

Hungarian Film → CONTACT GUIDE 2 0 1 0

IMPRESSUM

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OKM

Ministry of Education and Culture

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■ State funding

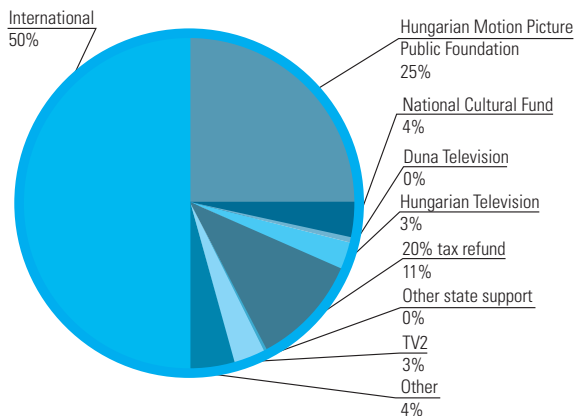
National State support for the film industry 2007–2009

State support	2007 (thousand EURO)	2008 (thousand EURO)	2009 (thousand EURO)
Motion Picture Public Foundation of Hungary	18 680	19 240	20 453
Foundation of the Hungarian Historical Motion Picture	400	400	328
National Cultural Fund	1 600	3 180	1 232
National Film Office	22 577	15 264	25 958
State support for public service television programmes	—	3 296	—
TOTAL	43 257	41 380	47 971
Source: Ministry of Education and Culture			

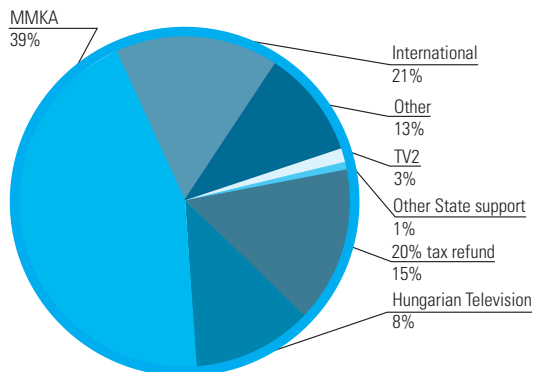
■ Production

	2007	2008	2009
Feature films	29	25	22
(according to the number of films released at the Hungarian Film Week)			

■ Financial background of average budget feature films shown at the 41th Hungarian Film Week



■ Financial background of low budget feature films shown at the 41st Hungarian Film Week



Source: Motion Picture Public Foundation of Hungary

■ Exploitation and distribution data

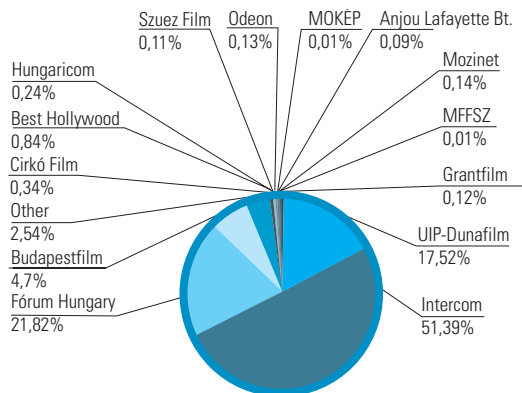
Exploitation	2007	2008	2009
Gross box office (HUF)	9 763 822 541	9 974 748 427	11 236 454 012
out of that Hungarian	927 129 787	932 049 672	844 301 311
Admissions	11 115 701	10 352 494	10 601 113
out of that Hungarian	1 478 600	1 178 281	989 399
Number of cinemas	137	187	179
Number of screens	227	416	415
Number of seats	50 136	81 005	80 188
Average ticket price (Euro/person)	3,49	3,85	3,60

■ Films released in Hungary by country of origin

	2007	2008	2009
Hungary	28	25	24
France	16	22	18
Germany	6	7	5
Spain	6	4	7
United Kingdom	14	16	11
Italy	1	3	4
Other EU	16	17	19
USA	103	96	93
Other non USA non EU	15	18	11
Total	205	206	192

Source: National Film Office

■ Gross box office 2009 – Repartition by distributors



Distributor	Annual ticket income (HUF)	Admission
Grantfilm	12 079 037	18 065
UIP-Dunafilm	1 735 045 254	1 622 509
Intercom	5 089 918 473	4 522 247
Budapestfilm	465 285 880	497 546
Fórum-Hungary	2 161 228 256	1 965 040
Szuez Film	10 687 586	13 014
Best Hollywood	82 745 929	102 027
Hungaricom	23 745 657	34 153
MOKÉP	1 234 352	2 961
ODEON	12 468 277	17 248
MFFSZ	1 205 010	2 392
Mozinet	13 856 460	25 650
Cirkó	33 741 946	48 960
Anjou Lafayette Bt.	8 962 695	13 304
Other*	251 920 526	329 638
TOTAL	9 904 125 338	9 214 754

* Other = Corner Film, Objektív Filmstúdió, Cinereal Kft., FilmPlus, Movieline Entertainment, CinemaStar Kft., Katapult Film, Quality Pictures, Európa 2000 Kft., Hunnia Filmstúdió Kft., Sky Film, Közép-Európai Média Intézet

Source: National Film Office

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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.

→ **MEDIA 2007**

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 2009

Call No.	Company	Project	MEDIA support (EUR)
TV Distribution			
20/2008	Flóra Film Kft.	300 Tons of Gold (Documentary)	46,000
20/2008	Studo Baestarts Kft.	Huhu (Animation)	89,000
Total:			135,000
Distribution / Selective Scheme			
22/2008	Anjou-Lafayette Bt.	Dot.com (PT)	4,000
22/2008	Anjou-Lafayette Bt.	Istoria 52 (GR)	4,000
22/2008	Anjou-Lafayette Bt.	Nos Enfants Nous Accuseront (FR)	4,000
22/2008	Anjou-Lafayette Bt.	Un Autre Homme (CH)	4,000
22/2008	Anjou-Lafayette Bt.	Alle Anderen (DE)	4,000
22/2008	Anjou-Lafayette Bt.	Kdopak By Se Vlka Bal (CZ)	4,000
22/2008	Atlantis Entertainment CZ SRO	Partir (FR)	14,000
22/2008	Best Hollywood Kft.	Il Divo (IT)	7,000
22/2008	Best Hollywood Kft.	Turtle: The Incredible Journey (UK)	5,000
22/2008	Best Hollywood Kft.	Oceanworld 3D (FR)	8,000
22/2008	Budapest Film Kft.	Antichrist (DA)	8,000
22/2008	Budapest Film Kft.	Katalin Varga (RO)	4,000
22/2008	Budapest Film Kft.	Ricky (FR)	6,000
22/2008	Budapest Film Kft.	Venkovsky Ucitel – The Country Teacher (CZ)	5,000
22/2008	Cirko Film – Másképp Alapítvány	Rec (ES)	4,000
22/2008	Cirko Film – Másképp Alapítvány	Slepe Lasky (SK)	5,000

→ Hungarian MEDIA Results 2009

Call No.	Company	Project	MEDIA support (EUR)
22/2008	Cirko Film – Másképp Alapítvány	Entre Les Murs (FR)	10,000
22/2008	Cirko Film – Másképp Alapítvány	La Teta Asustada (ES)	5,000
22/2008	Cirko Film – Másképp Alapítvány	Nord (NO)	5,000
22/2008	Cirko Film – Másképp Alapítvány	Pranzo Di Ferragosto (IT)	5,000
22/2008	Cirko Film – Másképp Alapítvány	Singularidades De Uma Rapariga Loira (PT)	5,000
22/2008	Corner Film Kft.	Lat Den Ratte Komma In (SU)	6,000
22/2008	Forum Hungary Kft.	Slumdog Millionaire (UK)	9,000
22/2008	Magyar Filmklubok és Filmbarátok Szövetsége	Svetat E Golyami I Spasenie Debne Otvsyakade (BG)	4,000
22/2008	Szuez Film Kft.	De Ofrivilliga (SU)	6,000
22/2008	Szuez Film Kft.	Gomorra (IT)	8,000
22/2008	Szuez Film Kft.	Soi Cowboy (UK)	3,000
22/2008	Szuez Film Kft.	Panique Au Village (BE)	4,000
22/2008	Szuez Film Kft.	Un Prophète (FR)	4,500
Total:			164,500
Development / Single Projects			
24/2008	BGB Film Kft.	The Hole of Sejdian (Documentary)	17,100
24/2008	Librecine Bt.	El Destello (The Flicker) (Documentary)	25,000
24/2008	Extreme Film	Zoe (Fiction)	60,000
24/2008	Inforg Studio	(Fiction, Animation)	110,718
Total:			212,818

→ HUNGARIAN MEDIA RESULTS 2009

Call No.	Company	Project	MEDIA support (EUR)
i2i Audiovisual			
28/2008	Print KMH Kft.	Adrienn Pál	50,000
28/2008	Hunnia Filmstúdió Kft.	The Hope / A remény	33,567
Total:			83,567
Video on Demand			
02/2009	Daazo Kft.	Daazo.com – The European Short Film Center	51,357
Total:			51,357
Distribution / Automatic Scheme			
03/2009	2nd Region Kft.		12,905
03/2009	Best Hollywood Kft.		134,092
03/2009	Budapest Film Kft.		80,284
03/2009	Cirko Film – Másképp Alapítvány		54,538
03/2009	Odeon Kft.		15,348
Total:			297,167
Initial Training			
16/2009	Moholy-Nagy Művészeti Egyetem (Co-ordinator: VIA University College, DA)	Animation sans Frontières, the Animation Production Workshop 2010-2011	186,000
16/2009	Moholy-Nagy Művészeti Egyetem (Co-ordinator: Association Européenne du Film d'Animation – CARTOON, BE)	Formation des Formateurs	70,000
16/2009	Színház- és Filmművészeti Egyetem (Coordinator: The London International School Limited, UK)	Il était une fois... under €1m – European Film School Forum II	60,000
16/2009	Színház- és Filmművészeti Egyetem (Co-ordinator: Aristoteles Workshop, RO)	Asociata Aristoteles Workshop	129,626
Total:			445,626
Total MEDIA support:			1,390,035

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→ notes
