

Hungarian Film
→ CONTACT GUIDE
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IMPRESSUM

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Motion Picture Public Foundation of Hungary



OKM

Ministry of Education and Culture

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■ State funding

National State support for the film industry 2006–2008

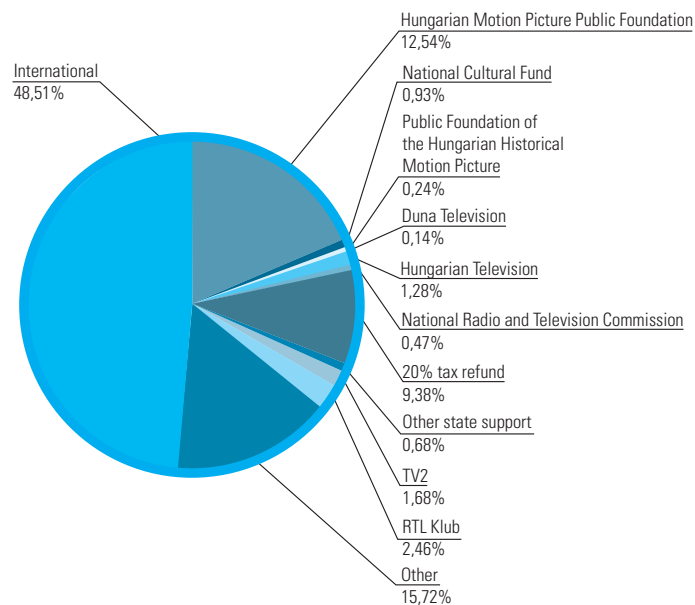
State support	2006 (thousand EURO)	2007 (thousand EURO)	2008 (thousand EURO)
Motion Picture Public Foundation of Hungary	24 884	18 680	19 240
Foundation of the Hungarian Historical Motion Picture	400	400	400
State support for film productions about the events of the 1956 Revolution	1 200	—	—
National Cultural Fund	1 500	1 600	3 180
Other state support	120	—	—
National Film Office	13 223	22 577	15 264
State support for infrastructural development of the "ART" cinema network	400	—	—
State support for public service television programmes	—	—	3 296
TOTAL	47 727	43 257	41 380

Source: Ministry of Education and Culture

■ Production

	2006	2007	2008
Feature films	35	29	25
(according to the number of films released at the Hungarian Film Week)			

■ Financial background of the feature films shown at the 40th Hungarian Film Week



Source: Motion Picture Public Foundation of Hungary

■ Exploitation and distribution data

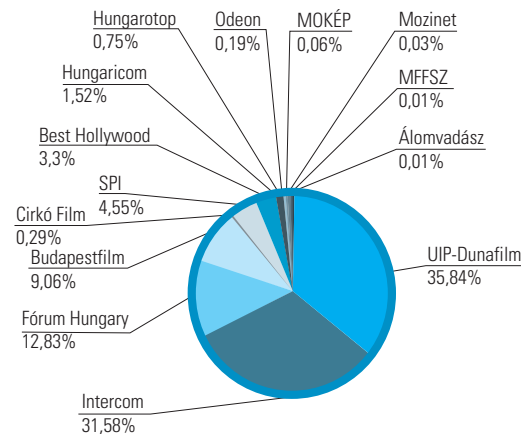
Exploitation	2006	2007	2008
Gross box office (HUF)	9 670 079 501	9 763 822 541	9 974 748 427
out of that Hungarian	1 469 859 629	927 129 787	932 049 672
Admissions	11 665 120	11 115 701	10 352 494
out of that Hungarian	2 185 235	1 478 600	1 178 281
Number of cinemas	231	137	187
Number of screens	443	227	416
Number of seats	96 870	50 136	81 005
Average ticket price (Euro/person)	3,27	3,49	3,85

Films released in Hungary by country of origin

	2006	2007	2008	%
HU	25	28	25	12
FR	25	16	22	10
D	7	6	7	3
ESP	7	6	4	2
UK	13	14	16	8
IT	6	1	3	0.5
Other EU	19	16	17	9
USA	105	103	96	47
Other non USA non EU	15	15	18	8.5
Total	222	205	206	100

Source: National Film Office

■ Gross box office 2008 – Repartition by distributors



Distributor	Annual ticket income	Admission
UIP-Dunafilm	3 319 360 693	3 314 618
Intercom	2 924 617 573	2 801 303
Fórum-Hungary	1 188 898 767	1 215 063
Budapestfilm	838 818 644	920 609
SPI Hungary	421 595 917	442 576
Best Hollywood	302 064 748	338 744
Hungaricom	140 897 312	162 569
Cirkó	26 928 245	38 743
ODEON	17 545 110	25 415
MOKÉP	5 417 267	8 349
MFFSZ	367 810	1 012
Álomvadász	1 257 857	3 358
Hungarotop	69 771 029	103 618
Mozinet	3 118 830	5 483
TOTAL	9 260 659 802	9 381 460

Source: National Film Office

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Extreme Film Ltd.

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FilmArt Artistic and Commercial Ltd.

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Filmpartners Ltd.

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Filmplus Ltd.

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Flashback Productions Ltd.

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Focus Film Production and Distribution Ltd.

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Future Films

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futurefilms@futurefilms.hu
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Grantfilm Ltd.

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HCC Media Group Ltd.

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Hungariafilm Ltd.

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Hungarian Motion Picture Ltd.

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Hunnia Filmstudio Ltd.

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I.S.L. Film Ltd.

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Inforg Studio

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Katapult Film Ltd.

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KMH Film

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Laurin Entertainment Ltd.

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Magic Media Inc.

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Mediawave 2000 Ltd.

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Megafilm Service Ltd.

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My Film Ltd.

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Parabel Studio Ltd.

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Stern International Productions

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Arc Production Ltd.

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B+É Multimédia

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Cinemart

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Engram Film Productions Ltd.

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Felhőc Production Ltd.

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KLT Ltd.

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Media Lumina Ltd.

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Norien Film Ltd.

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Pesty Black Box – Rinocérosz Production Ltd.

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Pro Nobis Ltd.

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Wysiwyg Dc.

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SERVICES

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Focus-Fox Studio

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Stern Film Studio & Media Center

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RC Economic and Tax Ltd.

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■ WHAT IS MEDIA PROGRAMME?

MEDIA is a funding programme of the European Union established 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 latest MEDIA stage 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 the production and the distribution level: independent production and distribution companies can apply for development or distribution funding in the form of grants and interest free loans. The Programme co-finances expert trainings, festivals, market events and the promotion of European films. It also encourages innovation through pilot projects and facilitates the access to banking and credit establishments.

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 (2007-2013)

Similarly to the earlier stages of MEDIA Programme, MEDIA 2007 focuses on activities before and after production. The Programme had to be adapted to technological developments and market changes to adjust to the consequences of digitisation. MEDIA 2007 was also supposed to handle the problems of audiovisual professionals in the new EU countries; it had to include innovative, targeted action in the field of digitisation as well as take measures to facilitate the access to financing for small and medium-sized businesses.

New objectives:

- to contribute to the development of a business culture in the sector and to facilitating private investment.
- to reduce imbalances between European countries with 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 intercultural dialogue in Europe)
- to increase the circulation of European audiovisual works inside and outside the European Union

■ WHO CAN PARTICIPATE IN MEDIA ?

MEDIA is open to all the 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 Croatia, 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 official website of the MEDIA PROGRAMME (<http://ec.europa.eu/media>) and the MEDIA Desk sites in each 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 the above 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 scheduled throughout the year. You can download guidelines and application forms from the site or contact your local MEDIA Desk.

The application has to be sent to the MEDIA Education, Audiovisual and Culture Executive Agency (EACEA) which makes 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?

MEDIA is represented by an information office in Budapest. You can find further details on the 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

Hungarian MEDIA Results 2008

Call No.	Company	Project	MEDIA support (EUR)
Development / Single Project			
16/2007	56films Kft. (former Pige Bt.)	HUDEC – The real story of the man who built Shanghai	25,000
16/2007	Proton Cinema Kft.	The Frankenstein Project	60,000
16/2007	Film-Art Kft.	Az ajtó	50,000
Total:			135,000
Forgalmazás / Automatic scheme			
27/2007	Best Hollywood Kft.		121,144
27/2007	Budapest Film Kft.		185,209
27/2007	Cirko Film – Másképp Alapítvány		15,711
27/2007	Mokép Zrt.		11,479
27/2007	SPI International Magyarország Kft.		187,345
27/2007	Szimplafilm Kft.		4,359
Total:			525,247
Distribution / Selective Scheme			
28/2007	Anjou-Lafayette Bt.	Free Rainer (DE)	6,000
28/2007	Anjou-Lafayette Bt.	Jagdhunde (DE)	4,000
28/2007	Anjou-Lafayette Bt.	Le fils de l'écipier (FR)	6,000
28/2007	Anjou-Lafayette Bt.	Midsummer Madness (DE)	5,000
28/2007	Anjou-Lafayette Bt.	Miehen Työ (FI)	4,000
28/2007	Anjou-Lafayette Bt.	Riparo – Anis tra di noi (IT)	6,000
28/2007	Anjou-Lafayette Bt.	Sztuczki (PL)	5,000

Call No.	Company	Project	MEDIA support (EUR)
28/2007	Atlantis Entertainment CZ, SRO	Caotica Ana (ES)	6,000
28/2007	Atlantis Entertainment CZ, SRO	Maradona By Kusturica (FR)	6,000
28/2007	Budapest Film Kft.	O'Horten (NO)	5,000
28/2007	Cinetel Kft.	Vinyan (BE)	6,000
28/2007	Cirko Film – Másképp Alapítvány	Le Silence de Lorna (BE)	7,000
28/2007	Cirko Film – Másképp Alapítvány	Ben X (BE)	6,000
28/2007	SPI International Magyarország Kft.	Die Welle (DE)	12,000
28/2007	SPI International Magyarország Kft.	Paris (FR)	20,000
28/2007	SPI International Magyarország Kft.	The Broken (UK)	15,000
28/2007	SPI International Magyarország Kft.	Tous à l'ouest: Une nouvelle aventure de Lucky Luke (FR)	40,000
28/2007	SPI International Magyarország Kft.	Happy-Go-Lucky (UK)	8,000
28/2007	SPI International Magyarország Kft.	Niko – Lentajan Poika (FI)	15,000
28/2007	Proton Cinema Kft.	Import/Export (AT)	6,000
Total:			188,000
i2i Audiovisual			
29/2007	Filmpartners Kft.	Bibliothèque Pascal	78,390
Total:			78,390

Call No.	Company	Project	MEDIA support (EUR)
Initial Training			
03/2008	Moholy-Nagy Művészeti Egyetem (MOME), (Coordinator: VIA University College, DK)	Animation Sans Frontières	184,000
03/2008	Színház- és Filmművészeti Egyetem, (Coordinator: London International Film School, UK)	A Fistful of Euros	55,488
03/2008	Moholy-Nagy Művészeti Egyetem (MOME), (Coordinator: Association Européenne du Film d'Animation, BE)	Formation de Formateurs	65,000
03/2008	Koordinátor: Cinema Film Kft., Partner: Színház- és Filmművészeti Egyetem	Budapest Cinematography Masterclass	67,636
Total:			372,124
Video on Demand (VoD-DCD)			
09/2008	Filmklik Kft.	Filmklik	400,000
09/2008	Daazo Film- és Médiaszolgáltató Kft.	daazo.com – European Short Film Centre	38,177
Total:			438,177
Festivals			
18/2008	Cine-Mis Kht.	Cinefest – International Festival of Young Filmmakers	25,000
Total:			25,000
MEDIA support total:			1,761,938

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