



# Factsheet

## The Netherlands and the European audiovisual sector

MEDIA budget invested in The Netherlands (2007-2015): €42.4 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 Dutch projects have benefited from the help of the MEDIA programme:

- ▶ CineMart - International Film Festival Rotterdam (2007-2015: €1,950,000) – Market Access
- ▶ IDFA Bertha Fund-Europe - St. Jan Vrijman Fonds (2014-2015: €620,000) – International Coproduction Funds
- ▶ DocsOnline (2007-2015: €1,085,000) – Online Distributie

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*Kauwboy* (2012)  
Best First Feature at the Berlinale  
European Discovery - Prix Fipresci  
at European Film Awards



*Fish Tank* (2009)  
Jury Prize Award at Cannes Festival  
Alexander Korda Award for Best British  
Film at BAFTA awards



*Paradise Now!* (2005)  
Best Foreign Language Film  
at Golden Globe awards  
Nominated for the Academy Award  
for Best Foreign Language Film



▶ **Cinekid** is supported through the calls for Festivals, Market Access, Audience Development and Training and this enables them to support the whole audiovisual chain: from script development, co-production, distribution/acquisition to knowledge exchange. This is of vital importance in a rapidly changing media landscape. Thanks to the MEDIA support, Cinekid can focus on cultural diversity and artistic quality. The Cinekid 2015 edition welcomed almost 55,000 visitors and over 2,500 professionals.

▶ **The International Documentary Festival Amsterdam (IDFA) Forum** receives MEDIA support since the first edition in 1993. Both IDFAcademy and IDFA Bertha Fund – Europe receive MEDIA support since 2013 and 2014 respectively. 90% of the projects pitched at the Forum are carried out afterwards. Thanks to the support of MEDIA, IDFA could grow into a leading international festival with 225,000 visitors and more than 3,000 professionals.



▶ Borgman



▶ Oorlogswinter / Winter in Wartime



▶ Zwartboek / Black Book

## FOCUS on The Netherlands

Number of inhabitants: **16,900,726**

Box-office in 2014 (€): **249,882,391**

Cinema admissions in 2014: **30,757,595**

Share of European films in admissions in 2014: **8,6%**

Share of national films in admissions in 2014: **20,9%**

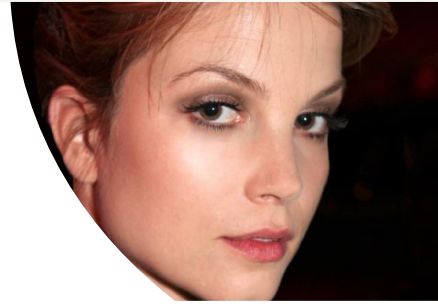
Number of feature films produced in 2014: **37 (100% NL)**

Number of co-produced films in 2014: **47**

Number of Europa Cinemas theatres in The Netherlands\*: **44**

Number of available VoD services in The Netherlands: National: **26** European non-national: **14** Total: **45**

\* 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 Sylvia Hoeks in 2011*

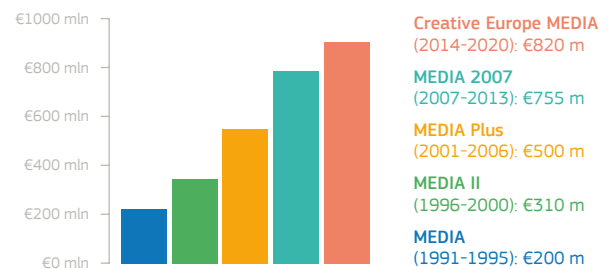
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## MEDIA throughout Europe

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.



Since the start of the MEDIA programme in 1991, the admissions to non-national European films have tripled in the Netherlands. In 1991 the share of admissions was 3%, whereas in 2015 it is more than 9%. The number of screenings per European film has also increased in the last years, by 17% as compared with 2010.

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