



Factsheet

Latvia and the European audiovisual sector

MEDIA budget invested in Latvia (2007-2015): €3.6 million

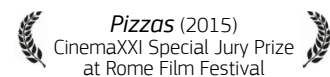
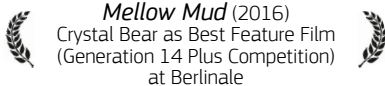
Since 1991, **MEDIA** has provided support to strengthen Europe's audiovisual sector, including the film, TV and videogames industries, so that it can creatively convey the breadth of Europe's rich cultural diversity to audiences around the world. Over €2.4 billion has been invested in enhancing the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

► [Baltic Sea Forum for Documentaries \(2007-2015: €486,107\)](#) – Market access

...



► **Modris**, developed by Red Dot Media, is the first fiction of the producer and director Juris Kursietis. MEDIA support was instrumental to proceed with national and international funding. It premiered as a German/Greek/Latvian film in San Sebastian Film Festival in 2014, received the Kutxa Award for Best New Director, and later won the Best Director prize at Tbilisi International Film Festival. It also scooped Best Supporting Actress award (Rēzija Kalniņa) and Best Debut Film at the Latvian National Film Festival.

► **Beyond the Fear** was developed by Ego Media with director Herz Frank (known internationally for his documentary *Ten Minutes Older* in 1978) and Maria Kravchenko. Due to the controversial subject of the film – a man serving a life sentence for killing former Israeli Prime Minister Yitzhak Rabin in 1995 – raising funds was difficult. Money first came from MEDIA, and helped the documentary to travel across borders: it was nominated for Best Documentary for Nika awards in Russia and screened in a number of competition programmes including Hot Docs in Canada in 2015.



► [Rīgas sargi / Defenders of Riga](#)



► [Rūdolfas mantojums / Rudolf's Gold](#)



► [Picas / Pizzas](#)

FOCUS on Latvia

Number of inhabitants: **1,986,096**

Box-office in 2014 (€): **10,177,331**

Cinema admissions in 2014: **2,311,131**

Share of European films in admissions in 2014: **21,4%**

Share of national films in admissions in 2014: **7,6%**

Number of feature films produced in 2014: **16 (100% LV)**

Number of co-produced films in 2014: **8**

Number of Europa Cinemas theatres in Latvia*: **2**

Number of available VoD services in Latvia: National: **3** European non-national: **7** Total: **13**

* 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 Kristīne Neverauska in 2004

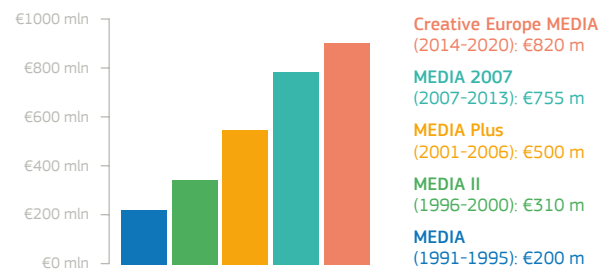
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MEDIA throughout Europe

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.



Before Latvia joined the MEDIA Programme in 2002, the development stage of film projects was not systematically supported. Now it is clearly earmarked in the national funding system and matching funds are foreseen for the MEDIA supported projects as well. Since 2002, 77 film projects have been developed with the help of the MEDIA Programme.

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