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Telia takes the Stockholm Film Festival in to the Swedish living rooms

During this years festival ten chosen festival films will have their Nordic premiere on Telia digital TV before being shown in the cinema. The project "Festival on Demand – a festival for all Swedes" will give film lovers from all over Sweden a chance to see quality film starting on the first day of the festival. The festival quite simply moves in to the living room.

-Our goal is to reach as many people as possible and to encourage distribution of quality film in Sweden. "Festival on Demand" and The Telia Film Award is a step in the right direction, says Git Scheynius, Festival director.

- Thanks to new technology, today people expect being able to watch film and TV whenever they want. We want to break new grounds for our customers and parts of Stockholm Film Festival's program will now be available for our 350 000 TV customers in line with this new trend, says Stefan Trampus, Head of Bredband services at Telia.

The Stockholm Film Festival has for many years been trying to get quality film a wider audience. In 2006 the festival was the first festival to introduce festival films on VoD (Video on Demand) after the festival. In 2008 they simultaneously premiered one film on cinema and on VoD together with Telia. This year ten films have been chosen to premiere exclusively on digital TV starting already on the first day of the festival. One of the films having it's Nordic premiere on Telia digital TV is the Swedish film "Miss Kiki" by debutant director Håkan Liu with Pernilla August in a leading role.

The ten films, today without Swedish distribution, will compete for the newly founded prize – The Telia Film Award. The prize is a co-operation with Telia has a prize sum of 100 000 SEK (approx 9 500 euros). It's part of "Festival on Demand" and created to encourage distribution of quality film in Sweden.

The winner is selected by the viewers and a jury consisting of film journalist Hans Wiklund, actress Moa Gammel and theatre director Petra Revenue. Voting instructions can be found on www.stockholmfilmfestival.se/telia

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Film Festival November 18-29 2009. The Stockholm International Film Festival started in 1990 and is today one of the leading competitive film festival in Europe. The festival takes place every year in November with more than 170 films from more then 40 countries. More than a festival: we organize exclusive screenings and the popular Summer Cinema - an outdoor mini-festival. Every year in April the Stockholm International Film Festival Junior brings the latest films to youngsters between 6 and 16 years