



Factsheet

The United Kingdom and the European audiovisual sector

MEDIA budget invested in the United Kingdom (2007-2015): **£55.3 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 £1.9 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 British projects have benefitted from the help of the MEDIA programme:

▶ National Film and Television School's Inside Pictures: £1,032,150 (2010 – 2015) – Training Programme

▶ Sheffield Doc/ Fest's MeetMarket: £640,000 (2008 – 2015) – Film Market

▶ Shaun the Sheep: £340,000 (2005), sold to 180 countries worldwide – TV series

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▶ **Curzon** is a distributor, exhibitor and VoD service provider which specialises in European films. Creative Europe MEDIA support is an integral part of Curzon's business model and the company has grown from strength to strength and become a market leader in the UK over the years. MEDIA investment helps them acquire European films for the UK market as well as boosting the size and marketing spend of the releases. *Amour*, *Blue is the Warmest Colour*, *A Prophet*, *Gomorrah* and *Ida* have all been released by Curzon.

▶ **Recorded Picture Company** is one of the leading UK production companies committed to international filmmaking. The company was founded by Jeremy Thomas, working with directors such as Bernardo Bertolucci and Stephen Frears. MEDIA funding helped the company develop a range of projects including *Dangerous Method*, *High-Rise* and *Kon-Tiki*. RPC's sales arm Hanway Films has also benefitted from support for Sales Agents for titles, such as *Essential Killing* by Jerzy Skolimowski and *Tale of Tales* by Matteo Garrone.

 *The King's Speech* (2010)
4 Academy Awards, 7 BAFTAs 

 *Slumdog Millionaire* (2009)
8 Academy Awards, 7 BAFTAs 

 *The Wind That Shakes The Barley*
(2006) Palme d'Or 



▶ Amy

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▶ Paddington

© Paddington by Paul King – images courtesy of StudioCanal



▶ Philomena

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FOCUS on the United Kingdom

Number of inhabitants: **64,767,100**

Box-office in 2014: **£1,058,000,000**

Cinema admissions in 2014: **157,499,641**

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

Share of national films in admissions in 2014: **26,8%**

Number of feature films produced in 2014: **203 (100% UK)**

Number of co-produced films in 2014: **42**

Number of Europa Cinemas theatres in the United Kingdom*: **53**

Number of available VoD services in the United Kingdom: National: **95** European non-national: **12** Total: **167**

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



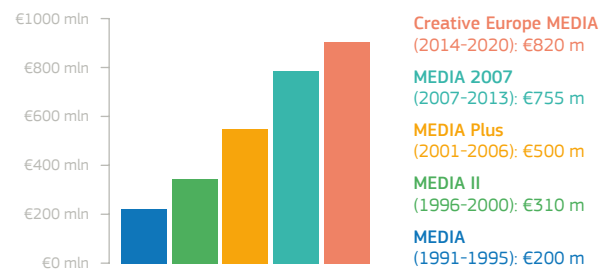
Shooting Star-MEDIA supported the career of young European talents such as Daniel Craig, who won a European Shooting Star in 2000

MEDIA throughout Europe

The EU has invested £1.9 billion in the past 25 years in the Audiovisual industry. Over £640 million has been earmarked to support the competitiveness and the diversity of the industry for 2014-2020. In 2016, audiovisual no less than £82 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.



In 2001 there were 25 Europa Cinemas across the four nations of the UK, in 2016 there are 53. In a crowded cinema exhibition market dominated by Hollywood, these cinemas, scattered across 40 cities, are a trusted brand for filmgoers looking for European films of quality. In 2014, 45% of all screenings in UK's Europa Cinemas were of European films. Europa Cinemas are where most of the European films are seen by British public, including *Amelie*, the highest grossing European foreign-language film since 2001 (taking £5.1 million at the UK box office).

MEDIA plays an important role supporting distribution of British films on the continent. Between 2007 – 2015 the programme invested €57 million in helping British film attract audiences in other European countries.

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