



# Factsheet

## Cyprus and the European audiovisual sector

MEDIA budget invested in Cyprus (2007-2015): €684,000

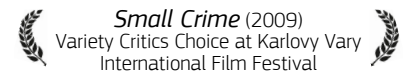
Since 1991, **MEDIA** has provided support to strengthen Europe's audiovisual sector, including the film, TV and videogames industries, so that it can creatively convey the breadth of Europe's rich cultural diversity to audiences around the world. Over €2.4 billion has been invested in enhancing the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

- ▶ **Small Crime** (2004: €40,000) – Development of fiction
- ▶ **Murid** (2007: €25,000) – Development of fiction
- ▶ **Missing Fetine** (2011: €33,499) – Development of documentary

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▶ Facing scarce financial resources in Cyprus the production company **Tetraktys** was one of the first Cypriot success stories to have applied for and been granted MEDIA funding. It managed to receive funding to produce a European documentary with the potential to travel abroad and cross borders. The documentary film *Murid* applied under the 16/2007 call and was awarded a €25,000 grant from the Single Project scheme. The film was screened at numerous international film festivals and received support for its distribution (Tricon Inc. - Canada).

▶ Facing great difficulties in obtaining funding for feature films in Cyprus, the production company **Lychnary** turned to MEDIA in order to develop a fiction film idea with the potential of finding other European co-producers. The fiction film *Small Crime* was awarded a €40,000 grant from the Development scheme. The film was screened at numerous international film festivals while it managed to receive international co-producers from Greece and Germany.



▶ **Fish n' Chips**



▶ **Missing Fetine**



▶ **Μικρό Έγκλημα/ Small Crime**



## FOCUS on Cyprus

Number of inhabitants: **847,008**

Box-office in 2014 (€): **5,100,689**

Cinema admissions in 2014: **695,151**

Share of European films in admissions in 2014: **4,6%**

Share of national films in admissions in 2014: **8,7%**

Number of feature films produced in 2014: **1 (100% CY)**

Number of co-produced films in 2014\*: **2**

Number of available VoD services in Cyprus: National: **8** European non-national: **5** Total: **35**

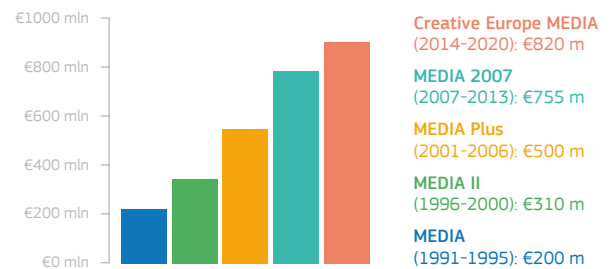


## MEDIA throughout Europe

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.



Cypriot Cinema was born much later than that of other countries. In 1994, cinematographic production received a boost with the establishment of the Cinema Advisory Committee. Cyprus entering the MEDIA programme in 2004 gave Cypriot Producers the opportunity to be part of a wider audience, cross borders and reach out to the rest of the European community with their storytelling.

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