

HOSTED PANEL

# STUDY ON THE AUDIOVISUAL INDUSTRY RESULTS IN THE INTERNATIONAL MARKETS

RESEARCH BY THE ROSSI-DORIA ECONOMIC AND SOCIAL RESEARCH CENTER OF  
THE ROMA TRE UNIVERSITY ON BEHALF OF ICE - AGENCY FOR THE PROMOTION AND  
INTERNATIONALIZATION OF ITALIAN COMPANIES

This Report offers an updated assessment of the position of the Italian audiovisual industry on international markets, taking into account both the traditional ways in which trade of goods and services takes place, and the different forms of consumption of audiovisual content, including cinemas and digital distribution platforms.

Overall, despite the cultural and political barriers that limit the international distribution of audiovisual content in Italian and the persistence of structural problems linked to the characteristics of smaller firms, the Italian audiovisual industry appears to be in a phase of productive vitality, with interesting signs of improvement in its international position, both in terms of its ability to attract foreign investments and in terms of market shares.

Probably these results also depend on the great commitment with which the support policies for the sector have been reorganized and strengthened with the new cinema law of 2016. There is a clear long-term positive relationship between the intensity of public support to Italian companies in the audiovisual sector and their market share in terms of supply.

## SPEAKERS



**Lucia Borgonzoni**  
*Undersecretary of State  
for Culture*  
MiC - Italian  
Government



**Manlio Di Stefano**  
*Undersecretary of State  
for Foreign Affairs and  
International Cooperation*  
MAECI - Italian  
Government



**Roberto Luongo**  
*Director General ITA*  
ICE Agenzia



**Nicola Borrelli**  
*Director General for  
Cinema and Audiovisual*  
*Department of Ministry  
of Culture*  
MiC - Italian  
Government

## MODERATOR



**Roberto Stabile**  
*Head of International  
Department ANICA and  
ITA Audiovisual Desks  
Coordinator*



**P. Lelio Iapadre**  
*Full Professor of Applied Economics at  
the University of L'Aquila and member of  
the Scientific Committee, Rossi-Doria  
Excellence Centre, Roma Tre University*

## RESEARCH PRESENTATION