



# Factsheet Sweden and the European audiovisual sector

MEDIA budget invested in Sweden (2007-2015): €35.2 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 Swedish projects have benefited from the help of the MEDIA programme:

- ▶ SF Anytime (2004: €500,000) – Online distribution
- ▶ Göteborg International Film Festival - GIFF (2013-2015: €189,800) – Film Festival
- ▶ Millenium Trilogy (2008: €500,000) – TV series

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▶ **Filmlance** applied for and was awarded funding for both the first and third seasons of *The Bridge*: MEDIA has therefore been part of the series's success worldwide since the beginning. The support of the MEDIA-programme has enabled the producers and the creative team to shape an ambitious series of very high quality. Without MEDIA support, working at this level would not have been possible.



▶ En man som heter Ove  
A Man Called Ove



▶ Monica Z



▶ Turist / Force Majeure

## FOCUS on Sweden

Number of inhabitants: **9,747,355**

Box-office in 2014 (€): **181,771,007**

Cinema admissions in 2014: **16,281,623**

Share of European films in admissions in 2014: **9%**

Share of national films in admissions in 2014: **24,1%**

Number of feature films produced in 2014: **35 (100% SE)**

Number of co-produced films in 2014: **21**

Number of Europa Cinemas theatres in Sweden\*: **41**

Number of available VoD services in Sweden: National: **17** European non-national: **9** Total: **31**

\* Europa Cinemas, supported by Creative Europe MEDIA, is a network of cinemas committed to screen a majority of European content



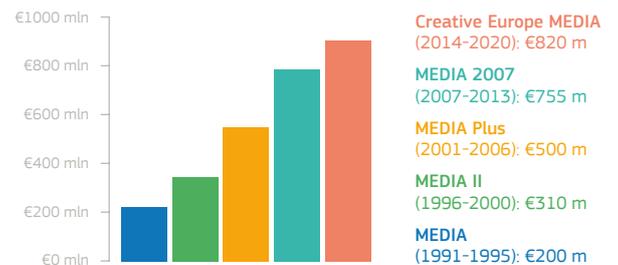
*Shooting Star-MEDIA also supported the career of young European talents such as Alicia Vikander in 2010*

## 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.



Nordic Noir has become a beloved genre and an international recognisable brand. The Swedish version of the hard-boiled detective story has resonated with large audiences around the globe for many years now. Carving out complex characters such as Kurt Wallander, Saga Norén and Lisbeth Salander requires a thorough development process. Such a process has also been identified on a European level as key to international success and most of these international hits have been supported by the MEDIA programme and Creative Europe.

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