2025 ACFM Conference Official Report

The A Summit Ⅰ : AFAN Spotlight

– Key Reflections on Asian Film Trends

Session Topic: Sharing industrial data and seeking collaboration strategies across major Asian film markets.

Key Remarks by Speakers

- **YUN Ha (KOFIC):** The Korean film industry in the first half of 2025 hit its lowest point since the pandemic, with admissions down 33% year-on-year. KOFIC is expanding support to mid-budget commercial films and relaxing regulations on international co-productions to counter shrinking domestic investment.
- **Jennifer HUANG (TAICCA):** 70% of Taiwanese adults consume content via mobile. TAICCA focuses on leveraging private capital through the National Development Fund (NDF) and is currently managing over 65 international co-production projects.
- **Chalida UABUMRUNGJIT (TFA):** Despite political instability, the Thai industry is reviving through local hits like *How to Make Millions Before Grandma Dies*. THACCA has allocated 220 million Baht to support 85 audiovisual projects.

- **FX Iwan & Sigit PRABOWO (Indonesia):** Indonesia shows a unique trend with local films holding a 65% market share (81 million admissions in 2024). The focus is now on improving production quality to transition from local success to the global stage.
- **Jose Javier REYES (FDCP):** Facing a 83% preference for foreign films, the Philippines is exploring global distribution strategies targeting the Filipino diaspora to revitalize the industry.

Q&A and Discussion Points

- **Political Stability:** Panelists emphasized that policy changes following government transitions create instability. The need for long-term, stable programs that outlast administrations was highlighted.
- **Taxation and Funding:** Discussion focused on sustainable funding models like the French CNC. KOFIC shared challenges regarding the depletion of the Film Development Fund and the shift toward government budget reliance.

Industrial Implications

- **Inevitability of Co-production:** International co-productions, especially targeting the North American market or intra-Asian collaboration, are becoming essential to overcome domestic market limitations.
- **Data-Driven Collaboration:** Establishing a common language through shared industrial data is crucial for fostering real cooperation and policy design across the region.