



Factsheet

Hungary and the European audiovisual sector

MEDIA budget invested in Hungary (2007-2015): **€11.3 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 Hungarian projects have benefited from the help of the MEDIA programme:

▶ Jameson Cinefest International Film Festival (2008-2015: €185,000) – Film Festival

▶ Katapult – European Script Centre (2004-2006: €150,000) – Training

▶ Daazo (2008-2015: €645,211) – Online distribution

...

▶ **«Daazo.com: The European Short Film Centre»:** When they first applied in 2008 as a VOD platform, most of the experienced professionals around them tried to scale down their expectations: "your project is very promising, but you are too young and your company is very new and small – this application is for bigger players." They did not listen to them. The support of MEDIA helped them to transform the hobby project Daazo.com into a professional company. MEDIA, as a stimulating support system, encouraged them to come out with newer and newer ideas, involving more and more European partners. For Daazo, MEDIA is not just about financial support: it highlights a quality, a proud, open-minded thinking in the European values.



▶ **Proton Cinema:** MEDIA funding has been essential in the life of Proton Cinema from the very beginning. As a young company they could take their first steps thanks to MEDIA. Through the support they had the possibility to take time developing their projects which meant a lot to them and the creative team. They have felt very fortunate to have had the organization's trust in several of their projects, among others, *Delta* in the early years - their first film in Official Competition at the Cannes Film Festival. Thanks to their slate funding in 2015, the company can take a big step ahead and expand the team and projects.



▶ Saul Fia / *Son of Saul*



▶ Bibliothèque Pascal



▶ Utóélet / *Afterlife*

FOCUS on Hungary

Number of inhabitants: **9,849,000**

Box-office in 2014 (€): **46,725,235**

Cinema admissions in 2014: **10,995,529**

Share of European films in admissions in 2014: **8,6%**

Share of national films in admissions in 2014: **3,7%**

Number of feature films produced in 2014: **11 (100% HU)**

Number of co-produced films in 2014: **4**

Number of Europa Cinemas theatres in Hungary*: **16**

Number of available VoD services in Hungary: National: **7** European non-national: **15** Total: **24**

* 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 Dorka Gryllus in 2005

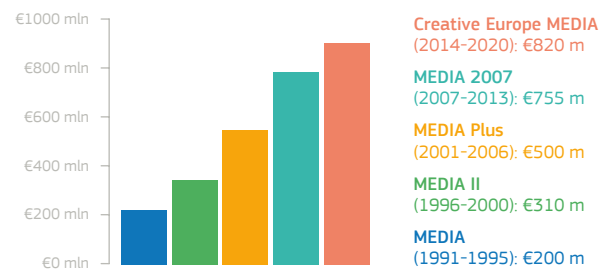
© Eric Vernazobres

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 Hungary joined the MEDIA Programme in 2004, 15 Hungarian films were distributed in several European countries. The 3 most successful films – Just the Wind (13 countries / €141,100 support for distribution), White God (19 countries / €406,300 support for distribution) and Son of Saul (24 countries / €550,000 support for distribution) – were able to circulate in a more effective way and reach a wider audience. Thanks to MEDIA the competitiveness of Hungarian films has increased significantly.

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