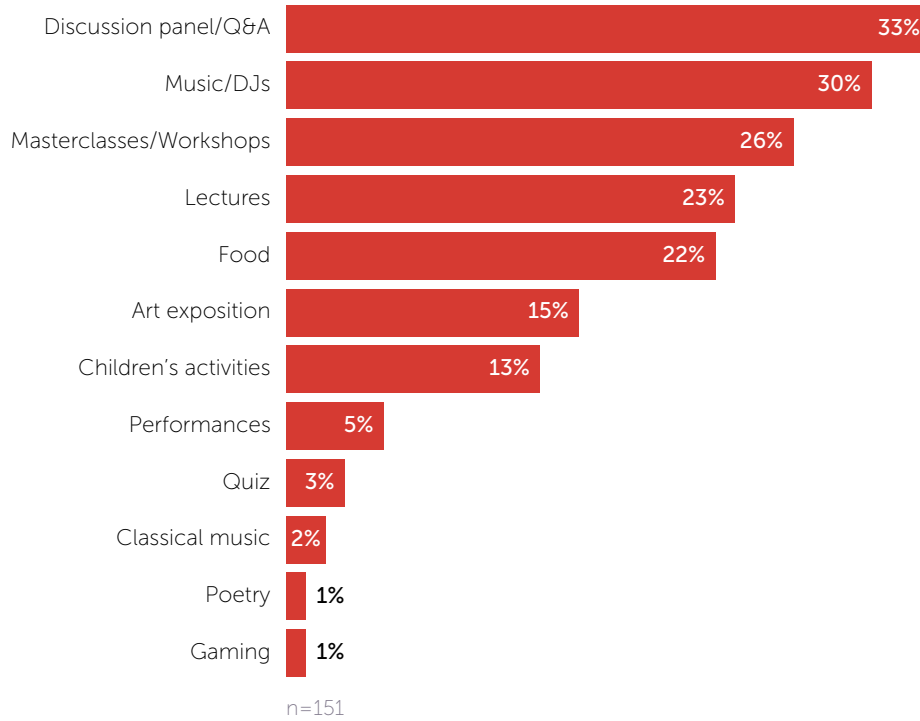
Film festival editions by content theme



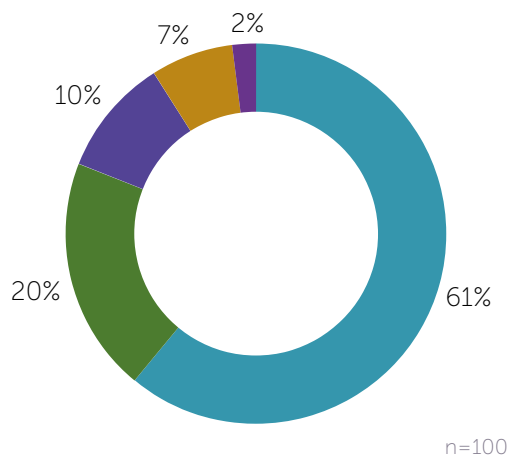
Percentage of film forms screened at film festival editions



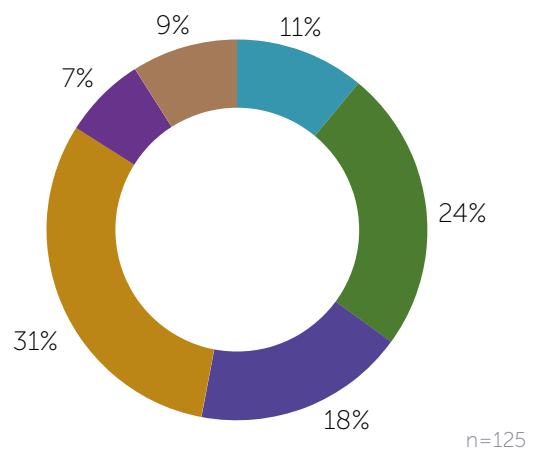
Percentage of film festival editions with specific fringe program



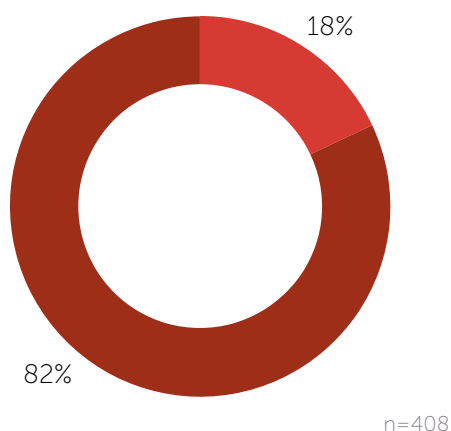
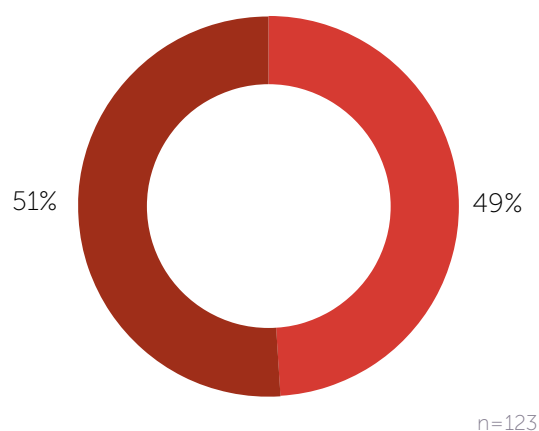
Percentage of film festival editions in 2017 by number of screens



Percentage of film festival editions in 2017 by number of films



Film festivals with film prizes 2017



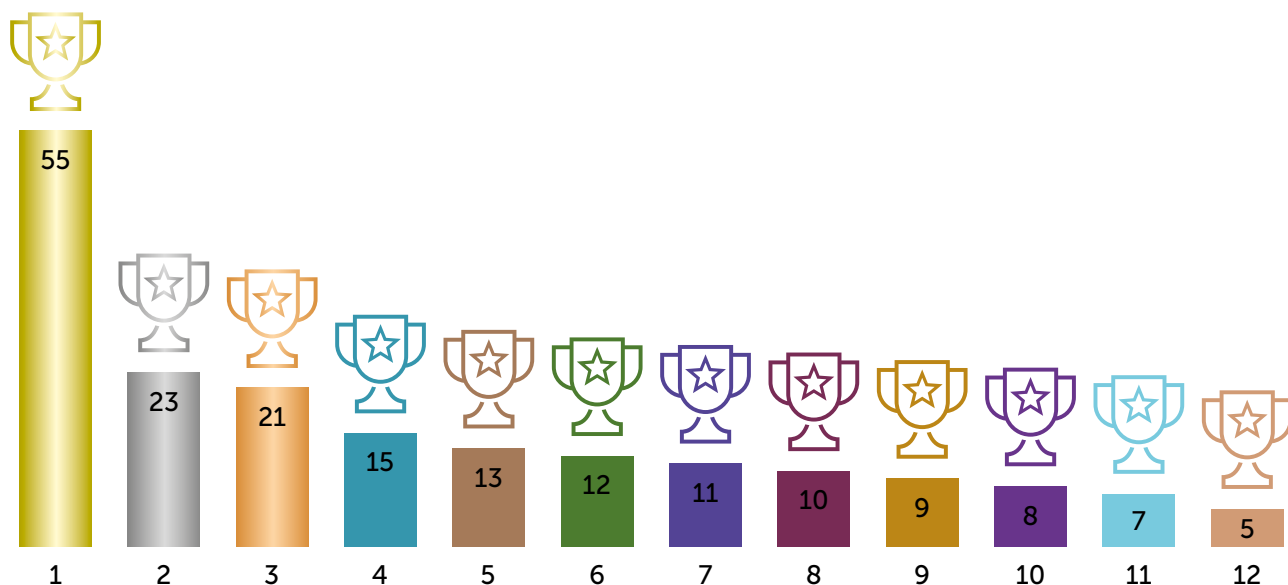
● Festivals with film prizes

● Festivals with no film prizes

● Audience Awards

● Jury Awards

Top 12 film jury prizes 2017

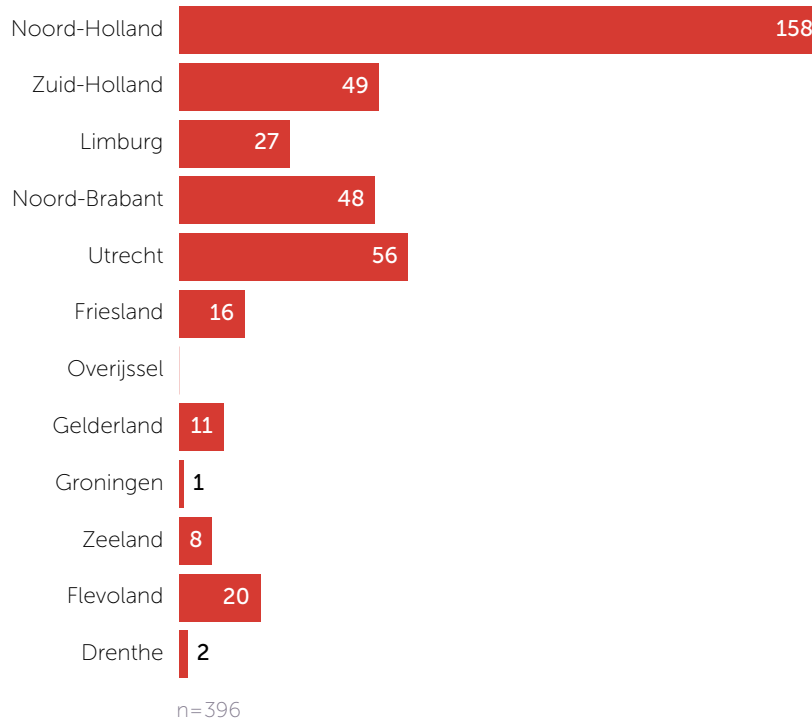


- 1 Best Film
- 2 Best Short
- 3 Best (long) Documentary
- 4 Best Student film
- 5 Best (short) Animation

- 6 Best Debut
- 7 Best Actrice
- 8 Best Actor
- 9 Best Cinematography; Director; Scenario

- 10 Best (short) Documentary; Special Jury Award
- 11 Lifetime Achievement; Best Talent
- 12 Best Experimental

Number of film festival prizes in 2017 by province



Noord-Holland

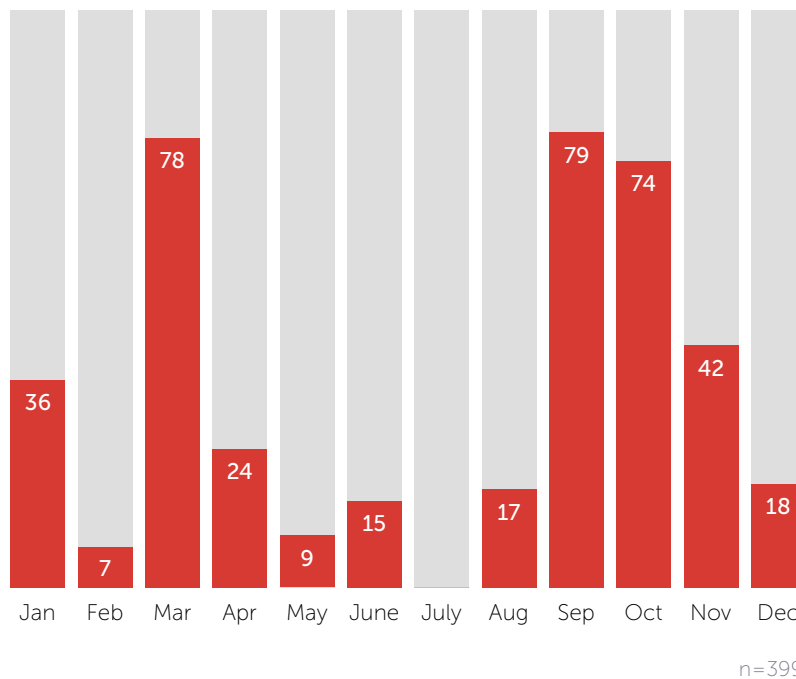


Utrecht



Zuid-Holland

Number of film festival prizes in 2017 by month



September



March



October

Social Media

What social media platforms do film festivals use to communicate with their visitors? And which of these inspire the most response in terms of likes, views and followers? What film festivals are the high scorers? And are there differences between younger and older film festivals, and between free and paid film festivals?

Social media platforms

Film festivals mainly use the usual social media platforms. Facebook is the most popular, with almost three-quarters of the festivals using this platform – somewhat less as the number of film festivals with their own website. There are only a few cases where it seems that Facebook acts as an alternative to having one's own website: only 3 of the 20 film festivals without a website have a Facebook page. Twitter is used by 55% of the film festivals, and Instagram and YouTube are used respectively by 42% and 37%. Two other social media platforms, Vimeo (11%) and LinkedIn (5%), are used but remain relatively uncommon among film festivals, as is the use of Google+, Snapchat, Spotify and Tumblr.

In addition, there seems to be big differences in how intensively a platform is used. The average score of the number of Facebook likes, number of Twitter followers, number of Instagram followers and number of YouTube views remains far lower than the maximum score of the best scoring film festival. Only a small group of film festivals (less than 15) has, for example, over 10,000 Facebook likes, Twitter or Instagram followers. Most film festivals fall below this number (with Facebook) or even far below (with Twitter and Instagram). YouTube is an exception in the sense that there are 6 film festivals with over 100,000 views, and 5 film festivals with even over 1 million views.

Only a select group of film festivals score high on number of likes, views as well as followers on the four most used social media platforms: IFFR, IDFA and Banff are in the top 5 on all four platforms, followed by NFF that misses the top 5 only on Facebook. This leading group is occasionally joined by film festivals such as Pluk de Nacht (Facebook), SCENECS International Debut Festival (Facebook), Movies that Matter (Twitter), Unicef Kinderrechten Film Festival (YouTube) and Around International Film Festival (Instagram).

Further differences in social media and film festivals

Free film festivals do slightly better than paid film

festivals with Facebook likes, but they do worse in regard to Twitter followers and YouTube views. However, since few film festivals are free, we cannot draw any major conclusions. Comparing one-day and multi-day festivals offers also a mixed view: one-day film festivals do better with Facebook likes and Twitter followers, but multi-day film festivals do much better with YouTube views. Indoor festivals have fewer Facebook likes than outdoor festivals, but more Twitter followers and YouTube views. Although one must remark that since there are few outdoor film festivals, we cannot draw any major conclusions. When comparing younger festivals (younger than 4 years) with older film festivals (older than 10 years), the impact on social media is very noticeable: on average, younger film festivals score much lower on Facebook likes, Twitter followers and YouTube views than older film festivals. This may seem logical, but with music festivals it's actually the younger festivals that score higher on social media than older festivals. An additional analysis was done on the use of the four major social media platforms related to age of the film festival: 74% of the film festivals older than 10 years use all four social media platforms, compared to 38% of the new film festivals in 2017. In fact, the 74% is the highest score of all age categories, so the older film festival are more 'into' social media than younger film festivals.

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du film
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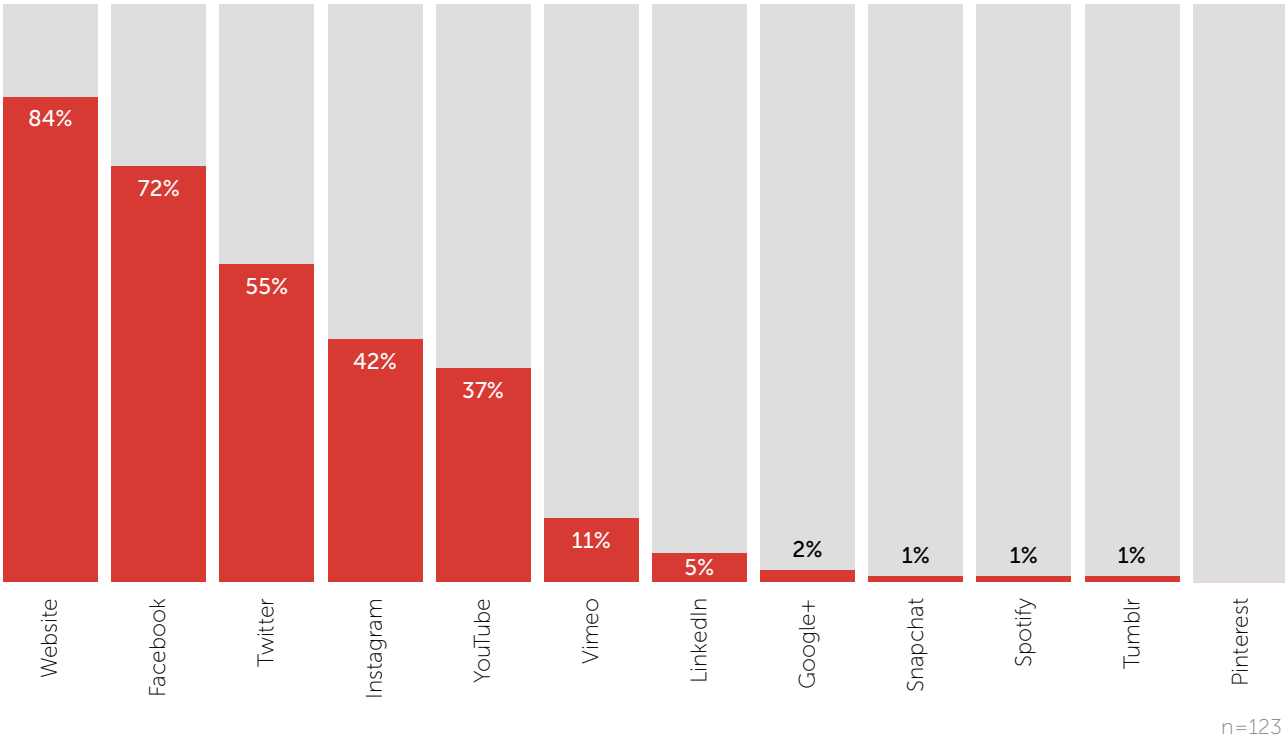
Documentary Festival Eindhoven

17 18 19 @TAC
FEBRUARY 2017 VONDERWEG 1 EINDHOVEN
DOORS OPEN 10.30 AM

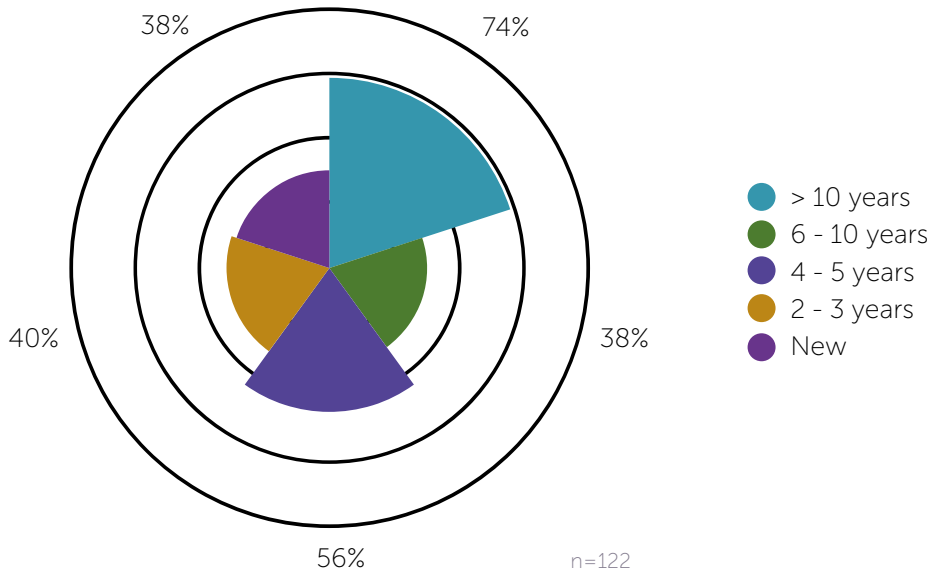


DOCUMENTARIES ★ SNEAK PREVIEWS ★ WORKSHOPS ★ EXHIBITIONS ★ FOOD ★ DRINKS

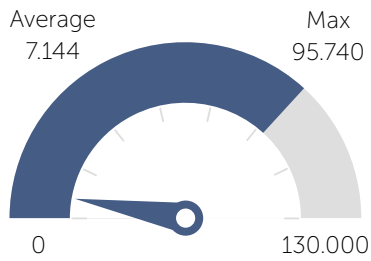
Percentage of film festivals in 2017 that used a website and social media platforms



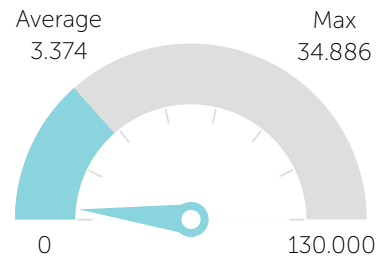
Average percentage of use of top 4 social media platform by festivals age



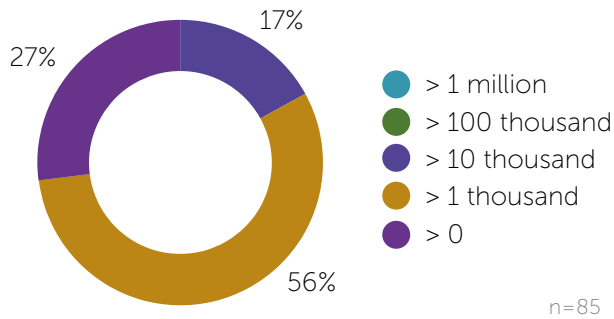
Facebook Likes



Twitter Followers



Percentage film festivals by number of Facebook Likes

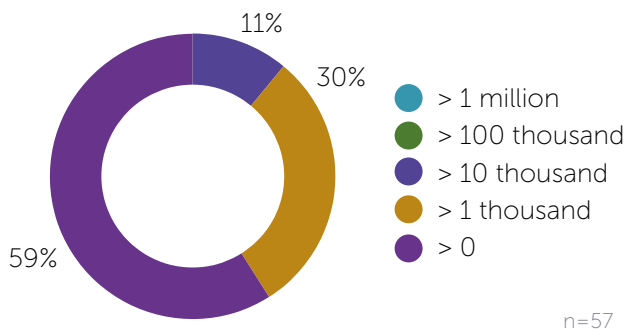


Top 5 film festivals with the most Facebook Likes



International Film Festival Rotterdam	95.740
Banff Mountain Film Festival World Tour	70.252
International Documentary Festival Amsterdam	61.707
Pluk de Nacht Open Air Film Festival	35.797
SCENECS International Debut Film Festival	22.359

Percentage film festivals by number of Twitter Followers

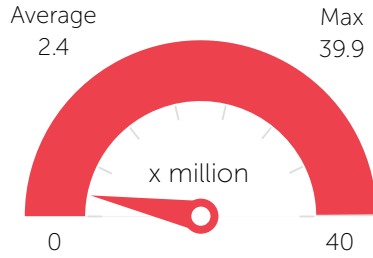


Top 5 film festivals with the most Twitter Followers

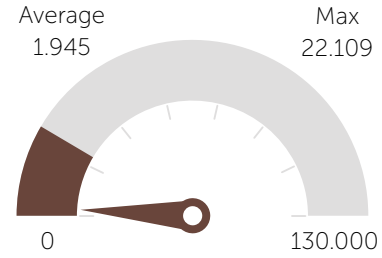


Banff Mountain Film Festival World Tour	34.886
International Documentary Festival Amsterdam	29.302
International Film Festival Rotterdam	24.164
Movies that Matter Film Festival	20.887
Nederlands Film Festival	16.705

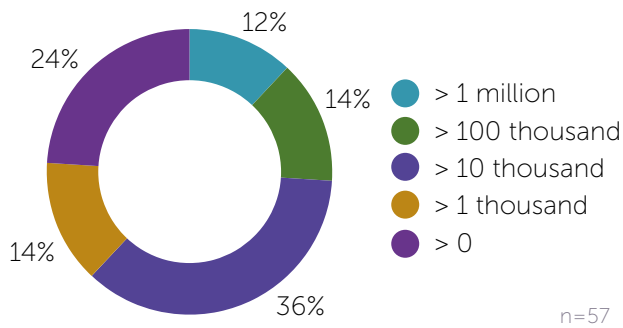
YouTube Views



Instagram Followers



Percentage film festivals by number of YouTube Views

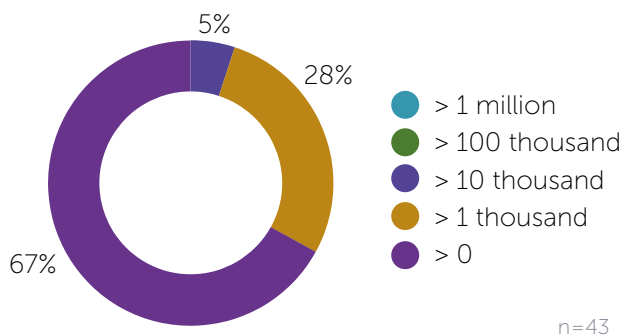


Top 5 film festivals with the most YouTube Views



International Film Festival Rotterdam	39.944.849
Nederlands Film Festival	34.676.527
Unicef Kinderrechten Filmfestival	18.166.191
Banff Mountain Film Festival World Tour	4.428.379
International Documentary Festival Amsterdam	3.922.146

Percentage film festivals by number of Instagram Followers

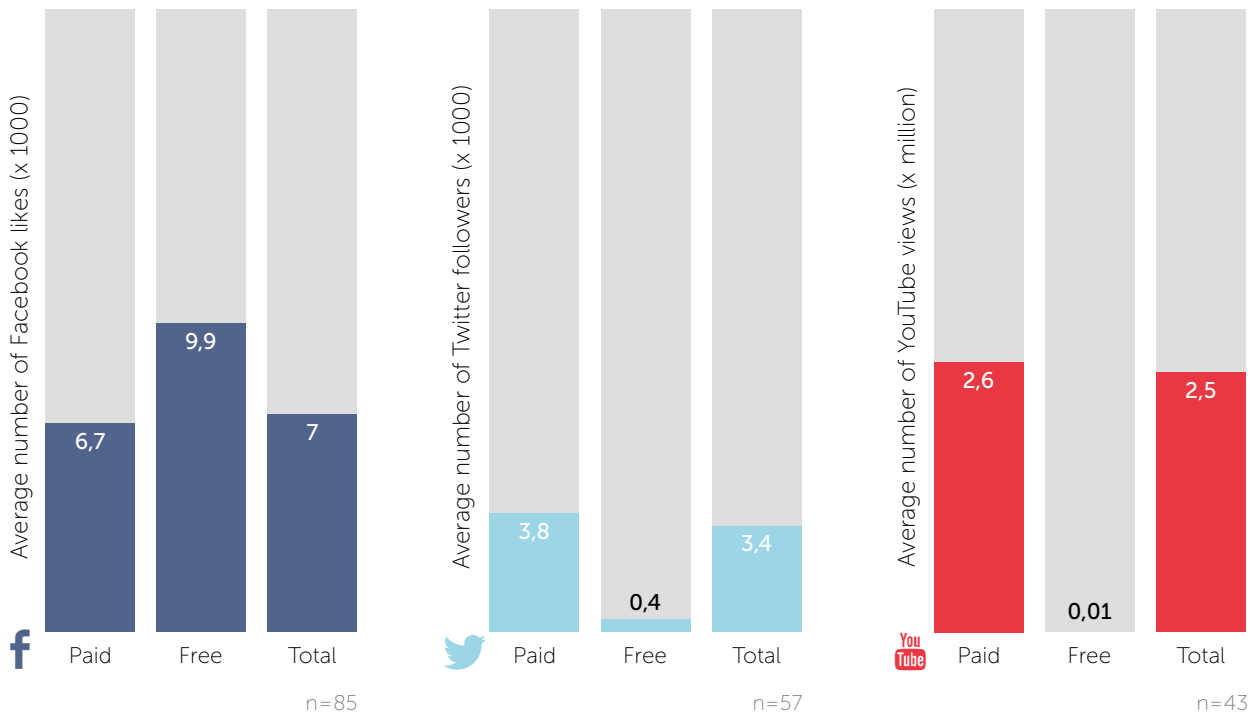


Top 5 film festivals with the most Instagram Followers

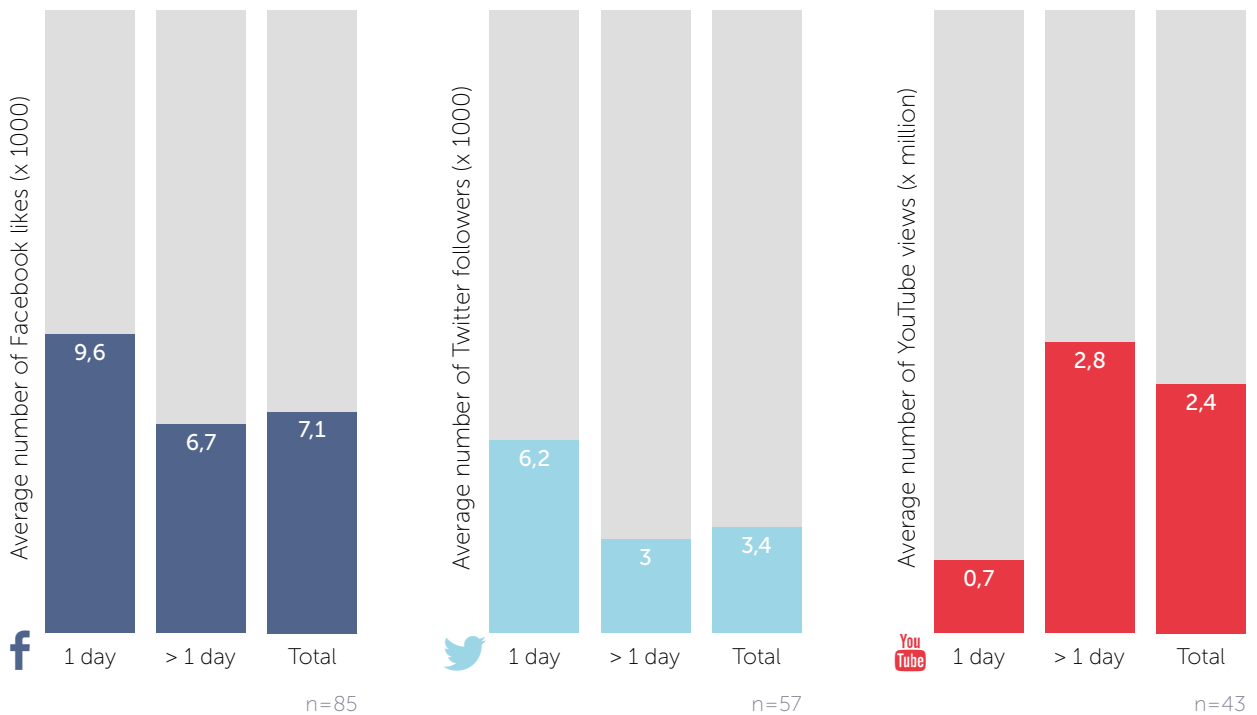


Around International Film Festival	22.109
Banff Mountain Film Festival World Tour	18.231
International Film Festival Rotterdam	7.455
International Documentary Festival Amsterdam	6.100
Nederlands Film Festival	4.187

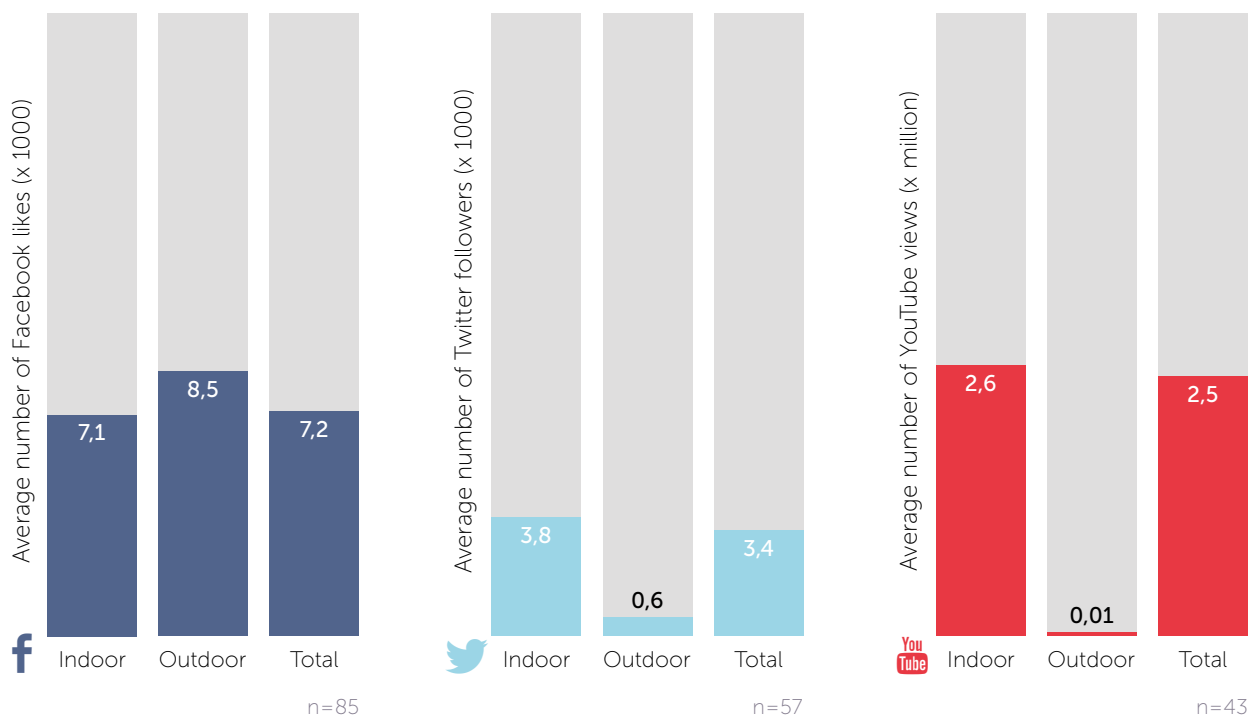
Average social media use of paid versus free film festivals



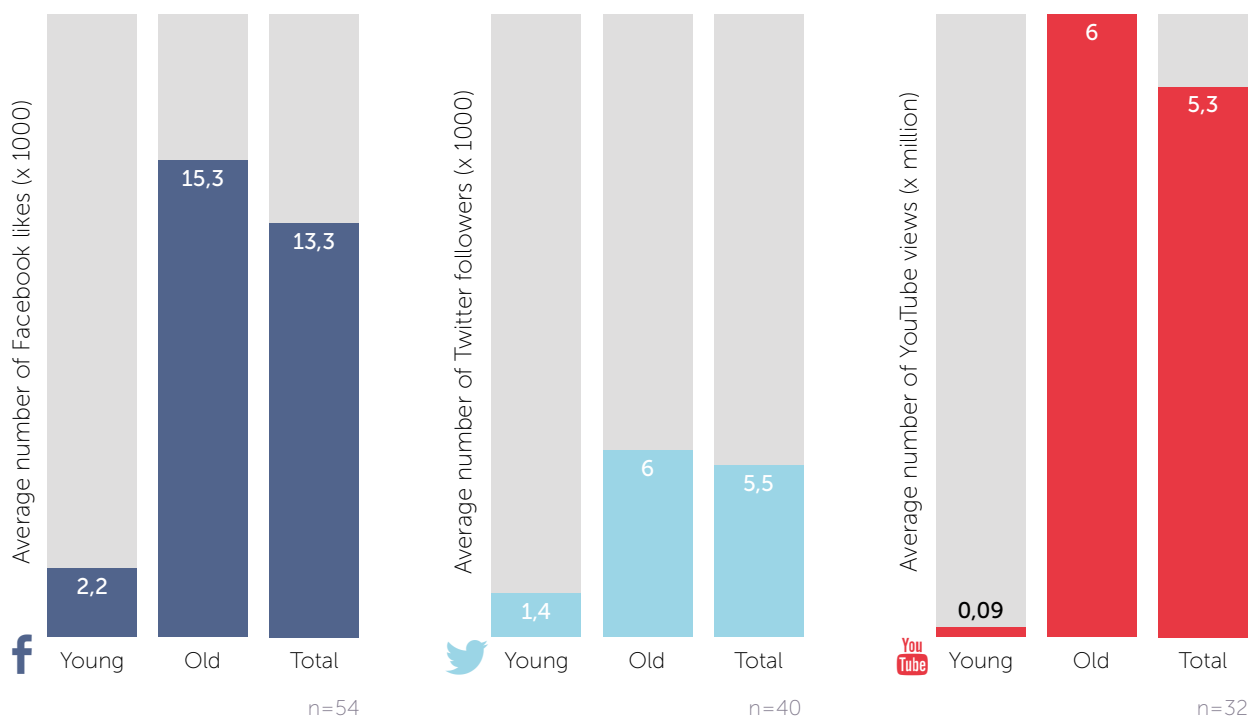
Average social media use of 1-day versus multi-day film festivals



Average social media use of indoor versus outdoor film festivals



Average social media use by young (< 4 years) versus old (> 10 years) film festivals



Comparison 16-17

Are there differences between the 2016 and 2017 film festival seasons? And what are these differences? Can we speak of growth or shrinkage in the sector? Are there more or less new festivals in 2017 compared to 2016? And how many film festivals from 2016 did not make it to 2017?

The film festival seasons of 2016 and 2017

In 2016, 131 film festivals took place with 187 editions. In 2017, there were 123 film festivals with a total of 151 editions. This is a 6% drop in number of festivals, and almost a 20% drop in the number of festival editions, a substantial drop. And although the seasonal pattern is not that variant between the two years, there is a very noticeable drop of film festival editions in the months of April and especially May in 2017.

The data on the division of film festival editions over the provinces makes clear that the drop in festival editions is a nationwide trend: there were less, or in best cases the same amount of, film festival editions in 2017 in each province, with the notable exception of Limburg that had 13 film festival editions in 2017 as compared to 12 in 2016. Still, the top five of provinces with most festival editions remains almost the same, with Noord-Holland and Zuid-Holland as the main stages for film festivals, only Gelderland has dropped out of the top 5 and is replaced by Limburg. The top 3 busiest cities remained the same in 2017, with Amsterdam still the absolute leader, followed by Rotterdam and Utrecht. The combination of the drop in festival editions in the month of May and the province of Gelderland points towards certain festivals as an explanation for this drop, like Cinema al Giro that had 10 editions in this province in May 2016 and was a one-off festival related to the start of the Giro d'Italia that year in the Netherlands.

A few other comparisons

The film festival season of 2017 resembles 2016 in several ways. The clear majority of film festivals remain returning festivals that are held annually. Due to a smaller number of new film festivals in 2017 (10) compared to 2016 (18), the relative share of 'older' festivals, a history of 6 years or more, is somewhat higher in 2017 (54%) compared to 2016 (49%). The ratio between paid/free is pretty much the same: 92% - 8% in 2017, 93% - 7% in 2016. The same goes for the ratio between indoor and outdoor festivals which is exactly the same for both years: 91% - 9%. The ratio for one-day versus mul-

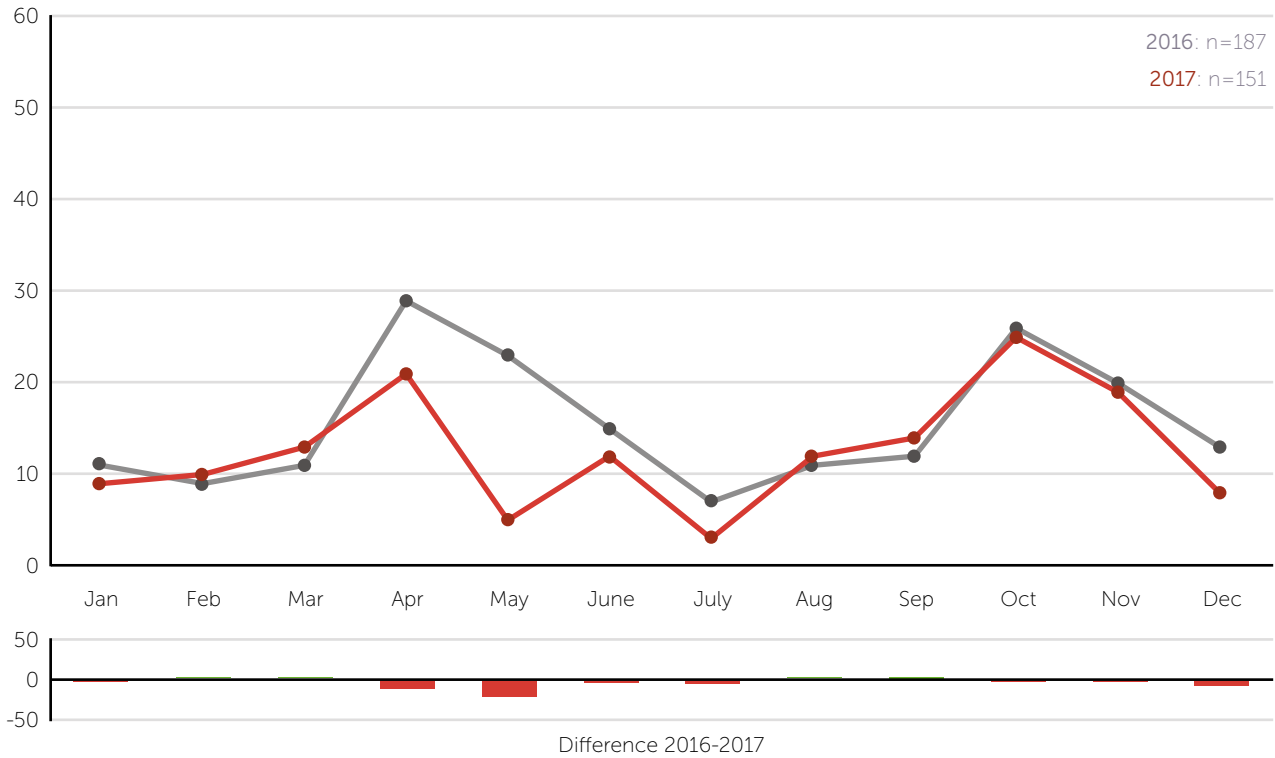
ti-day festivals differs, with 2017 seeing less one-day festivals: 26% - 74% in comparison with 2016: 35% - 65%. The percentage of film festivals using a dedicated website for their festival has increased with 8 percent. Use of social media platforms remains stable, only Instagram has overtaken YouTube and is now in third place, following Facebook and Twitter. Vimeo shows a small drop of 3% and LinkedIn is a newcomer with 5% of the film festivals using this platform.

Regarding the diffusion of festival editions in provinces, there are some slight changes: Zuid-Holland, Noord-Brabant and Friesland have a substantial increase in their diffusion index, meaning festival editions were more spread out through the provinces than in 2016. The opposite is true of the provinces Noord-Holland and Utrecht, with festival editions being more concentrated in certain cities in 2017 than in 2016.

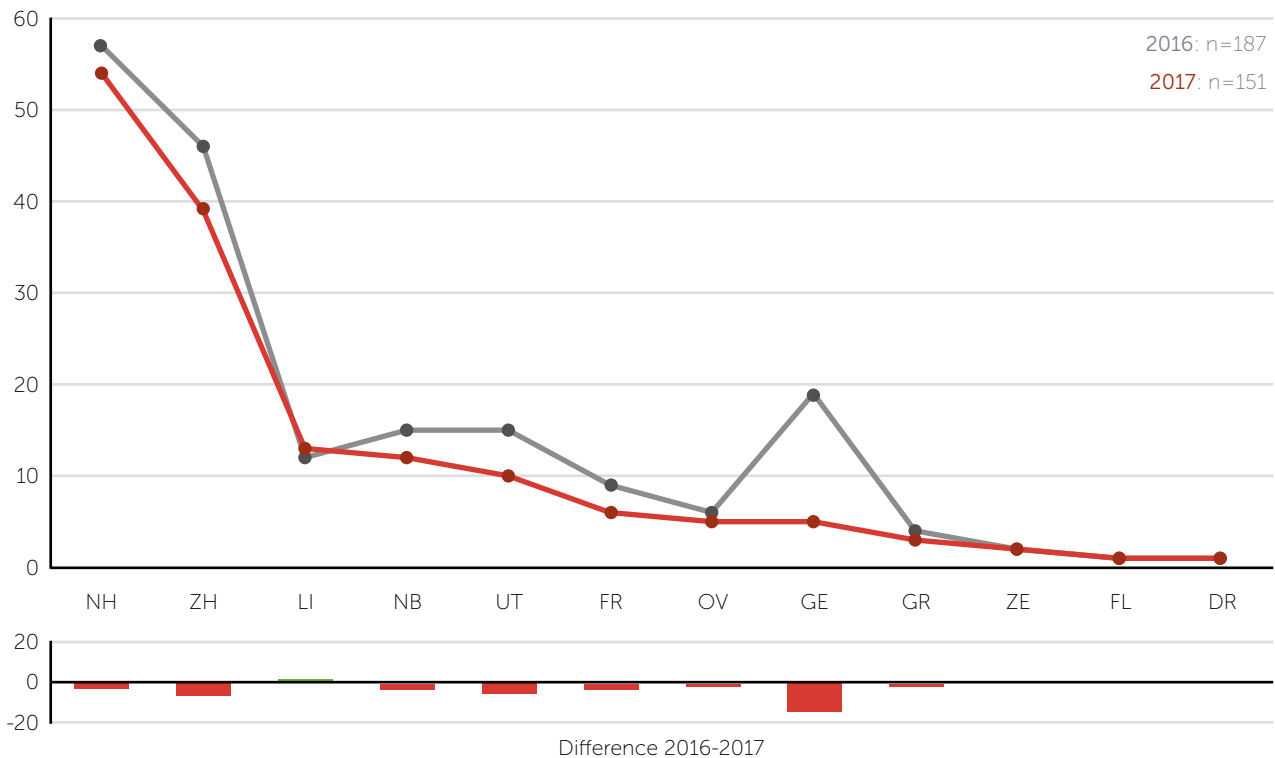
A dynamic ecosystem?

An almost 20% drop in film festival editions in 2017 compared to 2016 is already an indication that there are some dynamics at work in the ecosystem of film festivals in the Netherlands. But if we zoom in, more is revealed of this dynamic nature. For instance, there were 16 film festivals in 2017 that had no appearance in 2016, 10 of these were new festivals, 4 festivals are two yearly festivals with no edition in 2016, and 2 festivals had no edition in 2016 for unclear reasons. The other way around: there were 24 film festivals in 2016 that had no appearance in 2017. This is due to for instance one-off festivals, two-yearly festivals with no edition in 2017, festivals that had their last edition in 2016 (Breaking Ground, Indian Film Festival The Hague), and festivals that 'skipped' a year like for instance Heritage in Motion which in 2017 was held outside of the Netherlands. Still, of more than 10 festivals it was not traceable why they did not have an edition in 2017.

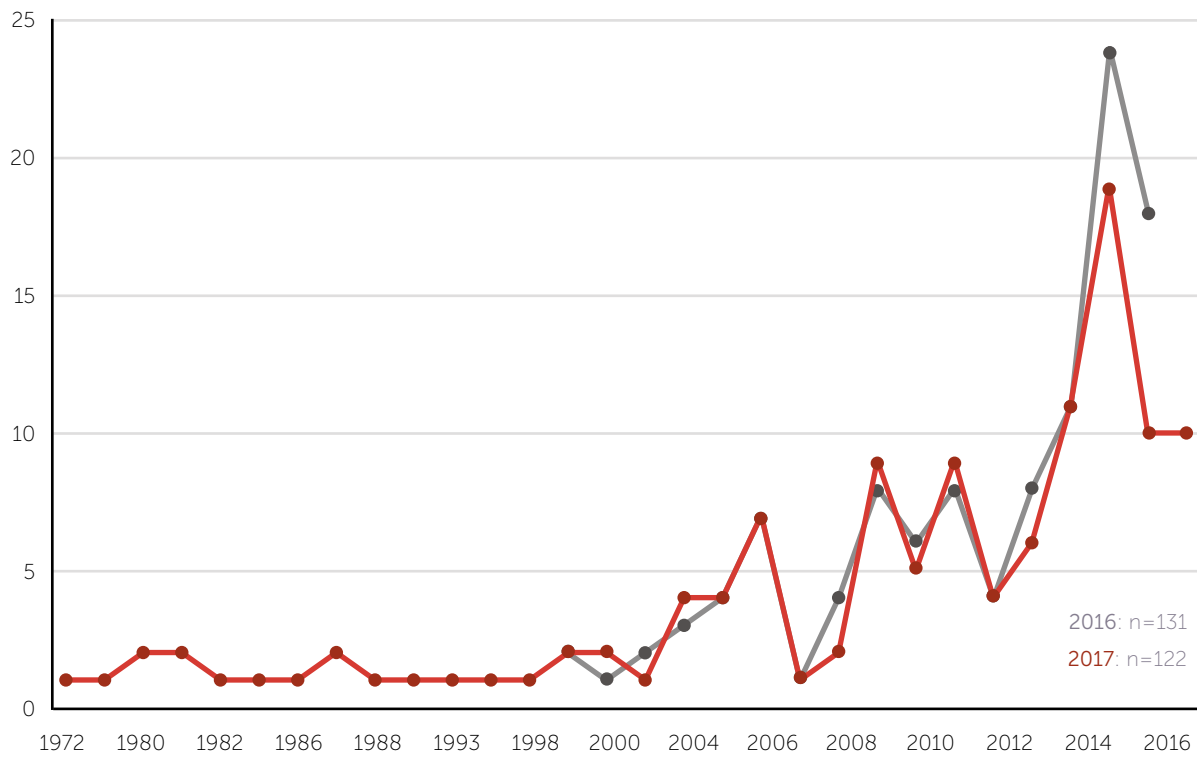
Number of film festival editions in 2016 and 2017 by month



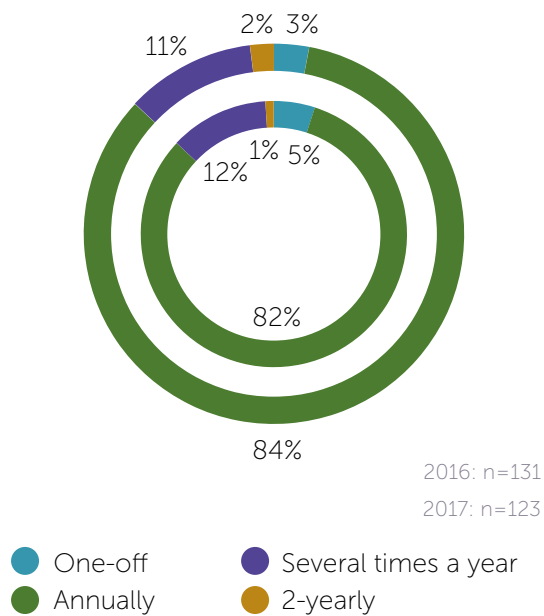
Number of film festival editions in 2016 and 2017 by province



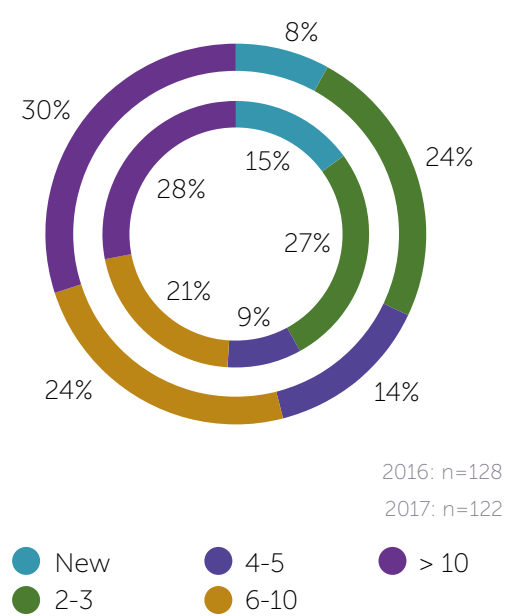
Year of first edition of film festivals in 2016 and 2017



Percentage film festivals by frequency type in 2016 and 2017

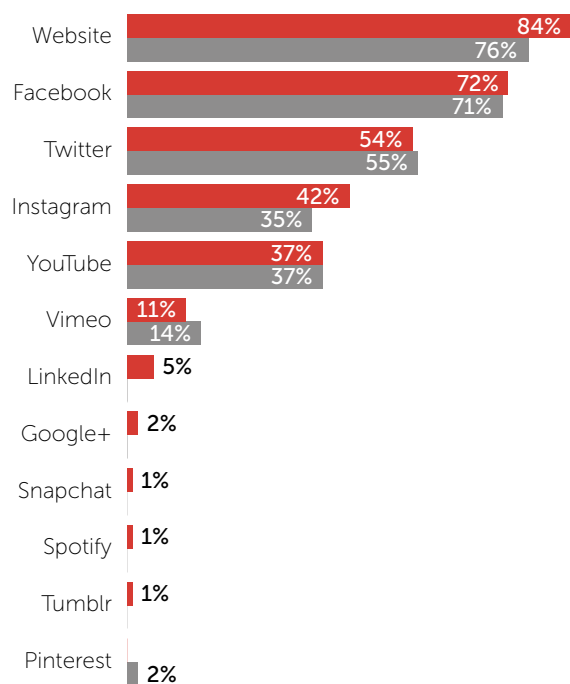


Percentage of film festivals by edition in 2016 and 2017



Outside circle 2017, Inside circle 2016

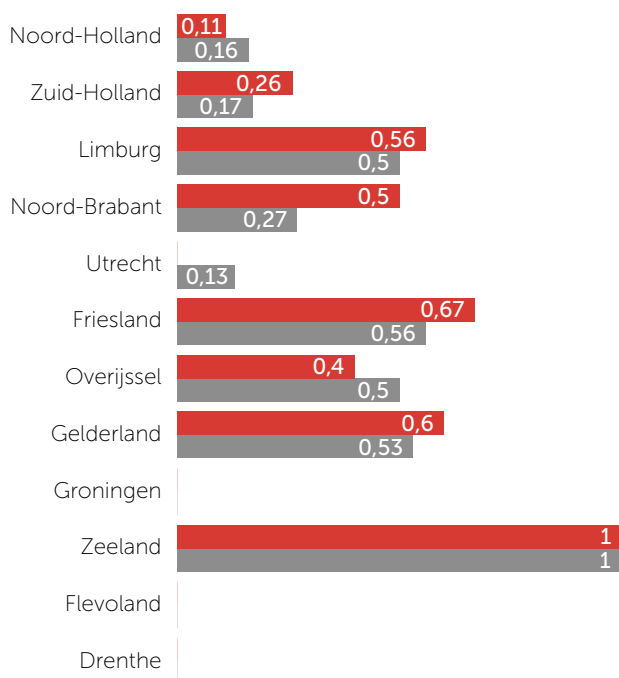
Percentage of film festivals in 2016 and 2017 that used social media platforms



2016: n=117

2017: n=123

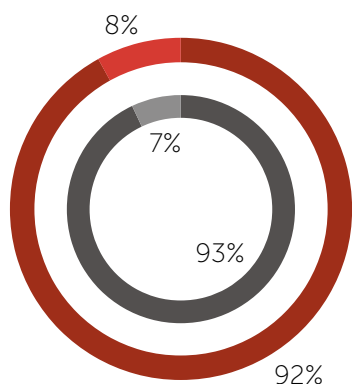
Diffusion index of film festival editions in 2016 and 2017 by province



2016: n=187

2017: n=151

Percentage of paid and free film festival editions in 2016 and 2017

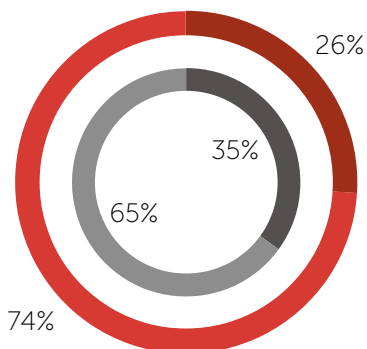


2016: n=187

2017: n=123

● Paid ● Free

Percentage of 1-day and multi-day film festival editions in 2016 and 2017

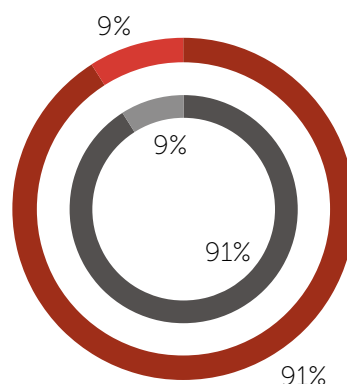


2016: n=187

2017: n=122

● 1-day ● Multi-day

Percentage of indoor and outdoor film festival editions in 2016 and 2017



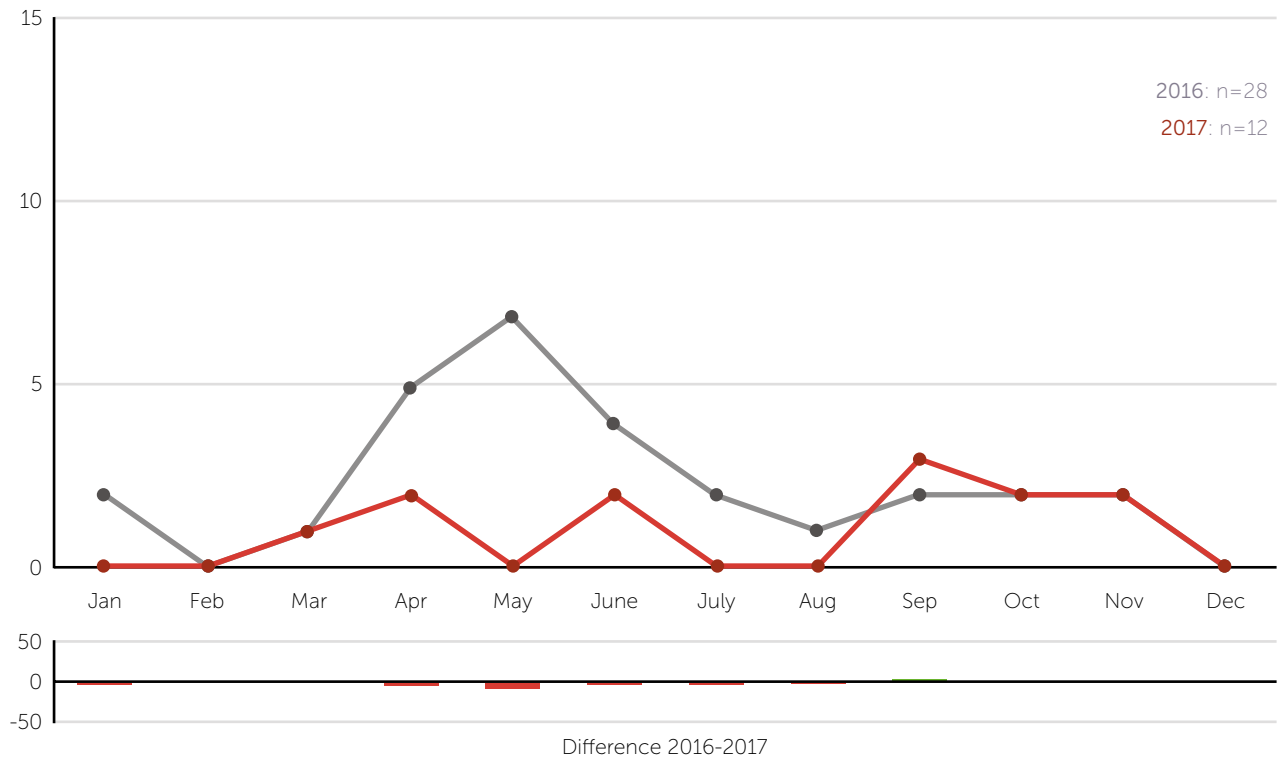
2016: n=187

2017: n=122

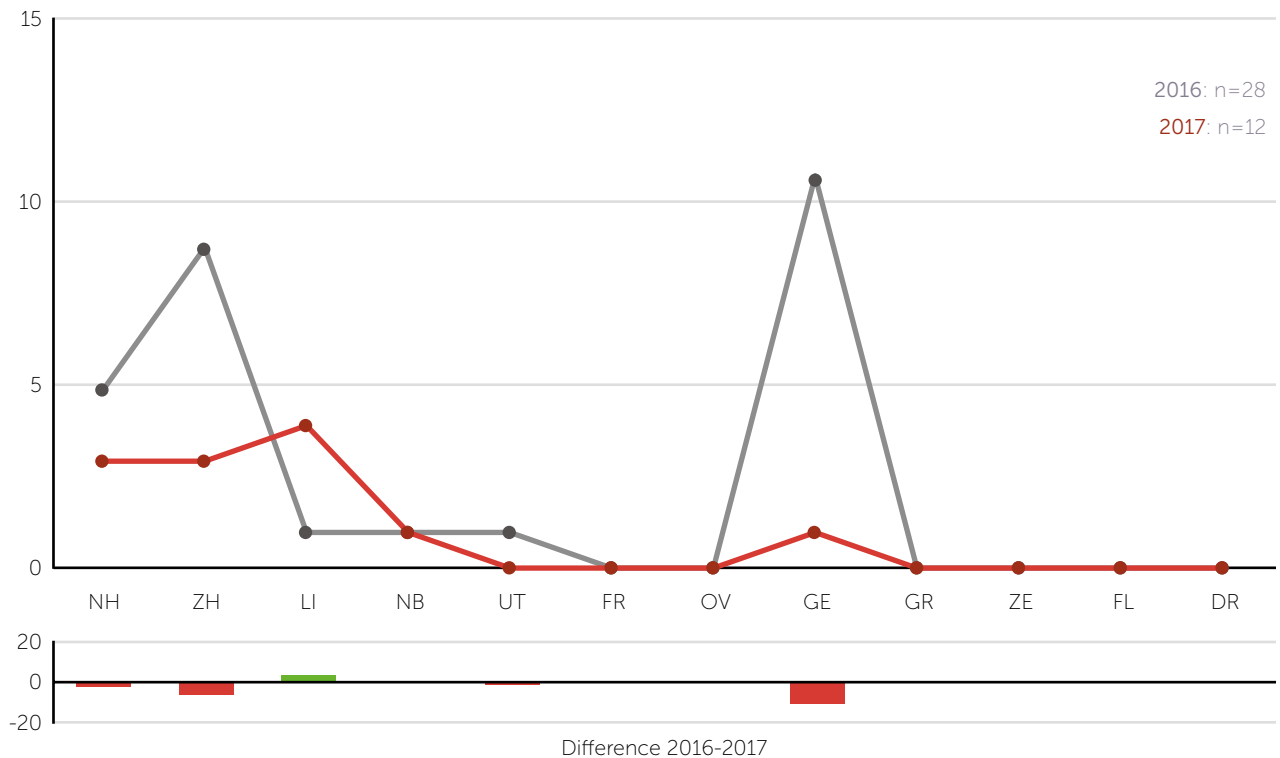
● Indoor ● Outdoor

Outside ring: 2017, inside ring: 2016.

Number of new film festival editions in 2016 and 2017 by month



Number of new film festival editions in 2016 and 2017 by province



Methodology

This Festival Atlas is built on the many choices that had to be made in collecting and analysing the data. These methodological considerations give insight into these decisions and the effects these decisions had on the data's presentation and interpretation.

Collecting data on festivals

For the data collection, we followed a two-step systematic approach. The first phase involved creating a so-called 'dirty' list of as many festivals as possible. Various sources were used in this process: websites, blogs, festival calendars, (online) festival guides, databases, Wikipedia, newspaper features with overviews of the festival seasons and interviews with (fanatical) festival goers. The resulting list was then cleaned up by removing any repetitions, and by cross-checking sources to confirm whether a particular festival actually exists (or existed). An additional search was made for festival posters, adding more festivals. This resulted in a first list of festivals.

The second phase involved evaluating whether a festival should be included in the analyses for the Festival Atlas. This evaluation was based on the festival characteristics as described by Van Vliet (2012)¹: a festival is organised, accessible to the public (paid or not) and involves multiple (at least 3) performances that take place during a specific period (mostly one-day or weekend-long). 'Performances' must be interpreted differently for the specific festivals under consideration, in the case of film festivals this refers to film screenings. This general description was made more specific by applying the following criteria:

- It's about Dutch festivals – that is to say, festivals that take place in The Netherlands (excluding overseas territories). These could be internationally oriented festivals that take place in The Netherlands, but not festivals organised by a Dutch organisation in a foreign country – which could be the case in some border regions and with large dance parties organised in foreign countries by Dutch organisations.
- It's about annual festivals – that is to say, festivals that take place every year. But with the following exceptions:

- Festivals that only took place in 2017 (one-offs) are also included.
- Festivals that have editions every two years, and did not have an edition in 2017, are not included in this edition of the Festival Atlas. However, they are registered in the database and will 'reappear' in for instance the 2018 edition.
- Festivals that take place irregularly but did have a 2017 edition will be included.
- Some festivals are annual but have more than one edition a year, such as winter/summer editions, indoor/outdoor editions, et cetera. These multiple editions are considered as separate festival editions. As a result, there's a difference between the number of festivals and the number of festival editions. The latter number will always be higher than the number of festivals since with all the festival types covered – film, food, music, art – there are cases of festivals that have multiple editions over a year.
- Some festivals are annual but then have multiple editions by going to different cities. These multiple editions are also considered as separate festival editions. This travelling to different cities occurs particularly with food festivals and film festivals ('on tour' editions).
- Under the criterion of annual: weekly/monthly events were excluded from the research. For music festivals, these were mainly numerous dance parties; for food festivals, these were mainly the many weekly (food) markets; for film festivals, these were the so-called seasonal series. (See below for more information).
- It's about festivals that had an edition in 2017, including cancelled editions. A cancelled edition is a festival that was announced but did not end up taking place. These are different than a festival that, for example, announces that they will be skipping a year – this is not considered a cancellation since the festival never communicated that it would indeed take place that year.
- Music, film, food or art must stand central in what we respectively regard as a music festival,

1 H. van Vliet (Red.). 2012. *Festivalbeleving*. Utrecht: Hogeschool Utrecht.

film festival, food festival or art festival. Many festivals have so-called fringe programming such as readings, workshops, bouncy castles, literary stage et cetera. It's quite common that music festivals include food trucks and that food festivals bring in DJs. There are also music festivals that screen films and film festivals that are dedicated to food or pay particular attention to food between screenings. However, the clear majority of festivals are quite easy to classify into music, film, food or art. Only a few inspired uncertainty and discussion. This discussion around 'What stands central?' and the associated classification of festivals is not unexpected since we see festivals as a natural category of phenomena that show family resemblance and have prototypical exemplars that are easy recognisable (see Van Vliet, 2012). It's our scientific responsibility to explain how we dealt with uncertain cases positioned at the fuzzy border of the festival category – as we do below for film festivals.

In selecting festivals, no further quantitative criteria were followed regarding the size of the festival, neither in terms of the minimum capacity, nor in the actual number of visitors. Both small festivals (with just hundreds of visitors) and large festivals (with tens of thousands of visitors) were included. Also, no normative criteria were followed in regard to the quality of the festival. Whether it was a sing-along festival, an avant-garde music festival, a large public-pulling festival or a village pop festival, they were all entered into the database and count as equals. In short, we seek to do justice to the pure diversity of festivals without bringing in any value judgement.

Based on this two-step process a list of, among other, film festivals were gathered that was presented in the Festival Atlas 2016, including of course analyses of data collected on these festivals. For the 2017 data collection the 2016 list was used as the basis – but not as a limitation. A further search for additional film festivals was undertaken in a broad range of sources. This resulted in some

additional data for 2016, as well as new film festivals for 2017.

Specific considerations on film festivals

In the case of film festivals the following specific consideration are applicable:

- Many cinemas in the Netherlands organise a diversity of seasonal series throughout the year. These are film screenings that appear regularly (e.g. weekly or monthly) on their programme and often with their own label. These seasonal series are certainly related to film festivals, since they feature exclusive temporary programming as an extension of their regular screenings of premiering films. However, these seasonal series are not counted as film festivals. Not only because they usually involve a single screening per night, but also because they are not presented as being festivals (for examples see Festival Atlas 2016).
- Incidental outdoor pop-up cinemas, with labels such as Buitenfilm, Openluchtfilm and Buitenbios are not registered as film festivals. The offerings of mobile outdoor cinemas, such as Solar Cinema (located in Tilburg) and Brommerbios (located in Utrecht), are also not included as festivals. Exceptions are the summer series: Rooftop Cinema (Cinemec Utrecht), Terschelling Filmdagen Buitenbios, Pleinbioscoop, VUE openlucht filmfestival (several cities), Film op de Brink (Deventer) and festival Roffa Mon Amour in Rotterdam.
- Film screenings at cultural festivals (Uitmarkten, Museumnacht, Culturele Zondagen, Midzomergrachten Festival) and special film programming for awareness campaigns (Vredesweek, Autismeweeek, World Aids Day, Alzheimerdag, Benefietavond ALS) are not included as festivals.
- Livestreaming of performing arts in cinemas and film houses, such as The Royal Opera Live and Royal Ballet Live, and films about art exhibits (Exhibition on Screen) are not considered as film festivals.
- Special 'film nights' such as on Halloween (in-

cluding Mr. Horror's Halloween Horror Show in 13 cities), or La Notte, or 'film days' such as the Europese Dag van de Korte Film and the PAC festivals, are all counted as film festivals.

- A film festival with a programme in the same period that's spread across more cities is considered as 1 (regional) festival. Examples include: Halloween Horror Show, PAC festival, Europese dag van de Korte film, Architectuur Film Festival Rotterdam (with a satellite program in Groningen) and The Amsterdam Israeli Film and Television Festival. For naming the festival's location, we registered the city that hosted the opening.
- The Amsterdam Film Festival is not included because this is a film competition without any public screenings.
- Film programs as part of a culture festival or event are not counted as a film festival, such as film programs at festivals like Incubate, Playgrounds, Other Futures, Far from the custom fest, Words on Fire, Urban Stories Festival; and also not the Mobile Movie days during the Dutch Media Week or the Tourfilm evening during the Festival du Velo in 2016.
- At least 3 films must be shown to be considered as a film festival, which means that festivals such as A night in the Woods and Rotterdamned are not counted because they only had 2 films or 1 film with a supporting program in 2017.
- Film festivals also produce screening activities outside the festival's actual dates. If these are events limited to a single film screening, they are not included. Examples: the national series of Movies that Matter on Tour, the local series Film by the Sea door het jaar heen, and the monthly series of pre-premières of Dutch films that the Nederlands Film Festival has been organising at the Louis Hartlooper Complex in Utrecht. However, some film festivals have a full tour programme that travels to different cities. Following the criteria used for both food festivals and music festivals these fuller programmes are considered as separate festival editions of

the same film festivals. These are: Banff Mountain Film Festival World Tour (7 cities), Camera Japan Film Festival (2 cities), Cinéma Arabe (4 cities), CinemAsia Film Festival (2 cities), Fantastisch Kinderfilm Festival (3 cities), Pluk de Nacht Open Air Filmfestival (2 cities) and Rode Tulp Festival (4 cities). A few additional comments are also essential:

- For years, the children's festival Cinekid has been organising, in addition to its festival week in Amsterdam, the successful event Cinekid op Locatie. This is a package of five festival films that nearly 40 cinemas use to create their own local sub-festival during the autumn student vacation. We don't include these screenings as independent festivals because they fall under what we call a seasonal series, just like the IDFA on Tour series (see below).
- For many years, IDFA in collaboration with distributor Cinema Delicatessen has organised the nationwide Best of IDFA on Tour event. It is a selection of documentaries from previous festival editions. For instance, in 2016, IDFA on Tour went to 44 cities with a total of 72 screening days. We did not include these screenings as independent festivals in the year overview because they fall under the heading of seasonal series. During IDFA, a diversity of activities takes place in not only Amsterdam (Ketelhuis, Melkweg, Tolhuistuin) but also elsewhere (Groningen, Nijmegen). We regard these activities as part of the IDFA festival. Outside the dates of the IDFA festival, there are two additional festivals. IDFA by Night is considered as an independent film festival. These free outdoor screenings are organised by IDFA in collaboration with Pakhuis de Zwijger, and have taken place for several years during two summer weeks. Taking takes place on the square on Piet Heinkade next to Pakhuis de Zwijger, IDFA by Night features a selection of documentaries from previous festival editions. In addition, the festival weekend IDFA@Vlieland was organised in 2017 for the

tenth time – and we also included this as a film festival.

- IFFR also has an 'on tour' version called 'IFFR preview'. We don't count this as a separate festival. IFFR also began in October 2016 with a monthly series of film screenings, IFFR Kino, in the new cinema Kino in Rotterdam. We regard this as a seasonal series and therefore not as a festival. However, IFFR White Nights (no edition in 2017) is a full five-day thematic film festival. It was held in a tent camp in Rotterdam's Museumpark in June 2016 as part of the summer manifestation Rotterdam Xpanded. The festival was organised in cooperation with Kunsthal Rotterdam and museum Boijmans Van Beuningen. Also, the 'pocket edition' IFFR in Groningen was registered as a separate film festival because it had a full programme.
- Talent development and education in the film sector knows many forms, and not all have been included as film festivals in the Atlas. The following criteria played a role in making our decisions:
 - Film festivals can stimulate talent development for film professionals in at least two ways. Many film festivals organise a film market as a platform for networking. Examples include: Cinemart (IFFR, since 1983), Holland Film Meeting (Nederlands Film Festival, since 1988) and Docs for Sale (IDFA, since 1996). In addition, various film funds exist that are associated with film festivals. Examples include: Hubert Bals Fonds (IFFR) and the IDFA Bertha Fund (known as the Jan Vrijman Fonds until 2012). IDFA also organises the IDFAcademy Summerschool. The film markets and film festival funds are not included in the Festival Atlas.
 - A variety of annual activities exist that are focused on film production. Two good examples are 48Hours and VERS. The 48Hour Film Project is an intensive contest held worldwide at many different locations. Anyone can sign up to make a film within 48 hours that

includes certain required elements. At the end of the two days, the results are presented and judged. Due to the emphasis on production, we do not include 48Hours as a film festival. VERS (platform and networking group for new image makers) regularly organises VERS 'nights' with readings covering such subjects as editing, documentary-making, et cetera. VERS also organises under the name of De Proeftuin ('The Tasting Garden') structured brainstorming sessions for film professionals. Both the 'nights' and the 'tasting gardens' are not registered as film festivals. However, since 2015, VERS has produced the VERS Awards Festival that we do regard as a film festival.

- In 2017, and as is traditional, several non-competitive public screenings took place of student final exam films. We included the following as film festivals: Keep an EYE: Filmacademie Festival (Amsterdam), Blikvanger, HKU Film Festival Afstudeerfilms (Utrecht) and Fin! Festival (presentation of exam films and installations from students of the Willem de Kooning Academy, Rotterdam).
- There is also a diversity of talent contests that are part of film festivals (for example, the student film competition during the Nederlands Film Festival), but also separate film festivals for talents, such as the annual TENT-Academy Awards. Another example is Shortcutz: an active Amsterdam platform with weekly film screenings in ClubUp (part of De Kring) and during Shortcutz Weekendz in Lab 111. In our inventory of film festivals, we only include the national talent contest Shortcutz Amsterdam Annual Awards.

Further explanation on for instance the social media data collection, the database set-up and data registration as well as the data analyses can be found in the Festival Atlas 2016 and will also become available on the website in the second half of 2018.

Alphabetical list film festivals 2017

Ammehoela Film Festival - Amsterdam
Experimental Film Fest Atrabilious - Amsterdam Lift-
Off Film Festival - Amsterdam Spanish Film Festival
- Amsterdamned - Amsterdams buurtfilmfestival
- Arab Film Festival - Architectuur Filmfestival -
Architectuur Filmfestival Rotterdam - Arnhem
Architectuur Film Festival - Around International
Film Festival - As eEquals Filmfestival - B-Movie
Underground & Trash Film Festival - Back to the
Future: Project! (Analog Film and Sound Festival) -
Banff Mountain Film Festival World Tour - Belgisch
Film Festival - Blikvangers: HKU afstudeerfilms
- Buddhist Film Festival Europe - Camera Japan
Film Festival - CampusDoc Filmfestival - Cineblend
- Cinedans Festival - Cinefest - Cinekid Festival -
Cinéma Arabe - Cinema Colombiano - Cinemar
Surf Movie Night on Tour - CinemAsia Film Festival
- City Food & Film Festival - Da Bounce Urban Film
Festival - DOCfeed - Docfest - Dutch Mountain
Film Festival - Eastern Neighbours Film Festival -
Eindhovenens Film Festival - Euregio Film Festival
- Europese Dag van de Korte Film - Fantastisch
Kinderfilm Festival - Fashion Clash Fashion
Film Festival - Festival Anatolië - Festival Latino
Americano Rotterdam - Film by the Sea - Film
Festival Tijdsbeeld - Film op 't Erf - Film op de Brink
- Filmfestival Hilversum - Filmfestival Maassluis
- Filmfestival Zeeuws-Vlaanderen - Fin! Festival
- Flicks, International Student Short Film Festival
- Fraude Film Festival - Freeride Film Festival - Go
Short - International Short Film Festival Nijmegen
- Heemskerkse Filmdagen - Holland Animation
Film Festival - Hoornse Filmdagen - Human Rights
Weekend - I am Surf Film Festival - IDFA by Night -
IDFA@Vlieland - IFFR in Groningen - Imagine Film
Festival - Indonesian Film Festival - Input Festival
- InScience: Dutch International Science Film
Festival - Internationaal Film Festival Gorinchem
- International Documentary Festival Amsterdam -
International Film Festival Rotterdam - International
Filmfestival Assen - International Jeugd Film
Festival Rotterdam - International Queer & Migrant
Filmfestival - Keep an EYE: Filmacademie Festival
- KLIK! Amsterdam Animation Festival - La Notte

Filmfestival - Leiden International Film Festival
- Leiden International Short Film Experience
- Limburgs Film Festival - Limburgse Filmdag -
Lumière Crime Festival - Movies that Matter Film
Festival - Mr. Horror's Halloween Horror Show
- Nationaal Amateur Speelfilmfestival - Nationaal
Filmfestival voor Scholieren - Nederlands Film
Festival - New Renaissance Film Festival - Nieuwe
Filmers Festival - Noordelijk Film Festival - NOVA
Filmfestival - Parool Film Fest - Pathé Alternative
Cinema Festival - Pleinbioscoop - Pluk de Nacht
Open Air Filmfestival - Poolse Lente - Rode Tulp
Festival - Roffa Mon Amour - Rooftop Cinema -
Rotterdams Open Doek Festival - Roze Filmdagen
- SCENECS International Debut Filmfestival -
Scholieren Filmfestival - Shift Film Festival - Short
Film Festival Roosendaal - Shortcutz Amsterdam
Annual Awards - Slow Food Film Festival Bussum
- Slow Food Film Festival Deventer - Sneker
Filmwinter - Sound of Silence - Sportfilm Festival
Rotterdam - Suikerzoet Film Festival - Syrian New
Waves - TENT Academy Awards - Terschellinger
Filmdagen - Terschellinger Filmdagen Buitenbios -
The Amsterdam Israeli Film and Television Festival
- TranScreen Film Festival - Très Court International
Film Festival - Unicef Kinderrechten Filmfestival -
Velocity: Filmfestival - VUE Openlucht Film Festival
- Weesperzijde Film Festival - Wildlife Film Festival -
World Cinema Amsterdam - Zienemaan & Sterren.

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Festival Atlas 2017: Film Festivals

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