



Factsheet

Croatia and the European audiovisual sector

MEDIA budget invested in Croatia (2007-2015): **€4.3 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 €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 Croatian projects have benefitted from the help of the MEDIA programme:

- ▶ **The High Sun (2011: €126,000)** – Support for development
- ▶ **Zagrebdox Pro (2012-2015: €96,000)** – Training
- ▶ **Zagreb Film Festival (2010-2015: €245,420)** – Festival

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The High Sun (2015)
 Jury Prize Cannes Film Festival 2015 «Un Certain Regard»
 Croatia's entry for Foreign Language Film 88th Academy Awards
 Nomination – Official Selection European Parliament
 LUX PRIZE 2015.

Night Boats (2012)
 Pula Film Festival 2012 – National Programme –
 Golden Arena for Best Actress in a Leading Role (Ana Karić)
 14th Mumbai International Film Festival –
 Best Film in Celebrate Age Competition

Koko and the Ghosts (2011)
 Honorary Mention of the Jury at SCHLINGEL
 Int. FF for Children and Young Audience, Chemnitz

▶ **The Priest's Children**, directed by well known Croatian director Vinko Brešan and produced by the production company Interfilm d.o.o., was supported via the MEDIA selective distribution support. Even though MEDIA did not participate in its development stage, it did bring an added value when it came to increase the film's European and international visibility and to bring back Croatian audience to cinemas. Here it is important to underline that the film was sold to 19 MEDIA-European countries thanks to a total support of 395.800 €, culminating in having more than 113,335 cinema viewers worldwide, in addition to 158,000 in Croatia alone.



▶ **Zvizdan / The High Sun**



▶ **Zivot je truba / Life is a trumpet**



▶ **Kosac / The Reaper**

FOCUS on Croatia

Number of inhabitants: **4,225,316**

Box-office in 2014 (€): **14,478,340**

Cinema admissions in 2014: **3,754,827**

Share of European films in admissions in 2014: **17,9%**

Share of national films in admissions in 2014: **2,5%**

Number of feature films produced in 2014: **7 (100% HR)**

Number of co-produced films in 2014: **12**

Number of Europa Cinemas theatres in Croatia*: **12**

Number of available VoD services in Croatia: National: **7** European non-national: **2** Total: **11**

* 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 Zrinka Cvitešić who won a European Shooting Star in 2010

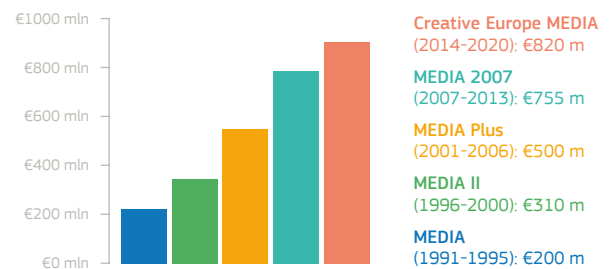
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MEDIA throughout Europe

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.



2008 was a turning point for the Croatian film industry: early that year the Croatian Audiovisual Centre was established and Croatia became a full member of the MEDIA 2007 Programme. An important number of Croatian film professionals have benefited from MEDIA, however the highest growth was seen in the field of distribution between 2008 and 2013, when Croatian distributors secured 46.23% of the total MEDIA Programme budget (€3.3 million) invested in Croatia. In 2014 they positioned themselves in third place (automatic distribution), and in 2015 in second place when it came to the MEDIA co-financing.

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