

Morocco

The Moroccan film industry has experienced continuous growth during the last two decades. Its strength resides today in its structures, and in particular in a balance between the public sector and the different support funds, and private investment illustrated by the success of Ouarzazate. Since the creation of the support fund in 1987, and thanks to a special tax on film screenings, Moroccan film production has continued to develop in quality and quantity.

Morocco has managed to create the right conditions to attract Western super-productions while fostering the emergence of a real national film industry. The development of the film exhibition circuit had made it possible from 1993 with "In Search of my Wife's Husband" by A. Tazi, for Moroccan films to enjoy remarkable box-office successes. More recently, "Satan's Angels" by Ahmed Boulane or "Nancy and the Monster" by Mahmoud Frites beat "Harry Potter" and "Spider Man". The young talent and success is there, but cinema theatres are regularly closing and box-office takings are dwindling. For the Moroccan film industry, the fight against piracy remains a big challenge for the future.

Population: 31 606 000 (2008 estimate)

GDP in billions of USD (estimates): 62 (2007), 67,5 (2008)

Currency/rate of exchange:

Dirham (MAD), 1 euro = 11.4625 MAD

Sources: INED, FMI – World Economic Outlook Database, inforEuro

Public funds available for the cinema:

60 mMAD (5.2 M€) in 2006, (source: CCM)

A total of 3.5 Million euros of advance on receipts was allocated to all of the projects selected in 2007, (source: L'Atlas des Cahiers du cinéma, 2008)

The financial envelope of the support fund went from 12 m MAD in 2000 to 50m MAD in 2006, mainly thanks to the injection of 5% of the tax revenue from advertising.

A new audiovisual production support fund was also created in 2007, but the legislative procedures for its institutionalisation are still being completed.

PRODUCTION

Number of production companies:

a hundred service companies on the CCM website in June 2008

Number of films produced per year:

15 in 2006 and 18 in 2007 (Atlas des cahiers du cinema)

Filming authorisations in 2007:

31 Moroccan and 20 foreign feature-length films, 53 Moroccan and 2 foreign short films, 48 Moroccan and 127 foreign documentaries
(source: CCM)

Average budget of a film:

50 Million MAD (4.36 million€)

Number of co-productions per year:

between 2003 and 2007, 23 (43%) of the 53 films were co-produced (of which 11 were in post-production) with 12 different countries (9 with France).
(Source: CCM)

The channel 2M has a very dynamic policy for the production of fiction.

FILM LABORATORIES

1 film complex working in 35 and 16mm has been in existence since 1980

CO-PRODUCTION AGREEMENTS

Argentina, Belgium, Canada, Egypt, France, Italy, Mali, Senegal, Spain, The Arab Maghreb Union.

Morocco has become a favourite destination for the filming of super-productions. In 2007 more than 30 international productions were filmed there.

MAIN FESTIVALS

16 festivals including:

Marrakech Film Festival

International women's film festival (Salé Film Festival)

Short Mediterranean Film Festival of Tangiers

Meknès International Animation Film Festival – FICAM

MAIN PRIZES OBTAINED

7 feature-length films and 3 short films received prizes in 2007.

The short film "Dernier Cri" was awarded 4 prizes in different festivals (source: CCM)

TRAINING

3 centres & 1 project:

- Ecole supérieure des Arts visuels (ESAV – School of Visual Arts) Marrakech
- Faculté Polydisciplinaire de Ouarzazate (Polydisciplinary Faculty of Ouarzazate): two professional bachelor's degrees (Management of Audiovisual and Film Production, Film Audiovisual Techniques)
- Institut Spécialisé du Cinéma et de l'Audiovisuel (ISCA – Specialised Film and Audiovisual Institute): a private teaching institute in Rabat, <http://www.isca.ac.ma>
- The "Institut Supérieur des Métiers de l'Audiovisuel et du Cinéma (ISMAC Higher Institute of Audiovisual and Film Professions)" is currently being finalised.

DISTRIBUTION, EXHIBITION

- Number of cinema theatres: 79 cinema theatres to the date of 15 February 2007 and 104 screens listed on 15 February 2008. Two multiplexes (Megarama) in Casablanca and Marrakech. According to Tahar Chikhaoui, the number of cinema theatres has declined to 60 today (Atlas des cahiers du cinéma – Special issue 2008)
- Number of European films screened in cinemas: 50 films, 40 of which were French in 2007
- Number of US films screened in cinemas: 335
- Number of other films screened in cinemas: 312 (India), 30 (Egypt)
- Number of admissions: 3 376 452 admissions in 2007
- Number of distributors: 20 film distributors (CCM February 2007)
- Best box-office takings: 2 Moroccan films "Satan's Angels" by Ahmed Boulane (84 981 admissions and 1.85m MAD), and "Nancy and the Monster" by Mahmoud Frites (81 524 admissions and 1.78m MAD), and an American film "Spiderman and the Monster" 48 549 admissions and 1.26m MAD
- Cost of an admission: average national cost is 19 DH (1.66€), peaks at 36 MAD (3.14€) in Megarama Multiplexes (Source: Box office 2007 of the CCM)
- Cost of a one-hour connection to the Internet: approximately 5 MAD (0.44€)

MEDIA

Television

TVM Al Aoula, 2M, 2M+, MEDISAT • Arryadia • Arryadia 2 • Arrabiâ • Al Maghribiya • Assadissa • Aflam Assabiâa

Regional TV channels: Laayoune TV

Broadcast languages: Arabic & French with news programmes in Berber, Spanish and English

Number of national films broadcast on TV: 6 films in 2007

Radio

The National Channel, the Mohamed VI Channel, the Rabat Inter Channel and the Amazigh Channel available on Hotbird. There is also Radio Coranique, Medil in Tangier, (Sources: the site of SNRT - National Radio and Television Corporation).

Since 10 May 2006, licenses have been given for 10 private services: Atlas FM, Radio Plus, Bizz FM, Eco Médias, MFM Souss, MFM Atlas, MFM Saiss, Kolli Nass, Cap Radio, Hit Radio Maroc and a television service "MEDI-1-SAT".

Broadcast languages: Arabic, French and Berber



"Burned Hearts"

Dir: Ahmed Al Maanouni