



Factsheet

Denmark and the European audiovisual sector

MEDIA budget invested in Denmark (2007-2015): €40.1 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 Danish projects have benefited from the help of the MEDIA programme:

- ▶ **The Team Seasons 1 & 2 (2013 - 2015: €1.5 million)** – TV Series
- ▶ **Max and the Magic Marker (2008: €48,340)** – Support for development
- ▶ **CPH:DOX Forum & Market (2012-2015, €261,500)** – Market Access

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***The Act of Killing* (2012)**
Winner of Panorama Audience Award
& Ecumenical Jury Prize at Berlinale
Winner European Documentary EFA Awards



***In a Better World* (2010)**
Academy Award for Best Foreign Film
Best Director at EFA Awards
Best Foreign Film at the Golden Globe Awards



***Dancer in the Dark* (2000)**
Palme d'Or at Cannes Festival



▶ **The Hunt** was a co-production between Denmark and Sweden. The film was supported through the development scheme of MEDIA as well as through i2i audiovisual support, and as a reinvestment from the distribution automatic scheme. According to the producer of the film, Zentropa, and the creative team, it was crucial to receive MEDIA support in order to have time for a proper and professional development of the project.

▶ Apart from the Danish Film Institute there are not so many sources of development funding in Denmark. **Zentropa** has over the years benefited from several development supports from MEDIA which has made it possible for them to develop films at an international level. These include films such as *The Hunt*, *Melancholia*, *In a Better World* and *A Royal Affair*.



▶ **Den skaldede frisør / Love Is All You Need**

© Doane Gregory



▶ **Terkel i knibe / Terkel in Trouble**

© Stefan Fjeldmark



▶ **Jagten / The Hunt**

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FOCUS on Denmark

Number of inhabitants: **5,659,715**
 Box-office in 2014 (€): **133,271,765**
 Cinema admissions in 2014: **12,200,000**
 Share of European films in admissions in 2014: **11,3%**
 Share of national films in admissions in 2014: **27,4%**
 Number of feature films produced in 2014: **30 (100% DK)**
 Number of co-produced films in 2014: **25**
 Number of Europa Cinemas theatres in Denmark*: **12**
 Number of available VoD services in Denmark: National: **14** European non-national: **20** Total: **39**

* 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 Poul Alsbæk in 2011

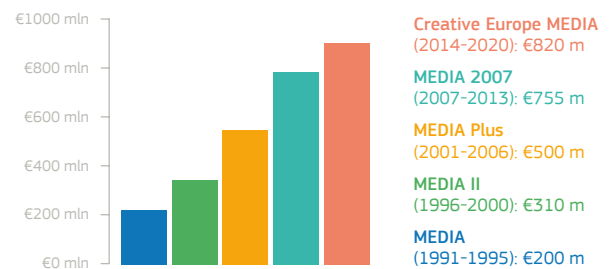
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MEDIA throughout Europe

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.



The share of European films premiering in Denmark in 2015 was 36%. In the years 1989-1995 it was an average of just under 20%.

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