

Future of Local Films Lies in Digital Platforms and Small Festivals: Goran Radovanović

Pune, January 18, 2026: Instead of chasing big film festivals and awards, there is a future in making small films that address local issues. Serbian director Goran Radovanović gave this advice to independent film directors today, urging them to reflect on this approach.

Radovanović delivered a lecture on the topic 'Lessons for Regional Cinema' at the Pune International Film Festival (PIFF). Festival director Dr. Jabbar Patel was present on the occasion.

Focus on local Stories Radovanović said, "Instead of pursuing grand themes and big-budget productions, create small films focusing on local issues and stories from your own regions. That is where the future lies. Make films on subjects that you love and that give you satisfaction. Do not run after awards."

He further added, "Small artistic film festivals and digital platforms are more important than chasing major film festivals. Take your films there. Take your films to smaller countries. Create your own platforms." He also mentioned that Russia and BRICS nations are now making efforts to promote cinema.

The European Scenario Speaking about European cinema, he stated that times are currently tough for artistic films in Europe if they do not receive awards at major film festivals. Funds have been raised in various places in Europe to revitalize films, and different countries have started coming together for co-productions.

However, since the mindset was predominantly commercial, many films were produced but lacked distribution systems. The European Union eventually stepped in, leading to the creation of cinemas. Yet, obtaining entry into major film festivals remained difficult without big names or large distributors. Even there, political stances are scrutinized. Consequently, independent film directors and productions are turning towards smaller festivals and digital platforms.

Delving into history, he noted that there wasn't much difference between American and European films after World War II. Italian cinema held a great reputation, the French New Wave arrived, and Russian films were significant. Audiences were responsive, and cinema was a part of life. Film festivals were important, serving as launchpads for movies.

The German Wave arrived in 1970, involving television channels. However, with the advent of American pop culture and video technology, theaters began to decline. The collective experience of watching films faded. Cinemas moved into shopping malls, and the original artistic film culture was left behind.

On Indian audiences speaking about Indian viewers, he said, "Indian audiences are highly educated and sensitive." He cited the example of the Indian film 'Court', noting that it was extremely successful in Europe and was screened at many small film festivals.