



Factsheet

Iceland

and the European audiovisual sector

MEDIA budget invested in Iceland (2007-2015): €3.9 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 Icelandic projects have benefitted from the help of the MEDIA programme:

- ▶ *Trapped* (2013: €60,000; 2015: €500,000) – TV series
- ▶ Reykjavik International Film Festival (2009-2015: €300,680) – Film Festival
- ▶ Bíó Paradís (2013-2015: €139,000) – Cinema Theatre

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▶ **CAOZ ltd.** is a relatively small Icelandic animation production company. They received MEDIA Development support and TV Broadcasting support for two computer-animated films: *The lost little Caterpillar* and *Anna and The Moods*. After successfully distributing the two films, they ventured into the development of a computer-animated feature film in 3D: *Legends of Valhalla – Thor*. They received MEDIA development support in 2005 and the film was released in 2011 and sold to over 90 countries.

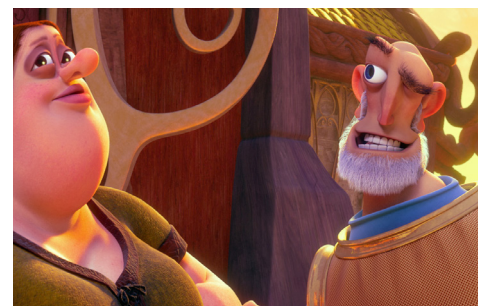
▶ The TV series *Trapped* received MEDIA development support in 2013, and then applied with success, to MEDIA TV Broadcasting support in 2015. The series has been a massive international success. *Trapped* is the first Icelandic TV series to be purchased by The Weinstein Company for distribution in the U.S.



▶ Hróttar / Rams



▶ Fúsi / Virgin Mountain



▶ Hetjur Valhallar - Þór
Legends of Valhalla - Thor

FOCUS on Iceland

Number of inhabitants: **329,100**
 Box-office in 2014 (€): **9,515,699**
 Cinema admissions in 2014: **1,382,267**
 Share of European films in admissions in 2014: **5,7%**
 Share of national films in admissions in 2014: **10%**
 Number of feature films produced in 2014: **4 (100% IS)**
 Number of co-produced films in 2014: **10**
 Number of Europa Cinemas theatres in Iceland*: **1**

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



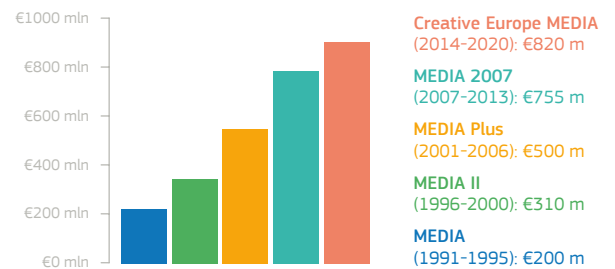
Shooting Star-MEDIA also supported the career of young European talents such as Baltasar Kormákur in 1999

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.



Before Iceland joined the MEDIA programme, very few Icelandic films managed to achieve international recognition. With support from the MEDIA distribution scheme, two Icelandic films were released in 26 European countries in 2015.

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