



Factsheet

Austria

and the European audiovisual sector

MEDIA budget invested in Austria (2007-2015): €23.2 million

Since 1991, **MEDIA** has provided support to strengthen Europe's audiovisual sector, including the film, TV and videogames industries, so that it can creatively convey the breadth of Europe's rich cultural diversity to audiences around the world. Over €2.4 billion has been invested in enhancing the careers of audiovisual professionals and in giving new audiences access to Europe's wealth of creative and cultural achievements in cinemas, on TV and on digital platforms.

EXAMPLES of success stories

Many Austrian projects have benefitted from the help of the MEDIA programme:

- ▶ Flimmit (2010 - 2015: €2 million) – Online Distribution
- ▶ Crossing Europe Film Festival (2007-2015: €416,000) – Film Festival
- ▶ Paradise Trilogy (2010: € 30.000) – Development

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▶ The MEDIA Programme in Austria has helped a number of companies in the audiovisual sector to open up to the European and international markets. Production companies have entered into co-productions with the help of the MEDIA Programme, sales companies have been able to sell to a larger number of territories and distribution companies have brought a rich variety of European films to the Austrian cinema landscape. Some examples of companies which have benefited from the MEDIA Programme in Austria are Filmladen Distribution, Thimfilm Distribution, Mischief Film Production and WildArt Film Production.



▶ Liebe / Amour



▶ Die Fälscher / The Counterfeiters



▶ Paradies: Glaube / Paradise: Faith

FOCUS on Austria

Number of inhabitants: **8,584,926**

Box-office in 2014 (€): **119,395,355**

Cinema admissions in 2014: **14,292,735**

Share of European films in admissions in 2014: **26,1%**

Share of national films in admissions in 2014: **4,5%**

Number of feature films produced in 2014: **27 (100% AT)**

Number of co-produced films in 2014: **17**

Number of Europa Cinemas theatres in Austria*: **31**

Number of available VoD services in Austria: National: **9** European non-national: **27** Total: **64**

* Europa Cinemas, supported by Creative Europe MEDIA, is a network of cinemas committed to screen a majority of European content



Shooting Star-MEDIA also supported the career of young European talents such as Franziska Weisz in 2005

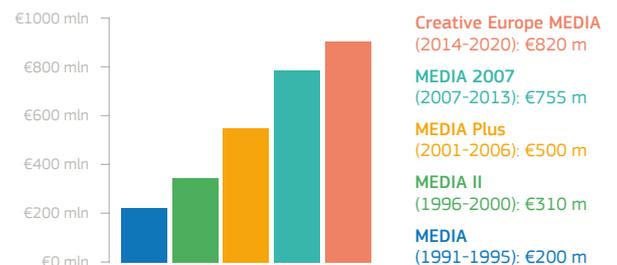
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MEDIA throughout Europe

The EU has invested €2.4 billion in the past 25 years in the Audiovisual industry. Over €800 million has been earmarked to support the competitiveness and the diversity of the industry for 2014-2020. In 2016, no less than €103 million are due to be invested in a number of actions, including:

- Training to audiovisual professionals
- Support for the development of TV series/drama
- Support for non-national distribution of films
- Support for the development of video games
- Support to access markets
- Support for the development of films
- Support for film festivals showing European content
- Support for cinema networks
- Support for International Co-production funds
- Support for audience development projects
- Support to online distribution

The €121-million Cultural and Creative Industries Guarantee Facility will be launched in 2016 with the objective of stimulating availability of loan financing to initiatives in these sectors; and aiming to increase the competitiveness of these key European industries. The European Commission (responsible for strategy, budget, communication), the Education, Audiovisual and Culture Executive Agency (responsible for operational management of the funding schemes) and the Creative Europe Desks (local information points in States taking part in the programme) work together on the implementation of Creative Europe MEDIA actions.



The MEDIA Programme in Austria has had a great impact on the development of the Austrian audiovisual landscape. The international training programmes have enhanced professionalism in the sector and thus enabled professionals to operate more efficiently on the European and on the international market, especially in the fields of co-production, distribution and sales.

By stimulating collaboration, co-production and non-national distribution, **Creative Europe MEDIA** greatly contributes to cultural diversity on Europe's screens.