



Factsheet

Finland

and the European audiovisual sector

MEDIA budget invested in Finland (2007-2015): €14.7 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 Finnish projects have benefited from the help of the MEDIA programme:

- ▶ **Frozenbyte: Trine 3 (2014: €150,000)** – Development of Video Games
- ▶ **Midnight Sun Film Festival (2015: €41,000)** – Film Festival
- ▶ **Helsinki International Film Festival (2015: €63,000)** – Film Festival

...

▶ ***Le Havre* (2011)**
Cannes Film Festival 2011: FIPRESCI Prize, Prize of the Ecumenical Jury at Cannes Festival

▶ ***The Man Without a Past* (2002)**
Grand Prize of the Jury, Prize of the Ecumenical Jury and Best Actress at Cannes Festival

▶ ***The 3 Rooms of Melancholia* (2004)**
Human Rights Film Network Award, The Lina Mangiacapre Award and EIUIC Special Mention at the Venice International Film Festival

▶ ***Niko & The Way to the Stars*** was the first international feature animation from Finland. Niko was a European co-production between Finland, Denmark, Ireland and Germany. The film received MEDIA Development Support (80 000 €); i2i Audiovisual Support (50 000 €); and Eurimages Support. It was sold to 120 countries and it was a big success in Finland, Denmark, France and Germany, amongst others. This film also helped the Finnish animation sector to grow much more international.

▶ ***Iron Sky*** film is internationally known for its ground-breaking funding model and marketing strategy. The filmmakers increased awareness of the film via a social media campaign; and employed crowdfunding to gather a large fan base prior to release. The filmmakers were real crowdfunding pioneers and used social media marketing effectively. They used the same new strategies for *Iron Sky 2: The Coming Race* (to premiere in 2017). *Iron Sky* was a co-production between Finland, Germany and Australia. It received 50 000 € MEDIA Development Support in 2007.



▶ **Järven tarina / Tale of a Lake**

© Juha Taskinen



▶ **Le Havre**

© Sputnik Oy/Marja-Leena Hukkanen



▶ **Niko – Lentäjän poika / Niko & The Way to the Stars**

© 2008 Anima Vitae, Cinemaker, Ulysses, A.Film & Magma Films

FOCUS on Finland

Number of inhabitants: **5,471,753**

Box-office in 2014 (€): **71,767,344**

Cinema admissions in 2014: **7,313,722**

Share of European films in admissions in 2014: **10,5%**

Share of national films in admissions in 2014: **28,1%**

Number of feature films produced in 2014: **32 (100% FI)**

Number of co-produced films in 2014: **14**

Number of Europa Cinemas theatres in Finland*: **6**

Number of available VoD services in Finland: National: **16** European non-national: **20** Total: **61**

* 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 Laura Birn in 2013

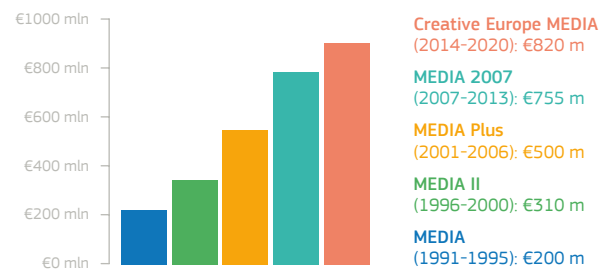
© Kia & Henrik Karlberg

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.



Since the launch of the MEDIA programme, 30 to 100 Finnish film professionals have annually attended the various MEDIA courses gaining knowledge of international markets and building their European networks. EAVE, one of the most established training courses has chosen 1-3 Finnish producers every year: in 25 years over 50 producers have been trained and built their networks in EAVE. Finland has good film schools but MEDIA has played an important role in bringing the professionals to an international level.

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