

Hungarian Film → CONTACT GUIDE 2 0 0 8

IMPRESSUM

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OKM

Ministry of Education and Culture

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■ State funding

National State support for the film industry 2005–2007

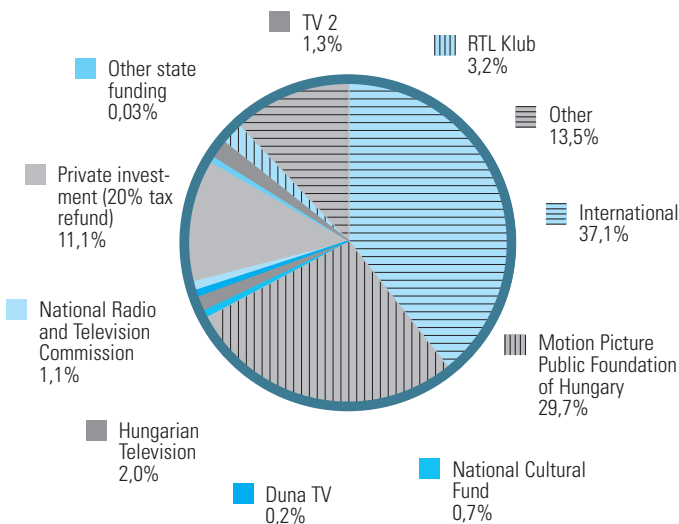
State support	2005 (thousand EURO)	2006 (thousand EURO)	2007 (thousand EURO)
Motion Picture Public Foundation of Hungary	14 956	24 884	18 680
Foundation of the Hungarian Historical Motion Picture	2000	400	400
State support for film productions about the events of the 1956 Revolution	400	1 200	—
National Cultural Fund	1 500	1 500	1 600
Other state support	280	120	—
National Film Office	744	717,2	872
State support for infrastructural development of the “ART” cinema network	800	400	—
State support for public service television programmes	2 378,8	—	—
TOTAL	23 058,8	29 221,2	21 552

Source: Ministry of Education and Culture

■ Production

	2005	2006	2007
Feature films	33	35	29
(according to the number of films released at the Hungarian Film Week)			

■ Financial background of the feature films shown at the 39th Hungarian Film Week



■ TOTAL

HUF 7 336 455 028

Source: Motion Picture Public Foundation of Hungary

■ Exploitation and distribution data

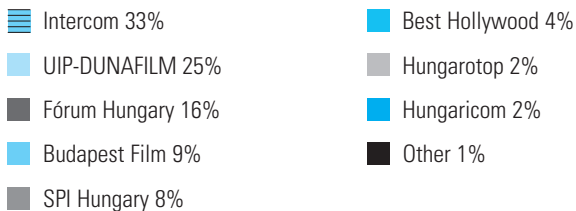
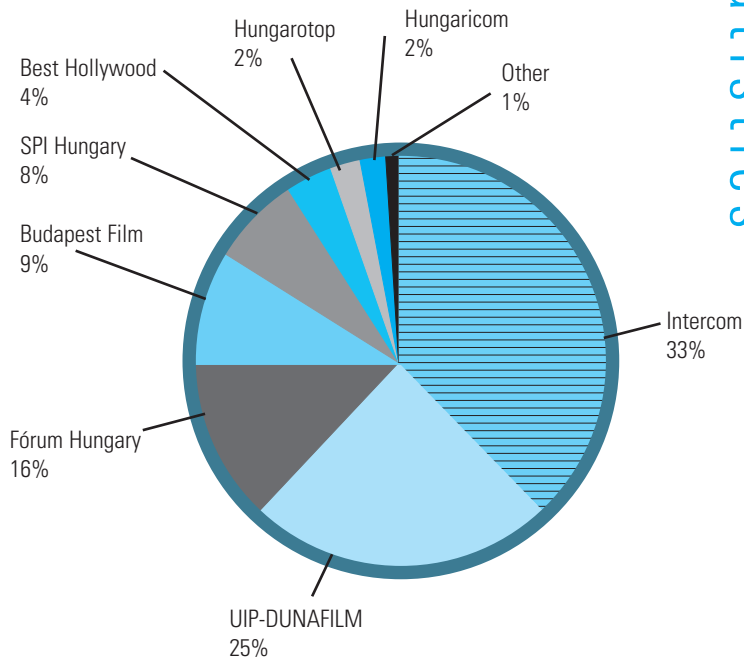
Exploitation	2005	2006	2007
Gross box office (HUF)	9 698 765 391	9 670 079 501	9 763 822 541
out of that Hungarian	1 106 961 447	1 469 859 629	927 129 787
Admissions	12 123 740	11 665 120	11 115 701
out of that Hungarian	1 868 868	2 185 235	1 478 600
Number of cinemas	249	231	162
Number of screens	471	443	376
Number of seats	97 350	96 870	73669
Average ticket price (Euro/person)	3,23	3,27	3,49

Films released in Hungary by country of origin

	2005	2006	2007	%
HU	17	25	28	13
FR	26	25	16	8
D	7	7	6	3
ESP	4	7	6	3
UK	14	13	14	7
IT	4	6	1	0.5
Other EU	25	19	16	8
USA	110	105	103	50
Other non USA non EU	13	15	15	7.5
Total	220	222	205	100

Source: National Film Office

■ Gross box office 2007 – Repartition by distributors



Source: National Film Office

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Katapult Film Ltd.

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Kép-Árnyék Film Production Company

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KMH Film

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Közgáz Visual Brigade (KVB)

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Laurin Entertainment Ltd.

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Mer-ke! Film Dc.

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Szita & Deák Filmgyártó Dc.

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**AC 100 Film and Television
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Arc Production Ltd.

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Csillag & Ádám Film

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→PRODUCTION COMPANIES / SHORT, DOCUMENTARY, TV

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Engram Film Productions Ltd.

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New Balance Ltd.

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REGIONAL FILM FUNDS AND OFFICES

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Transdanubia Motion Picture Public Foundation

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Southern Transdanubia Film Fund

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■ WHAT IS THE MEDIA PROGRAMME?

MEDIA is a support programme of the European Union to intensify the competitiveness of the European film, TV and new media industries and help European audiovisual products spread on an international level.

The European Union launched the new MEDIA programme in 2007, lasting until 2013. Its primary objective is to reinforce its subventions towards the European audiovisual industry. Disposing of a budget of 755 millions euros, MEDIA contributes to both production and distribution level: independent production and distribution companies can apply for development or distribution funding in the form of grants and interest free loans. MEDIA co-finances experts training, festivals and market events and the promotion of European films. It also encourages innovation through pilot projects and facilitates access to banking and credit establishments.

The MEDIA Programme was initiated by the European Union in 1991. The different stages of its operation were the following:

1991-1995 MEDIA I

1996-2000 MEDIA II

2001-2006 MEDIA Plus

■ MEDIA 2007

Like the earlier stages of MEDIA Programme, MEDIA 2007 will focus on activities before and after production. The MEDIA programme had to be adapted to developments in technology and the market, to reflect the consequences of digitisation. MEDIA 2007 also had to address the problems of audiovisual professionals in the new EU countries; include innovative, targeted action in the field of digitisation; and offer measures to facilitate access to finance for small and medium-sized businesses.

→ MEDIA 2007

New objectives:

- to contribute to the spread of a business culture for the sector and to facilitating private investment.
- to reduce imbalances between European countries with a high audiovisual production capacity and countries with low production capacity or a restricted linguistic area (conforming to the need to preserve and enhance cultural diversity and inter-cultural dialogue in Europe)
- to increase the circulation of European audiovisual works inside and outside the European Union

■ WHO CAN PARTICIPATE IN THE MEDIA ?

MEDIA is open to European professionals of the audiovisual industry (production and new media companies, sales agents, distributors, festival and market organisers, training providers and exhibitors), established in 27 European Union member countries as well as in Iceland, Norway, Lichtenstein and Switzerland. A special attention is paid to countries disposing of a low production capacity and/or a limited geographical and linguistic zone (all the member states except for UK, France, Spain, Germany and Italy).

■ HOW TO GAIN ACCESS TO MEDIA SUBVENTIONS?

The calls for proposals are published regularly in the Official Journal of the European Union. They are available on the MEDIA Desk sites in every country respectively. One can also get further information and technical assistance at the Desks.

■ WHAT DOES MEDIA OFFER?

Independent production and distribution companies can apply for development or distribution funding in the form of grants and interest free loans. Financial assistance is available for training providers and organisers of markets and festivals. Individuals may also benefit from subsidised places on training courses and international markets.

In all of these cases, MEDIA offers subventions that cover 50% maximum of the budgets concerned (60% exceptionally).

■ WHAT IS THE SELECTION PROCESS LIKE?

Deadlines for the various schemes are dispersed throughout the year. You can download guidelines and application forms from the site or call the Hungarian MEDIA Desk.

The application has to be sent to the MEDIA Education, Audiovisual and Culture Executive Agency (EACEA) which does the selection with the help of external experts. The final selection is approved by the European Commission and Parliament.

■ WHO IS THE MEDIA CONTACT IN HUNGARY?

There is a MEDIA Desk information office in Budapest. You can find details on our website:

www.mediadeskhungary.eu

Contact: info@mediadeskhungary.eu

The official website of the MEDIA Programme:

http://ec.europa.eu/information_society/media/index_en.htm
