



Factsheet

Norway

and the European audiovisual sector

MEDIA budget invested in Norway (2007-2015): €17.2 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 Norwegian projects have benefited from the help of the MEDIA programme:

- ▶ Pippi Longstocking (2011: €150,000) – Development of interactive works
- ▶ New Nordic Films (2010-2015: €244,000) – Market Access
- ▶ Occupied (2014: €500,000) – TV Programming

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Happy, Happy (2011)
Best Film at Seville European Film Festival
Grand Jury Prize at Sundance Film Festival

Oslo, August 31st (2011)
Best Film and Best Cinematography
at Stockholm Film Festival
Best Film at Transilvania International Film Festival

The Bothersome Man (2006)
ACID Prize in Critics' Week at Cannes Film Festival
Best Film at Amsterdam Fantastic Film Festival

▶ **The Twin Sisters**: a one-person Norwegian documentary company with a human real-life story and a director-producer with ambitions to go internationally. Support from MEDIA contributed to reaching this goal. The Twin Sisters received double MEDIA grants (development in 2010, TV distribution in 2011). In 2013 the film was selected for IDFA where it won the IDFA Audience Award – followed by a number of international awards. The Twin Sisters by Mona Friis Bertheussen and her company Moment Film was picked up by TV stations worldwide and has been screened to an audience of more than 20 million.



▶ Hodejegerne / Headhunters



▶ Kon-Tiki



▶ Max Manus / Max Manus: Man of War

FOCUS on Norway

Number of inhabitants: **5,165,802**
 Box-office in 2014 (€): **129,634,714**
 Cinema admissions in 2014: **11,085,134**
 Share of European films in admissions in 2014: **9,6%**
 Share of national films in admissions in 2014: **24,4%**
 Number of feature films produced in 2014: **22 (100% NO)**
 Number of co-produced films in 2014: **17**
 Number of Europa Cinemas theatres in Norway*: **6**

* 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 Kristoffer Joner in 2003

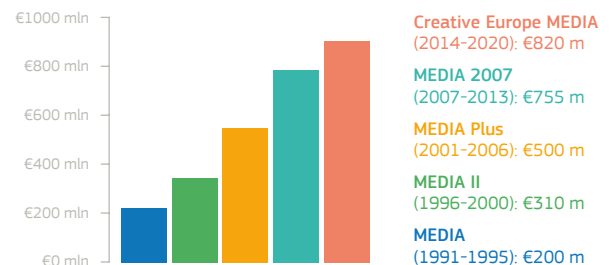
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MEDIA throughout Europe

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.



In 2015 the European market share of Norwegian cinema was 11,6 %. Of the 56 European films screened, 30 % were brought to the audiences with the support of Creative Europe. The amount of funding for the distribution of Norwegian films in Europe (awarded in the selective scheme of the MEDIA-programme) has risen from an annual average of 416.862€ in the period 2010-2013 to an annual average of 776.450€ in 2014 and 2015 in the Creative Europe programme. This represents a 45% increase in funding in the new programme, and the result is that Norwegian films are screened in more cinemas across Europe than ever before.

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