



# Factsheet

## Bulgaria

### and the European audiovisual sector

MEDIA budget invested in Bulgaria (2007-2015): €5.8 million

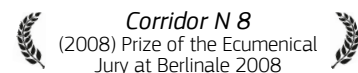
Since 1991, **MEDIA** has provided support to strengthen Europe's audiovisual sector, including the film, TV and videogames industries, so that it can creatively convey the breadth of Europe's rich cultural diversity to audiences around the world. Over €2.4 billion has been invested in enhancing the 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

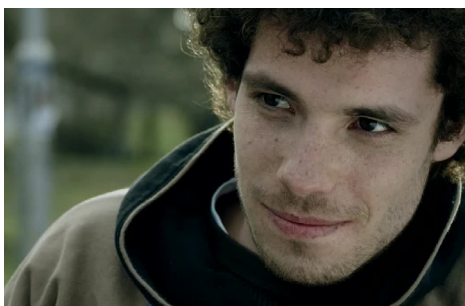
Many Bulgarian projects have benefitted from the help of the MEDIA programme:

- ▶ Sofia Film Meetings (2006-2015: €783,000) – Coproduction market
- ▶ Training on Open Source Multimedia Instrument (2008-2011: €350,000) – Training
- ▶ Balkan Documentary Center (2012-2015: €100,000) – Training

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▶ **Sofia Film Fest** has been supported by MEDIA since 2003. It is the most successful International Film Festival in Bulgaria and it features a rich European programme with a special focus on the Balkan region. During the last years, many famous filmmakers scooped the special price of Sofia City for their achievements in the cinema field. Most importantly, the festival screenings are held in different locations across Bulgaria, which widens the choice and the opportunities of the audience. In the last five years, the festival welcomed 456,071 people.



▶ Тилт / Tilt



▶ Кецове / Sneakers



▶ Мисия Лондон / London Mission

## FOCUS on Bulgaria

Number of inhabitants: **7,202,198**

Box-office in 2014 (€): **20,987,535**

Cinema admissions in 2014: **4,905,012**

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

Share of national films in admissions in 2014: **10,6%**

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

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

Number of Europa Cinemas theatres in Bulgaria\*: **53**

Number of available VoD services in Bulgaria: National: **10** European non-national: **4** Total: **15**

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



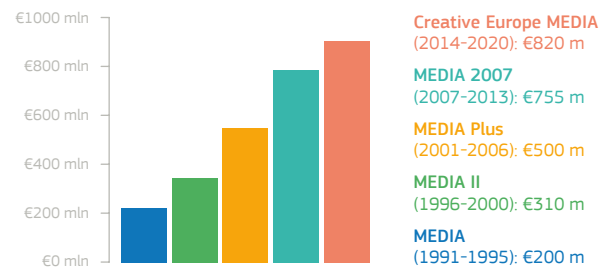
*Shooting Star - MEDIA also supported the career of young European talents such as Vesela Kazakova in 2006*

## 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.



The total amount provided to MEDIA supported projects from Bulgaria represents the equivalent of 8% of the average state funding for audiovisual sector.

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