

Hungarian Film

→ CONTACT GUIDE

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IMPRESSUM

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■ INTRODUCTION

The Hungarian Film – Contact Guide 2007 is a new publication which was called into existence by practical needs of professionals.

The main objective of publishing this guide is to help foreign film professionals to find partners in Hungary. That is why the main part of the guide contains contact details of the most important Hungarian film professional organisations and companies. This section provides information about production companies, broadcasters, distributors, educational and professional institutions and organisations, government agencies, funding bodies, festivals and services.

Besides, it is essential that the publication gives insight into the Hungarian Film Industry through statistics, figures and diagrams of the last years. These data show the current situation and also the trends of film life in Hungary including information on production, distribution, and exploitation.

Year 2004 was very important from the aspect of Hungarian film industry not only because the country joined the European Union but because of the launching of the new film law and the new tax incentive scheme. The benefits of this tax relief system attract numerous foreign productions and co-productions to Hungary since then. The Guide includes a short description of this system and presents the results of the last three years showing the total of direct costs spent for film in Hungary.

I hope that the Hungarian Film – Contact Guide 2007 will serve as a useful handbook for everybody who wishes to know more about the Hungarian Film and to find partners in Hungary.

Enikő Kiss
Coordinator
MEDIA Desk Hungary



F a c t s a b o u t

Name: Hungarian Republic

Location: East-Central Europe (borders with Austria, Slovakia, Ukraine, Romania, Serbia, Croatia, Slovenia)

Area: 93,030 square km

Population: 10,300,000 (21 percent under 14 and
60 percent between 15–59)

Density of population: 110 (per square km)

Capital: Budapest (2 million inhabitants)

Number of counties: 19

Number of towns: 169

Number of villages: 2,904

H u n g a r y

Climate: Continental with Mediterranean and Atlantic influences

Language: Hungarian (a very special language, originating from the Finnougic tribe of languages)

Currency: Hungarian Forint – HUF (1 USD = appr. 190 HUF /
1 EURO = appr. 250 HUF)

GDP – real growth rate: 3.8% (2006)

GDP – per capita: purchasing power parity – USD 17,300 (2006)

Membership of the European Union: from 1st May 2004



■ State funding

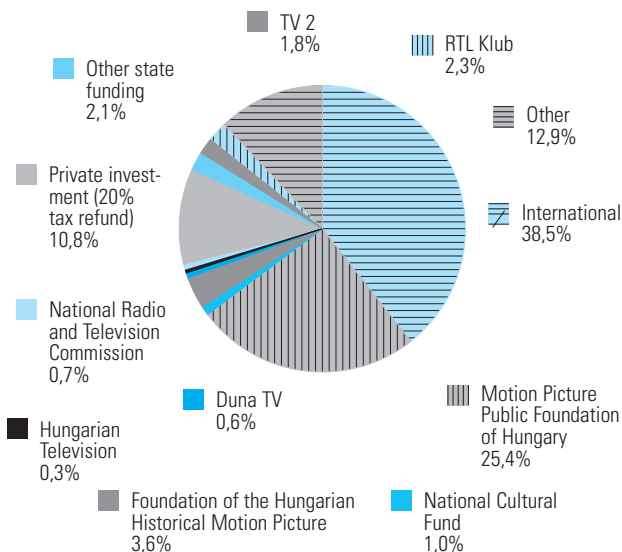
National State support for the film industry 2004–2006

State support	2004 (thousand EURO)	2005 (thousand EURO)	2006 (thousand EURO)
Motion Picture Public Foundation of Hungary	19 360	14 956	24 884
Foundation of the Hungarian Historical Motion Picture	1 860	2000	400
State support for film productions about the events of the 1956 Revolution	—	400	1 200
National Cultural Fund	1 500	1 500	1 500
Other state support	332	280	120
National Film Office	532	744	717,2
State support for infrastructural development of the “ART” cinema network	700	800	400
State support for public service television programmes	—	2 378,8	—
TOTAL	24 284	23 058,8	29 221,2

■ Production

	2004	2005	2006
Feature films (according to the number of films released at the Hungarian Film Week)	24	33	35
<i>Co-productions: see at the chapter on the tax relief system</i>			

■ Financial background of the feature films shown at the 38th Hungarian Film Week



■ TOTAL

HUF 12,201,444,372

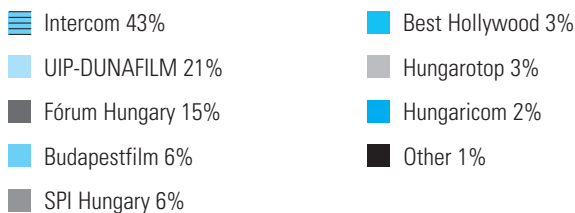
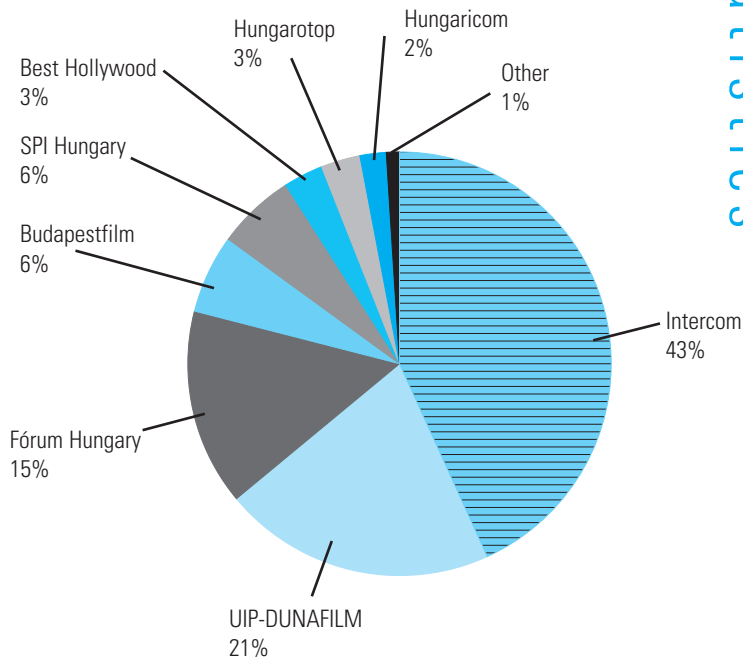
■ Exploitation and distribution data

Exploitation	2004	2005	2006
Gross box office (HUF)	10 886 813 310	9 698 765 391	9 670 079 501
out of that Hungarian	1 007 468 664	1 106 961 447	1 469 859 629
Admissions	13 662 723	12 123 740	11 665 120
out of that Hungarian	1 529 539	1 868 868	2 185 235
Number of cinemas	313	249	231
Number of screens	531	471	443
Number of seats	112 723	97 350	96 870
Average ticket price (Euro/person)	3,15	3,23	3,27

Films realeased in Hungary by country of origin

	2004	2005	2006	%
HU	26	17	25	11
FR	25	26	25	11
D	7	7	7	3
ESP	2	4	7	3
UK	8	14	13	6
IT	5	4	6	3
Other EU	27	25	19	9
USA	107	110	105	47
Other non USA non EU	19	13	15	7
Total	226	220	222	100

■ Gross box office 2006 – Repartition by distributors



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■ TAX RELIEF SYSTEM IN HUNGARY

Prepared with the assistance of Abacus-Consult Kft. (www.abacusconsult.hu)

I. INTRODUCTION

In 2004 the Hungarian government has introduced **tax incentives** that enable film producers to obtain up to **20%** of their production budget through a local “corporate sponsorship” scheme. The “sponsors” themselves can benefit from a number of tax incentives, including a tax credit *and* an additional tax deduction. Possibly as a result of the introduction of this scheme, the money spent on film productions has more than tripled in 2005 and was continuously growing in 2006.

Direct **public funding** is also available to films that satisfy a points system (see below), and an additional “development tax” allowance is available for investment in local film infrastructure.

Hungary is a signatory of the *European Convention on Cinematographic Co-Production* (“*European Convention*”), and has also entered into a co-production treaty with Canada, Italy and France. High-profile productions made in Hungary include *Munich*, *Severance*, *Ten Commandments*, *8mm 2* and *Eragon*, and the country offers a sophisticated film production workforce.

II. THE TAX-BASED INCENTIVE

(a) WHAT is the benefit?

This scheme is a little more complicated than other regulations, so it is recommended to take the advice of a specialist from the beginning. The following is a simplified explanation of how the system works (Note that an additional tax benefit in the form of a 10 year right-off also exists for investments over HUF 100M, but is not covered below).

The Producer's Benefit

In essence, the *Producer* receives an **uncapped, non-repayable, cash "rebate"** from the "sponsor" (see below), equal to a maximum of **20%** of the **Hungarian eligible production costs**. The rebate (also known as the **"support"**) is discountable by local banks.

The Sponsor's Benefit

In return, the *sponsor* obtains a **"Sponsorship Certificate"** entitling it to both a **tax credit** equal to the amount it invests, *and* an additional **income tax allowance (deduction)**. The tax credit reduces the sponsor's corporate tax liability, effectively serving as a form of compensation for the support by allowing the sponsor to recoup the amount it invested from the tax-man. The income tax deduction is generally also equal to the amount invested, so the overall tax relief regime in fact provides the sponsor with up to a **16% return** (equivalent to the Hungarian corporate income tax rate) on its investment. This allowance can be used in the year of investment or during any of the subsequent three years.

(b) WHO is eligible to apply?

Any company (including for example a non-Hungarian co-producer, provided it has a Hungarian branch) that is **registered** at the **Hungarian**

National Film Office (“HNFO”) is entitled to the tax benefits. Any EU company with a Hungarian branch may register with the HNFO.

(c) HOW do you qualify?

The tax benefit is capped at 20% of **Hungarian expenditure**, being money spent on **Hungarian tax-payers** (corporate or individual), regardless of where they physically perform their services. Hungarian expenditure can *include* finance, insurance and bond fees, and is subject to the following restrictions (for all films, not just co-productions):

- Copyright costs may not exceed 4% of the budget
- PR costs may not exceed 2% of the budget
- Capital costs may not be included (but depreciation may)
- Travel costs are limited to journeys within, or to / from Hungary
- Only costs of accommodation in Hungary may be included
- Up to 80% of production overhead may in some circumstances be included (if invoiced by an appropriate SPV – take local professional advice!)
- Services delivered by foreign sub-contractors are excluded
- *per diems* should not be paid (again, take local advice)

It follows that none of the money needs to be spent in Hungary, as long as it goes to Hungarian tax-payers.

Any interest or fees charged by a bank **discounting** the rebate can be included in Hungarian expenditure.

Both the **production company** and the **film** must be **registered** with the HNFO (see above), who will not sanction the benefit for films with pornography or violence.

Copyright does *not* need to be given in return for the sponsorship.

The sponsors may *not* hold any interest in the production company and, as the support must be non-repayable, they may *not* receive any distribution revenues or other compensation for their involvement in the film.

(d) WHERE do you apply?

The application, accompanied by the standard array of documents (script, budget, finance plan, packaging, etc) should be made to the HNFO before the start of principal photography (or, in the case of co-productions, at least 45 days prior to the start of principal photography). The HNFO then issues a statement specifying the amount of Hungarian spend that will potentially qualify. On completion (or quarterly before completion if these costs exceed HUF150m), the HNFO will audit and verify relevant invoices and issue the certificate usually within a month, and the cash should then be forthcoming from the sponsors within a few days.

Hungarian National Film Office

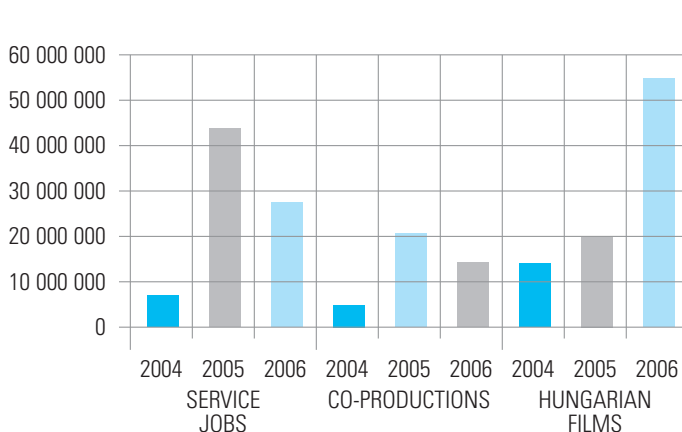
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■ AMOUNTS SPENT ON FILM PRODUCTION IN HUNGARY (2004 – 2006) DIRECT HUNGARIAN COSTS (EUR)

PRODUCTION BUDGET	unit	2004.	unit	2005.	unit	2006.
under 40.000.-EUR	0	0	0	0	1	25,092
40.001–400.000.-EUR	3	363,620	5	1,214,075	6	1,243,083
400.001–2.000.000.-EUR	3	2,341,755	5	6,689,224	7	8,443,349
above 2.000.000.-EUR	1	4,345,114	2	35,894,227	2	17,770,349
SERVICE JOBS	7	7,050,489	12	43,797,526	16	27,481,872
under 40.000.-EUR	0	0	0	0	0	0
40.001–400.000.-EUR	8	1,290,592	7	1,586,357	8	1,453,273
400.001–2.000.000.-EUR	2	1,458,476	4	4,452,725	4	3,804,536
above 2.000.000.-EUR	1	2,141,118	5	14,631,090	1	9,034,267
CO-PRODUCTIONS	11	4,890,185	16	20,670,172	13	14,292,076
under 40.000.-EUR	39	804,683	45	860,577	123	2,606,426
40.001–400.000.-EUR	16	2,974,797	25	3,834,678	78	10,322,137
400.001–2.000.000.-EUR	13	10,319,008	14	12,377,755	30	29,889,292
above 2.000.000.-EUR	0	0	1	2,831,519	3	11,939,161
HUNGARIAN FILMS	68	14,098,487	85	19,904,529	234	54,757,016
TOTAL	86	26,039,161	113	84,372,227	263	96,530,964