



Factsheet

Portugal

and the European audiovisual sector

MEDIA budget invested in Portugal (2007-2015): € 11.6 million

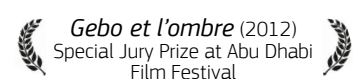
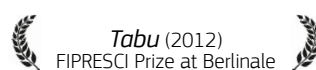
Since 1991, **MEDIA** has provided investment for a stronger European audiovisual sector (including cinema, TV and videogames) expressing Europe's unique cultural diversity. Over €2.4 billion has been invested in bringing professionals together and in reaching new audiences. By doing so, it allows you to discover Europe's rich diversity of cultures in cinemas, on TV and on your mobile device.

EXAMPLES of success stories

Many Portuguese projects have benefited from the help of the MEDIA programme:

- ▶ *Mysteries of Lisbon* (2009: €298,000) – TV Programming
- ▶ *Queer Lisboa* (2015: €20,000) – Film Festival
- ▶ *Curtas Vila do Conde* (1993 ; 2015: €25,000) – Film Festival

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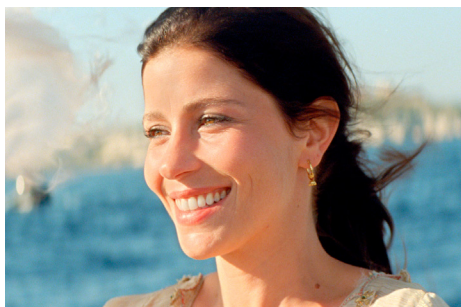


▶ *Tabu*, by Miguel Gomes: this film, developed with the support of MEDIA, was one of the films which received the most awards in Portuguese film history. It received 2 prizes at the Berlinale 2012, which helped to make this film the most distributed Portuguese audiovisual work with more than 500,000 spectators across the world.

▶ **Fado Films** Films is an important European independent production company with several projects supported by MEDIA in the past. From Development to i2i audiovisual schemes, Fado Films achieved a sustainable international growth largely based on a crucial MEDIA funding.



▶ *Dot.com*



▶ *As Mil e Uma Noites / Arabian Nights*



▶ *Tabu*

FOCUS on Portugal

Number of inhabitants: **10,374,822**

Box-office in 2014 (€): **62,741,557**

Cinema admissions in 2014: **12,090,667**

Share of European films in admissions in 2014: **24,1%**

Share of national films in admissions in 2014: **4,8%**

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

Number of co-produced films in 2014: **6**

Number of Europa Cinemas theatres in Portugal*: **6**

Number of available VoD services in Portugal: National: **9** European non-national: **11** Total: **43**

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



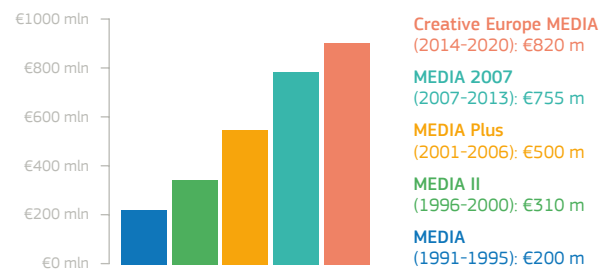
Shooting Star-MEDIA also supported the career of young European talents such as Beatriz Batarda in 1998

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.



MEDIA Distribution support has had a very relevant impact on the film sector in Portugal. The market share of the European films has risen from 5.5% in 2007 to 13.3% in 2015. These figures are very significant and it should be noted that most of the European non-national films are exhibited in Portuguese theaters receiving MEDIA support through Europa Cinemas.

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