



Factsheet

Ireland

and the European audiovisual sector

MEDIA budget invested in Ireland (2007-2015): €14.8 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 Irish projects have benefited from the help of the MEDIA programme:

► Galway Film Fair (2014-2015: €104,750) – Market Access

► Nelly and Nora (2013: €40,000) – Development

...

► **Screen Leaders**, a Strategic Company Development Programme, received €1,164,092 million between 2008-2014 from Creative Europe and has helped more than 50 European screen companies to grow their businesses including Irish companies Element Films, Cartoon Saloon, and Jam Media.

► **Element Pictures** (Formerly Temple Films) has been supported by MEDIA since Paddy Breathnach's Film *Ailsa* received TV Funding in MEDIA 1. The film received the Premio Euskal Media/Nuevos Realizadores award at the 1994 San Sebastian International Film Festival. The company has gone on to produce successful MEDIA supported Films such as *The Guard* and *The Lobster*, established a Distribution arm and VOD platform (Volta) and also owns the MEDIA supported Lighthouse Cinema.

Viva (2015)
Best Film at Audi Dublin
International Film Festival

The Lobster (2015)
Best Screenplay and Best European
Costume Designer at European Film Awards

Song of the Sea (2014)
Best European Animated Feature at European Film Awards
Nominated for an Oscar for Best Animated Feature

► **Company Cartoon Saloon** received funding for the Oscar nominated *Secret of Kells* under the Single Project development scheme in 2004. The company received Slate Funding in 2008 (the Slate included Oscar-nominated and EFA award-winning *Song of the Sea*) and again in 2014. *Song of the Sea* also received i2i Audiovisual support and support from the MEDIA Production Guarantee scheme. The film was distributed across Europe thanks to Automatic Distribution Scheme.



► Amhrán na Mara / Song of the Sea



► Viva



► The Guard

FOCUS on Ireland

Number of inhabitants: **4,625,885**

Box-office in 2014 (€): **100,425,736**

Cinema admissions in 2014: **14,364,544**

Share of European films in admissions in 2014: **16,3%**

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

Number of feature films produced in 2014: **8 (100% IE)**

Number of co-produced films in 2014: **24**

Number of Europa Cinemas theatres in Ireland*: **23**

Number of available VoD services in Ireland: National: **6** European non-national: **19** Total: **55**

* 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 Domhnall Gleeson in 2011

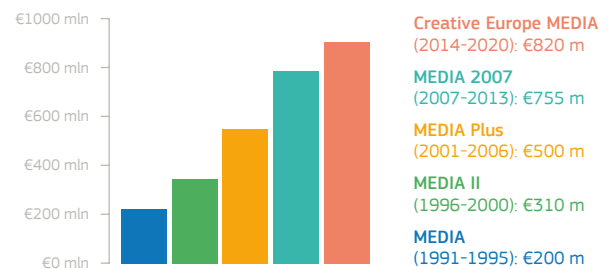
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MEDIA throughout Europe

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.



Since 2007, over 50 Irish companies have received a combined total of €3.3m in development funding from MEDIA. This project development funding has been crucial to the success of these companies in telling unique Irish stories as well as affording them access to national and international audiences.

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