

Press release

The Valais Film Commission becomes the first film commission in Switzerland to be officially recognized as a film funding institution.

Sion, May 12, 2026. **The Valais Film Commission (VFC) has reached a major milestone in its development by becoming the first film commission in Switzerland to be officially recognized as a film funding institution and registered with the Federal Office of Culture (FOC).**

This recognition comes in the context of the implementation of the revised Cinema Act (known as the « Lex Netflix »), which now requires streaming platforms and broadcasters operating in Switzerland to invest 4% of their turnover in independent Swiss audiovisual productions. The measure aims to strengthen local creation and provide long-term support for the Swiss audiovisual industry.

Under this framework, companies subject to this obligation (Netflix, Disney+, Prime Video, etc.) can now count contributions made to the Valais Film Commission toward fulfilling their legal investment requirements, provided that these funds are used to support the writing, development, or production of independent films created or written by Swiss authors.

At a time when international platforms are increasingly seeking content rooted in strong identities and authentic settings, Valais offers unique assets capable of attracting producers.

« This recognition represents a decisive step forward for the VFC and for the entire regional audiovisual sector. It not only allows us to expand our capacity for action, but also strengthens our role as a catalyst between creation, financing, and production. It is a concrete opportunity to support more Swiss talent and to showcase our region on screen, » says Tristan Albrecht, Head of the Valais Film Commission.

In the long term, this development could strengthen the canton's competitiveness compared to other Swiss and European audiovisual regions. By facilitating access to additional private-sector funding, the VFC will be able to support more projects with strong artistic and economic potential, while also stimulating local employment and collaboration with professionals across the region.

Since its creation, the Valais Film Commission has already supported numerous productions filmed in Valais, helping to showcase the region's landscapes, infrastructure, and local expertise. Thanks to this new status, it will now have additional tools to attract ambitious projects and foster the emergence of a sustainable and structured audiovisual industry within the canton.

Contact :

Press office Valais Film Commission,
films@valais.ch, 027 327 36 12