

Hungarian Film

C→NTACT

GUIDE

2012

IMPRESSUM

Published/Copyright by:

MEDIA Desk Magyarország/Hungary

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Printed by: Gelbert Print

Budapest, May 2012

MEDIA Desk Hungary is supported by:



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NEW FILM AND AUDIOVISUAL SUPPORT SYSTEM IN HUNGARY

At the beginning of 2011 when Andrew G. Vajna was appointed government commissioner he started transforming the infrastructure of the Hungarian film industry. The termination of the Motion Picture Public Foundation of Hungary which had been in operation for 20 years, made it necessary to establish a new and modern organisation matching the requirements of the economic and professional environment.

In the new system there are three financial sources available for the support of the film and audiovisual industry:

HUNGARIAN NATIONAL FILM FUND (MNF) – Support of theatrical feature films

In June 2011 the Hungarian State Holding Company (MNV Zrt.) established the Hungarian National Film Fund Non-profit Corporation.

The Hungarian National Film Fund grants state support for script development, pre-production, production and marketing of feature length fiction films, feature length documentaries and animation films. Its aim is to assist the supported projects from the moment of the birth of the idea, emphasizing the importance of script writing and script development, following up the production process regularly and taking part in the marketing process to reach proper audiences. The International Department of the National Film Fund, Magyar Filmunió is handling festival presentations and sales of the supported works. The National Film Fund grants the public support by means of applications. The invitation for applications is continuous. The final decisions are made by the main decision making body of the Film Fund, the five member Committee of Film Professionals, each member representing different fields of the film industry.

The Hungarian National Film Fund is the asset management body of the national film industry. The financial source of the Film Fund is 80% of the tax revenue from the lottery 6.

MEDIA SUPPORT AND ASSET MANAGEMENT FUND (MTVA) – Support of audiovisual works

According to par. 137 of the media law (Act. No. CLXXXV. of 2010 on Media Support and Mass Communication) the support activity of the Media Support and Asset Management Fund covers production of television programs of public service character, production of films meant first for theatrical release and production of contemporary music. The support is granted through a public tender system based on the decisions made by the National Media and Infocommunications Authority.

The Fund supports script writing and script development of TV movies and television series as well as production of animations, documentaries and TV movies.

NATIONAL CULTURAL FUND (NKA) – Support of festivals and cinemas

The Visual Arts Committee of the National Cultural Fund which started operation in 2012 supports the operation of the art-house cinemas. The Cultural Festival Committee of the Fund supports the organisation of film events.

THE HUNGARIAN TAX RELIEF SYSTEM IN THE FILM INDUSTRY

I. WHAT DOES THE HUNGARIAN NATIONAL FILMOFFICE DO?

The National Filmoffice (NFO) is a central budgetary agency works in the National Media and Infocommunications Authority – Hungary.

NFO operates according to the general rules of public administration and the Motion Picture Act. The NFO is an institution fulfilling the state's administrative and controlling functions in relation to films. Among many other tasks, the NFO is the organization which issues the tax certificates proving eligibility for tax benefits.

II. WHAT DOES THE TAX RELIEF SYSTEM OFFER TO THE FILM PRODUCERS? FOREIGN FILM PRODUCERS CAN REDUCE THE PRODUCTION COSTS OF THEIR FILMS HUNGARIAN PRODUCERS AND CO-PRODUCERS CAN HAVE ACCESS TO ADDITIONAL RESOURCES

The source of the money is pre-tax profits of Hungarian companies. Practically speaking, this is a great source of money, as most companies want the tax write-off.

III. WHAT TYPES OF PRODUCTIONS CAN RECEIVE THE FILM REBATE?

- **Films made on order – service jobs:**
productions produced by foreign film producers with the involvement of an assigned Hungarian film production company
- **Co-productions or Hungarian films**
productions produced by a Hungarian producer or co-producer.

IV. WHAT KINDS OF FILMS CAN RECEIVE THE SUBSIDY?

All films made in Hungary, produced or serviced by a registered Hungarian film production company can be eligible for the tax relief. All films shooting in Hungary have to pass a cultural test, which tests for European cultural and film-industrial criteria.

Films excluded by law: extremely violent or porn movies, reality shows, soap operas, advertisements, commercials

V. WHAT ARE THE DIRECT FILM PRODUCTION COSTS INCURRED IN HUNGARY?

All payments contained in the budget that were paid to a Hungarian taxpayer. Direct expenses paid by the qualified Hungarian production (pre-production, production /shooting time/, and post-production.):

Wages, above- and below-the-line, all kinds of the production costs, financing costs, administration, insurance, completion bond, etc. costs.

Items excluded by the law:

- indirect costs (advertising, promotion),
- costs incurred after the master print (distribution)
- royalties are limited to 4% of the Hungarian budget of the film
- the sum of the producers' fees are limited to 4% of the Hungarian budget of the film
- advertising cost directly linked to the production up to 2% of the budget
- The qualifying non-Hungarian expenses can be incurred in any country. The non-Hungarian expenses are subject to the same qualifying rules as the Hungarian expenses up to the 20% of the Hungarian production budget.

VI. DESCRIPTION OF THE PROCEDURE

1. Registration procedure

- registration of the Hungarian film production company at the NFO

This only has to be done for the new companies. (This is an easy process that takes maximum 40 days – the decision-making is objective and only those companies are rejected or suspended who has any outstanding debts to the public sponsors or the government),

- registration / qualification of the film

The following must be submitted to the NFO: Production schedule, company documents, the production service agreement or co-production agreement, the cultural test (mentioned above) and statement declaring how often the production wishes to receive the rebate. (One-time, monthly or quarterly.)

The official resolution provisionally calculates the direct film production costs in Hungary, which form the basis of the 20% tax relief.

2. Financial auditing procedure

After the completion of production in Hungary (or during the production time) and the settlement of all bills and production costs the film production company can apply for the tax certificate.

Upon request the NFO reviews the accounting submitted by the Hungarian film production company (by Hungarian law this process usually cannot take longer than 30 days)

3. Issuance of the tax certificate and the payment of support:

After the controlling phase the NFO calculates and certifies the direct film production costs in Hungary and issues a tax certificate with eligibility for tax benefits up to the maximum of 20% of the direct production costs.

Usually taxpaying companies pay the amount of support after receipt of the tax certificate. In this case, producers may need to seek pre-financing.

However, the system does not prohibit sponsors from providing support in advance, at their own risk.

(Source: National Film Office)

■ Total tax rebate

Year		Tax rebate (HUF)
2004.	25	632,119,893
2005.	167	2,824,580,273
2006.	433	3,305,860,255
2007.	477	5,644,219,484
2008.	483	3,815,773,857
2009.	676	6,879,381,290
2010.	564	7,291,147,568
2011.	477	6,311,949,845
Total	3,302	36,705,032,465

Source: National Film Office

■ Exploitation and distribution data

Exploitation	2009	2010	2011
Gross box office (HUF)	11 236 454 012	12 642 516 670	11 485 000 000
out of that Hungarian	844 301 311	463 300 542	467 500 000
Admissions	10 601 113	10 975 495	9 500 000
out of that Hungarian	989 399	577 927	447 000
Number of cinemas	179	173	173
Number of screens	415	395	395
Number of seats	80 188	n/a	n/a
Average ticket price (Euro/person)	3,60	3,68	4,16

■ Films released in Hungary by country of origin

	2009	2010	2011
Hungary	24	27	25
France	18	18	36
Germany	5	7	14
Spain	7	5	11
United Kingdom	11	12	18
Italy	4	3	9
Other EU	19	31	n/a
USA	93	107	131
Other non USA non EU	11	11	n/a
Total	192	221	256

Source: National Film Office

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1012 Budapest, Márvány u. 17.
Tel: (+36 1) 335 1002
Fax: (+36 1) 335 1552
hccprod@hccmedia.hu
hccmedia.hu
Reference: The Nutcracker 3D,
Made in Hungaria (2009)

Honeymoon Productions Ltd.

Mr. Zoltán Kamondi
General Manager
1037 Budapest Nyereg út 8
Tel: (+36 1) 250 4733
Fax: (+36 1) 387 2240
honeymoon@honeymoon.com
honeymoon.com
Reference: Temptations (2002),
Dolina (2007), "1" (2009)

Hunnia Film Studio

Mr. Such György
Managing director
1145 Budapest Róna u. 174.
Tel: (+36 1) 221 1815
Fax: (+36 1) 220 8749
hunnia@hunniafilm.hu
hunniafilm.hu
Reference: The Notebook (2012)

Inforg-M&M Film Kft.

Ms. Mónika Mécs, Mr. András Muhi
Producers
1092 Budapest Kinizsi u 11.
Tel: (+36 1) 999 6585
Fax: (+36 1) 999 6586
mecsmonika@hotmail.com
immfilm.com
Reference: Just the Wind (2012)
On body and soul (2013)

KMH Film

Mr. Ferenc Pusztai
Managing Director, Producer
1158 Budapest Késmárk u. 24.
Tel: (+36 1) 414 0885
Fax: (+36 1) 414 0887
info@kmhfilm.hu
kmhfilm.hu
Reference: Fresh Air (2006),
The investigator (2008),
Adrienn Pál (2010)

Katapult Film Ltd.

Mr. Iván Angelusz
Managing Director
1023 Budapest Frankel Leó út 21-23.
Tel: (+36 1) 787 3558
Fax: (+36 1) 787 3558
office@katapultfilm.hu
katapultfilm.hu
Reference: Overnight (2007),
Bibliothèque Pascal (2009),
Apaches (2010)

Laokoon Film Arts Ltd.

Mr. Gábor Sipos
Managing Director
1136 Budapest Balzac u. 37.
Tel: (+36 1) 354 0491
Fax: (+36 1) 354 0492
laokoonfilm@laokoonfilm.com
laokoonfilm.com
Reference: Happy new life (2007),
Transmission (2009), Tender son –
The Frankenstein Project (2010)

Mediawave

Mr. György Durst
Producer
9028 Győr Soproni u. 45.
Tel: (+36 30) 950 5210
Fax: (+36 24) 475 011
durstgy@gmail.com
mediawave.hu
Reference: Bro (2002), A Guest of
Life (2006), The Hourglass (2007)

Megafilm

Mr. Gábor Kálomista
Managing Director
1116 Budapest Mesterházi u. 10.
Tel: (+36 1) 365 1750
Fax: (+36 1) 365 1755
megafilm@megafilm.hu
megafilm.hu

Merkelfilm

Ms. Ágnes Csere
Producer
1126 Budapest Németvölgyi út 19.
Tel: (+36 20) 943 1719
Fax: (+36 1) 214 4321
merkelfilm@merkelfilm.hu
iskasjourney.com
Reference: Iska's Journey (2007),
Summertime (East Side Stories)
(2009)

Mythberg

Ms. Judit Schmidt
Managing Director
1021 Budapest Budakeszi út 51
Tel: (+36 1) 416 7236
Fax: (+36 1) 416 7236
office@mythbergfilms.hu
mythbergfilms.hu
Reference: Children of the Green
Dragon (2010), Essential Killing (2010)

Next Station Productinos

Mr. Ádám Neményi
General Manager
1032 Budapest Bécsi út 126-128.
Tel: (+36 1) 430 0174
Fax: (+36 1) 240 9447
info@nextstation.hu
nextstation.hu
Reference: SOS Love (2007),
Made in Hungaria (2009),
Puskás Hungary (2009)

Pro Nobis Productions

Ms. Viola Juhászné Regéczy
General Manager
2013 Pomáz Kandó Kálmán u. 14.
Tel: (+36 26) 525 350
Fax: (+36 26) 525 351
pronobis@inext.hu
pronobis.hu
Reference: The Belgrade Phantom
(2008), Sweet Sixteen (2011)

Parabel Film Studio

Mr. Gábor N. Forgács
CEO
1122 Budapest Városmajor u.35
Tel: (+36 1) 201 0880
Fax: (+36 1) 201 0880
info@parabelstudio.com
parabelstudio.com
Reference: Dream.net (2009),
Bathory, the legend (2011),
Butterflies (2012)

Pioneer Pictures

Ms. Ildikó Kemény
Managing Director
1056 Budapest Molnár u. 53.
Tel: (+36 1) 411 3010
Fax: (+36 1) 411 3011
features@pioneer.hu
pioneer.hu

Playtime Ltd.

Mr. Gyula Nemes
Managing Director
1025 Budapest Pusztaszeri út 11–13.
Tel: (+36 20) 985 6277
nemes@absolutfilm.hu
Reference: Zero (2012)

Popfilm Ltd.

Mr. Károly Fehér
Managing Director, Producer
1061 Budapest Jókai tér 3.
Tel: (+36 1) 373 0784
Fax: (+36 1) 373 0785
popfilm@popfilm.hu
popfilm.hu
Reference: Sunstroke (2009), Cold
Shower (2010), Everybody Is Happy

Proton Cinema Ltd.

Ms. Viktória Petrányi
Head of Production
1137 Budapest Pozsonyi út 34.
Tel: (+36 1) 321 8178
Fax: (+36 1) 236 0935
office@protoncinema.hu
protoncinema.hu
Reference: Johanna (2005), Delta
(2008), Tender son-The Frankenstein
Project (2010)

SOS Merchandising Ltd.

Mr. Tamas Sas
Managing director
2014 Csobanka Ady Endre u. 75.
Tel: (+36 30) 961 8594
Fax: (+ 36 1) 209 5768
tamas.sas@gmail.com
soslovemovie.com
Reference: SOS LOVE! The million
dollar contract (2011)

Skyfilm

Ms. Évi Lenkefi
Coordinator
1026 Budapest Hűvösvölgyi út 35.
Tel: (+36 1) 175 3066
Fax: (+36 1) 175 3066
evi@skyfilm.hu
skyfilm.hu

T.T. Filmműhely

Mr. Gábor Tényi
Managing Director
1145 Budapest Róna utca 174.
Tel: (+36 1) 251 9969
Fax: (+36 1) 251 9969
ttfilmmuhely@t-online.hu
Reference: The Man from London
(2007), Fragment (2007), The Turin
Horse (2011)

Tivoli Filminvestments Ltd.

Mr. Péter Szekeres
Managing Director
1021 Budapest Hűvösvölgyi út 141.
Tel: (+36 1) 275 2320
Fax: (+36 1) 392 0094
k.hegyi@tivolifilm.hu
tivolifilms.com
Reference: Vespa (2010),
Eastern Wind: The Wind (2010),
Summer Street, End of the Line
(2011)

Unio Film

Mr. István Bodzsár
Managing Director, Producer
1125 Budapest Számóca u. 7/b
Tel: (+36 1) 310 7000
Fax: (+36 1) 310 7001
uniofilm@uniofilm.hu
uniofilm.hu
Reference: Adventurers(2008),
Lost Times (2009), The Exam (2011)

Új Európa 2010 Ltd.

Mr. András Ozorai
Director
1132 Budapest Visegrádi utca 82/a
Tel: (+36 1) 801 2725
ozorai@comunique.hu

Új Budapest Filmstúdió

Mr. László Kántor
Managing Director
1015 Budapest Donáti u.59.
Tel: (+36 1) 316 0943
Fax: (+36 1) 316 0943
ujbpfilm@ujbudapestfilmstudio.hu
ujbudapestfilmstudio.hu
Reference: Dallas Pashamende
(2005), Lost Persons Area (2009),
Isztambul (2011)



PRODUCTION COMPANIES / SHORT, DOCUMENTARY, TV

BGB Film Ltd.

Ms. Zsuzsa Böszörményi
Ms. Lívia Gyarmathy
Managing Directors
1126 Budapest Böszörményi út 3/a
Tel: (+36 20) 943 3250
Fax: (+36 1) 212 6172
bgb@t-online.hu

bgbfilm.com

Reference: Our stork (1999),
Guarded Secrets (2004), Last Bus
Stop (2007)

Chronicle Filmfoundation

Mr. Iván Lakatos
Producer
1145. Budapest Róna u. 174.
Tel, fax: (+36 1) 220 5431.
kronikafilm.lakatos@gmail.com

Campfilm Production

Ms. Sára László
Producer
1075 Budapest Károly körút 3/c.
Tel: (+36 20) 992 2655
office@campfilm.eu
campfilm.eu

Cinemart Ltd.

Mr. Ferenc Szohár
Producer
1145 Budapest Róna u.174.
Tel: (+36 30) 952 2940
cinemart3@gmail.com

Elaphant Studio Ltd.

Mr. András Tóth-Szőllős
CEO
1123 Budapest Alkotás utca 39/b.
Tel: (+36 20) 989 0228
regenfeld@hotmail.com
elefantfilm.hu
Reference: The real story of "English
Patient" – László Almásy (2001),
Gigantic flash – A titan-zaphire laser
in terrawatts (2009),
The photo album of family Zsolnay
(2010)

Filmdimenzió

Mr. Tamás Almási
Managing director
1137 Budapest Radnóti Miklós u. 40.
Tel: (+36 1) 340 4187
filmdimenzio@gmail.com

Flora Film International

Mr. Tibor Kocsis
Managing director
1075 Budapest Madács Imre út 8.
Tel/Fax: (+36 1) 342 7760
florafilm@florafilm.hu

Kreativ Media Workshop

Mrs. Józsefné Böjte
Director
1163 Budapest Havashalom u. 11.
Tel: (+36 30) 535 0874
Fax: (+36 1) 403 5395
bojte@t-online.hu, bojte@bojte.hu
kreativmediamuhely.hu
Reference: Transzcendence (2011),
Once upon the time (2011), The
legend of the Frescowillage (2012)

Media Mania Films

Ms. Eszter Nordin
Producer-director
1021 Budapest Budakeszi út 77
Tel: (+36 30) 9407 468
Fax: (+36 1) 200 4532
info@mediamaniafilms.com
mediamaniafilms
Reference: Parents with Limits
(2006), Gypsy Dreams (2009),
Behind the Curtain (2011)

Maxx Media / Dada Film

Mr. Sándor Gerebics
Artistic Director
H-1026 Budapest Garas u. 24/A.
Tel: (+36 1) 316 4078
Fax: (+36-1) 316 4078
maxxmedia@t-online.hu
maxxmedia
Reference: Flamentango, Close To
Africa, Wedding In India

PRODUCTION COMPANIES / ANIMATION

Animex Studio

Ms. Rita Dévényi Oláh Rita
Managing director
1088 Budapest Bródy Sándor u. 13.
Tel/Fax: (+36 1) 453 3391
animex@animex.hu
animex.hu

C.A.K.Ó. Studio

Mr. Ferenc Cakó
Managing director
2030 Érd Buxus u. 4.
ferenccako@gmail.com
ferenccako.com

Cinemon Entertainment Studios

Ms. Réka Temple
Managing director
1025 Budapest Szilfa u. 9.
Tel: (+36 1) 780 7751
Fax: (+36 1) 788 7962
studio@cinemon.hu
cinemon.hu

Feature Films for Families

Mr. Gyula Dévényi
Managing director
1142 Budapest Rákosszeg u. 23.
Tel: (+36 1) 453 3381
Fax: (+36 1) 453 3392
ffh@ffh.hu
ffh.hu

Firkafilm Animation Studio

Mr. Mundig László
Managing director
6000 Kecskemét Tatár sor 1/a
Tel: (+36 76) 491 115
Fax: (+36 76) 505 323
firkanim@mail.datanet.hu
firkafilm.com

KEDD Animation Studio

Mr. Géza M. Tóth
Head of Studio
1027 Budapest Frankel Leó utca 7.
Tel/Fax: (+36 1) 201 9118
kedd@kedd.net
kedd.net

KGB Studio

Mr. Béla Klingl
Managing director
1095 Budapest Soroksári út 48.
Tel/Fax: (+36 1) 782 5458
mail@kgbstudio.hu
kgbstudio.hu

Kecskemétfilm Ltd.

Mr. Ferenc Mikulás
managing director
6000 Kecskemét Liszt Ferenc u. 21.
Tel: (+36 76) 481 788
Fax: (+36 76) 481 787
kfilm@kecskemetfilm.hu

Lichthof Productions Ltd.

Mr. Erik Novák CEO
1013 Budapest Attila út 31.
Tel: (+36 30) 942 2124
Fax: (+36 1) 201 0270
egill@cene.hu
lichthof.hu

Magyar Rajzfilm Animation Production

Ms. Mezei Borbála
Managing director
1035 Budapest Kerék u. 80.
Tel/Fax: (+36 1) 250 0233
clarus-tax@t-online.hu
magyarrajzfilm.hu

Paja Film

Mr. Pál Tóth
Managing director
6724 Szeged Vág u. 3/b
Tel: (+36 62) 493 658
Fax: (+36 62) 493 658
pajafilm@digikabel.hu
w3.hdsnet.hu/pajafilm

Studi Ex-ist

Mr. Gábor Morvay
Managing director
2092 BudakesziFő u. 39.
Tel: (+36 20) 935 1112
Fax: (+36 23) 452 910
morvay@studioexist.hu
www.studioexist.hu

Studio Baestarts

Mr. András Erkel
Managing director
1036 Budapest Perc u. 6.
Tel: (+36 1) 567 8420
Fax: (+36 1) 567 8430
info@studiobaestarts.com
studiobaestarts.com

STUDIOS

Focus-Fox Studio

Mr. Gábor Ferenczy
Managing Director
1021 Budapest Hűvösvölgyi út 141.
Tel: (+361) 391 0700
Fax: (+36 1) 391 0719
info@focusfox.hu
focusfox.hu

Hungarian FilmLab

Mr. László Aradi
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1021 Budapest Budakeszi út 51.
Tel: (+36 1) 391 0500
Fax: (+36 1) 394 3968
labor@filmlab.hu
filmlab.hu

Korda Studios

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2091 Etyek P.O. Box. 3
Tel: (+36 22) 556 000
Fax: (+36 22) 223 583
film@kordastudio.hu
kordastudio.hu

MAFILM Co.

Mr. Ferenc Ormos
General Manager
1145 Budapest Róna utca 174.
Tel: (+36 1) 252 2870
Fax: (+ 36 1) 251 1080
mafilm@mafilm.hu
mafilm.hu

ORIGO Film Group Ltd.

Mr. Ákos Erdős
Managing Director
1151 Budapest Felsőkeret u. 9.
Tel: (+36 1) 327 0590
Fax: (+36 1) 327 0599
info@origofilmgroup.com
origofilmgroup.com

Stern Studio Ltd.

Mr. Róbert Szabados
Managing Director
2013 Pomáz Bihari János u.1.
Tel: (+36 30) 683 2911
Fax: (+36 1) 266 60 57
peter@sternfilm.com
sternfilm.com

Abacus-Consult Ltd.

Mr. Tamás Csutak
General Manager
1061 Budapest Andrásy út 10
Tel: (+06 1) 413 1009
Fax: (+06 1) 413 1008
info@abacusconsult.hu
abacusconsult.hu

Concorde Film Trust

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1123 Budapest Alkotás u. 50.
Tel: (+36 1) 489 2310
Fax: (+36 1) 489 2201
v.hernadi@con.hu
a.gajdics@con.hu
www.con.hu

RC Management Ltd

Mrs. Gecséné dr. Ágnes Kiss
CEO
1075 Budapest Madách Imre út
13-14. B
Tel: (+36 1)483 2070
Fax: (+36 1)483 2071
info@rcc.hu
rcmanagement.hu

Solve Art Ltd.

Ms. Lea György, Ms. Réka Kálóczy
Managing Directors
1015 Budapest Batthyány u. 26.
info@solveart.hu
Reference:Buds in ice (2009),
Ludmilla (2010), Peanut (2011)



EUROPA CINEMAS

MEDIA-PROGRAMME OF THE EUROPEAN UNION

Founded in 1992 with funding from the MEDIA programme and from the Centre National de la Cinématographie, Europa Cinemas is the first film theatre network focusing on European films.

Its objective is to provide operational and financial support to cinemas that commit themselves to screen a significant number of European non-national films, to offer events and initiatives as well as promotional activities targeted at Young Audiences and to screen digital European films.

Europa Cinemas is present in more than half of all European towns of more than 150,000 inhabitants.

Thanks to the support of Eurimages and the French Ministry of Foreign and European Affairs, the influence of Europa Cinemas extends to Eastern European countries, to the Balkans and to Turkey.

Europa Cinemas also supports exhibition and distribution of European films in Asia, Latin America and the southern Mediterranean countries within the scope of MEDIA International and of the support of the European Union towards outside MEDIA countries.

HUNGARIAN CINEMAS SUPPORTED BY EUROPA CINEMAS IN 2011

BUDAPEST

ODEON-LLOYD Cinema

Hollán Ernő u. 7.

H- 1136 Budapest

tel: +36 1 329 2064

fax: +36 1 349 27 76/101

odeon-lloyd.hu

odeonlloyd.com

odeonlloyd@chello.hu

Screens: 1 / Seats: 101

Date of entry into the network: 2006

KINO Cinema (ex-Szindbád)

Szent István krt. 16.
H- 1137 Budapest
tel: +36 1 20 366 9631
fax: +36 1 269 1915
akino.hu
info@akino.hu
Screens: 2 / Seats: 134
Date of entry into the network: 2004

CIRKO-GEJZÍR Cinema

Balassi Bálint u. 15-17.
H- 1055 Budapest
tel: +36 1 269 19 15
fax: +36 1 269 19 15
cirkofilm.hu
cirkofilm@cirkofilm.hu
Screens: 2 / Seats: 90
Date of entry into the network: 2006

MŰVÉSZ Cinema

Tereztér krt. 30.
H-1073 Budapest
tel: +36 1 33 26 726
fax: +36 1 31 12 687
artmozi.hu/muvesz/muvesz.html
korosvolgyi.zoltan@bpfilm.hu
Screens: 5 / Seats: 467
Date of entry into the network: 2004

TOLDI Cinema

Bajcsy-Zsilinszky u. 36-38.
H-1054 Budapest
tel: +36 1 472 0397
fax: +36 1 472 0398
toldimozi.hu
korosvolgyi.zoltan@bpfilm.hu
Screens: 2 / Seats: 267
Date of entry into the network: 2004

URÁNIA National Film Theatre

Rákóczi út 21.
H-1088 Budapest
tel: +36 1 486 3420
fax: +36 1 486 34 29
urania-nf.hu
info@urania-nf.hu
Screens: 3 / Seats: 548
Date of entry into the network: 2004

PUSKIN Cinema

Kossuth Lajos u. 18.
H-1053 Budapest
tel: +36 1 318 66 28
fax: +36 1 429 60 99
budapestfilm.hu
korosvolgyi.zoltan@bpfilm.hu
Screens: 3 / Seats: 365
Date of entry into the network: 2004

VÖRÖSMARTY Cinema

Üllői út 4.

H-1085 Budapest

tel: +36 1 317 4542

fax: +36 1 317 26 88

facebook.com/vorosmartymozi

vorosmartymozi@gmail.com

Screens: 2 / Seats: 176

Date of entry into the network: 2004

CEGLÉD

URÁNIA Cinema

Batthyány u. 1. P.O. Box 26

H- 2700 Cegléd

tel, fax: +36 53 310 950

mozicegled.hu

ctv@ctv.hu

Screens: 2 / Seats: 344

Date of entry into the network: 2006

DEBRECEN

APOLLO Art Cinema

Miklós u. 1.

H-4025 Debrecen

tel: +36 5 241 78 47

fax: +36 5 241 78 47

fonixinfo.hu

info@fonixinfo.hu

Screens: 3 / Seats: 314

Date of entry into the network: 2005

KECSKEMÉT

OTTHON Cinema

Kossuth tér 4.

H-6000 Kecskemét

tel: +36 76 481686

fax: +36 76 481523

otthon-mozi.hu

otthonmozi@kio.hu

Screens: 1 / Seats: 234

Date of entry into the network: 2007

MISKOLC

URÁNIA Cinema

Rákóczi u. 5.

H-3530 Miskolc

tel: +36 46 507 573

fax: +36 46 412 228

cinemis.hu

info@cinemis.hu

Screens: 1 / Seats: 140

Date of entry into the network: 2007

NYÍREGYHÁZA

KRÚDY GYULA Art Cinema

Országzászló tér 8.

H-4400 Nyíregyháza

tel: +36 42 506 342

fax: +36 42 408 700

krudyart.egzinet.hu

krudyart@vacimuv.hu

Screens: 1 / Seats: 160

Date of entry into the network: 2004

PÉCS

APOLLO Arthouse Cinema

Perczel u. 22.

H-7621 Pécs

tel, fax: +36 72 212604

<http://www.apolloartmozi.hu>

cirkofilm@cirkofilm.hu

Screens: 2 / Seats: 145

Date of entry into the network: 2006

URÁNIA Cinema

Hungária út19.

H-7624 Pécs

tel: +36 72 511 732

fax: +36 72 511 733

<http://www.pecstv.hu/mozi/>

hirado@pecstv.hu

Screens: 1 / Seats: 400

Date of entry into the network: 2004

SZEGED

BELVÁROSI Cinema

Vaszy Viktor tér 3.

H-6720 Szeged

tel: +36 62 54 31 85

fax: +36 62 54 31 86

<http://www.belvarosimozi.hu>

belvarosimozi@ihrk.hu

Screens: 3 / Seats: 714

Date of entry into the network: 2004

SZOLNOK

TISZA Cinema

Templom u. 4.

H-5000 Szolnok

tel: +36 56 424 910

fax: +36 56 420 038

<http://www.tiszamozi.hu>

istvan.demeter@tiszamozi.hu

Screens: 2 / Seats: 194

Date of entry into the network: 2004

SZOMBATHELY

SAVARIA Film Theatre

Mártírok tere 1.

H-9700 Szombathely

tel: +36 94 312 280

fax: +36 94 312 280

<http://www.agorasavaria.hu>

info@agora-savaria.hu

Screens: 2 / Seats: 579

Date of entry into the network: 2006

ABOUT MEDIA

■ 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 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 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

Similarly to the earlier stages of MEDIA Programme, MEDIA 2007 will focus 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 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, Switzerland, Croatia and Bosnia and Herzegovina. 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 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 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.

The official website of the MEDIA Programme:

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

■ MEDIA MUNDUS

The MEDIA Mundus programme (2011-2013, 15 M€) capitalizes on the growing interest and the opportunities offered by global cooperation of the audiovisual industry. It increases consumer choice by bringing more culturally diverse products to European and international markets. It also creates new business opportunities for audiovisual professionals from Europe and around the globe.

■ 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

■ WHAT IS THE CREATIVE EUROPE PROGRAMME?

The Creative Europe programme would support European cinema and the cultural and creative sectors, enabling them to increase their contribution to jobs and growth. With a proposed budget of €1.8 billion for the period 2014-2020, it would support tens of thousands of artists, cultural professionals and cultural organisations in the performing arts, fine arts, publishing, film, TV, music, interdisciplinary arts, heritage, and the video games industry, allowing them to operate across Europe, to reach new audiences and to develop the skills that are needed in the digital age. By helping European cultural works to reach new audiences in other countries, the new programme will also contribute to safeguarding and promoting Europe's cultural and linguistic diversity.

■ WHY DOES EUROPE NEED A CREATIVE EUROPE PROGRAMME?

Culture plays a major role in the economy of EU-27. EU studies have found that the cultural and creative industries account for around 4.5% of EU GDP and 3.8% of employment (8.5 million jobs and many more if account is taken of spill-over into other sectors). Research shows the sectors' impressive growth potential: between 2000 and 2007, employment in these sectors grew by an average of 3.5% a year, compared to 1% in the overall EU-27 economy. Employment growth rates in the US and China in these sectors were also rapid, averaging nearly 2% a year. Europe is by far the world leader for exports of creative industry products. To retain this position we need to invest in the sectors' capacity to operate across borders.

Creative Europe responds to this need, with a more strategic approach and plans to target investment where the impact will be greatest.

Creative Europe takes account of the challenges created by globalisation, in particular the impact of digital technologies, which are changing how cultural works are made, distributed, and accessed, as well as transforming revenue streams and business models. But these developments also create opportuni-

ties for the European cultural and creative industries and the programme seeks to help them seize these opportunities, so that they benefit from the digital shift and create more international careers and employment opportunities.

■ WHY IS THE COMMISSION PROPOSING TO MERGE THE EXISTING CULTURE, MEDIA AND MEDIA MUNDUS PROGRAMMES IN A SINGLE PROGRAMME?

These sectors face similar challenges, including market fragmentation resulting from cultural and linguistic diversity, globalisation and the digital shift, as well as severe difficulties in accessing commercial lending.

They also have similar needs in terms of safeguarding and promoting cultural and linguistic diversity, and strengthening their competitiveness in order to contribute to jobs and growth.

However the Commission recognises that the structure of these sectors is also diverse. That's why it is proposing a single framework programme, but with separate strands to provide appropriate support.

■ HOW WILL CREATIVE EUROPE DIFFER FROM THE CURRENT MEDIA AND CULTURE PROGRAMMES? WILL THESE NAMES DISAPPEAR?

The Creative Europe programme will combine the current separate support mechanisms for the culture and audiovisual sectors in Europe in a 'one-stop shop' open to all the cultural and creative industries.

However, it will continue to address the particular needs of the audiovisual industry and the other cultural and creative sectors through its specific Culture and MEDIA strands. These will build on the success of the current Culture and MEDIA programmes.

In addition, it will create a new financial guarantee facility which will enable small operators to access up to €1 billion in bank loans.

■ WHAT WILL THE PROGRAMME ACHIEVE?

The Commission estimates that, in 2014-2020, at least 8,000 cultural organisations and 300 000 artists, cultural professionals and their works would receive support to cross borders and acquire the experience which will help them to develop international careers. The programme will also support the translation of more than 5,500 books and other literary works.

The MEDIA strand will support the worldwide distribution of more than 1,000 European films, via traditional and digital platforms; it will also provide funding for audiovisual professionals to help them access and successfully work in international markets, and will foster the development of films and other audiovisual works with a potential for cross-border circulation.

There is a lot to build on: thanks in part to MEDIA support, the proportion of European films among all newly released films in European cinemas grew from 36% in 1989 to 54% in 2009. The Europa Cinemas network, comprising over 2,000 screens in mostly independent cinemas, helps to ensure a broad and diverse mix of films for audiences in 475 cities. Their films attracted 59 million admissions in 2009 compared to 30 million in 2000.

■ WHAT CHALLENGES IS THE PROGRAMME TACKLING?

The cultural and creative industries do not currently make the most of the Single Market. One of the difficulties the sector faces is language: the European Union has 23 official languages, 3 alphabets and approximately 60 officially recognised regional and minority languages. This diversity is part of Europe's rich tapestry but it hinders efforts by authors to reach readers in other countries, for cinema or theatre goers to see foreign works, and for musicians to reach new listeners. A Eurobarometer survey (2007) has shown that only a minority of Europeans watch foreign language TV or films and only 7% read foreign language books.

A stronger focus on support for audience building and on the sectors' capacity to interact with audiences more directly, for example through media literacy initiatives or new interactive online tools, has the potential to open up many more non-national works to the public. The Commission estimates that well

over 100 million people will be reached directly or indirectly through the projects supported by Creative Europe.

■ HOW WILL CREATIVE EUROPE BE MANAGED?

Creative Europe will be a simpler, easily recognisable and accessible gateway for European cultural and creative professionals, regardless of their artistic discipline and it will offer support for international activities within and outside of the EU. The current system of management, through the Education, Culture and Audiovisual Executive Agency, will continue.

■ ARE INDIVIDUALS ELIGIBLE TO APPLY FOR FUNDING?

Creative Europe will not be open to applications from individuals. But around 300 000 individual artists and cultural professionals, as well as training institutions, will be reached through the projects submitted by cultural organisations. This is a much more cost-effective way to achieve results and a lasting impact.

■ WHICH COUNTRIES ARE ELIGIBLE TO APPLY FOR FUNDING?

Creative Europe will be open to Member States, as well as the European Free Trade Association (EFTA) countries (Iceland, Liechtenstein, Norway and Switzerland), EU accession and candidate countries, potential candidates and neighbourhood countries. Other countries may be involved in specific actions. Currently, EU Member States, the EFTA countries, Croatia, Turkey, Former Yugoslav Republic of Macedonia, Serbia, Montenegro and Bosnia-Herzegovina are participating in the Culture Programme.

EU Member States, Croatia, Iceland, Liechtenstein, Norway and Switzerland participate in the MEDIA Programme.

■ WHAT WOULD HAPPEN TO MEDIA MUNDUS?

MEDIA Mundus, the existing programme which supports cooperation between European and international professionals and the international distribution of European films, will be integrated into the MEDIA strand of Creative Europe.

■ CREATIVE EUROPE WILL INCLUDE A CROSS-SECTORAL SUB-PROGRAMME. WHAT DOES THIS INVOLVE?

This sub-programme will consist of two parts: a financial guarantee facility, managed by the European Investment Fund, to make it easier for small operators to access bank loans; and funding to support studies, analysis and better data collection to improve the evidence-base for policy-making

■ IS IT NOT MORE EFFICIENT TO PROVIDE DIRECT GRANTS TO BENEFICIARIES INSTEAD OF OFFERING TO GUARANTEE PART OF THEIR BANK LOANS?

A guarantee facility has a high multiplier effect and attracts extra funding from investors thanks to risk sharing with the EU. This can already be observed from the current MEDIA Production Guarantee Fund, where the EU contribution of €2 million has already generated loans to film producers worth €18 million.

■ WHY IS IT NECESSARY TO SET UP A SPECIAL GUARANTEE FUND FOR THE CULTURAL AND CREATIVE SECTORS? COULDN'T THE COMPETIVENESS AND INNOVATION FRAMEWORK PROGRAMME OR RISK SHARING FINANCIAL FACILITY FOR RESEARCH COVER THESE SECTORS?

The existing initiatives do not take account of the additional barriers that cultural and creative SMEs face in accessing finance:

Most of their assets – such as intellectual property rights – are intangible; Creative products are generally not mass-produced. Every film, book, opera, videogame can be seen as a unique prototype;

The demand for financial services from cultural and creative SMEs is often not substantial enough for banks to find them commercially appealing and to develop the expertise required to understand their risk profile properly.

Due to these issues, other European financial instruments have not been able to support those sectors and therefore a specific financial instrument is needed.

Hungarian MEDIA Results 2011

Call No.	Company	Project	MEDIA support (EUR)
TV Broadcasting			
20/2010	Titan Films	Titanic	250 000
Total:			250 000
Development / Single Projects			
25/2010	Cameo Film	Hier	59 000
25/2010	Campfilm	Cain's Children	30 000
25/2010	Filmteam	Heaven Consulting	57 000
25/2010	Print KMH	Afterlife	40 000
25/2010	Tivoli Film	Fever at Dawn	60 000
Total:			246 000
i2i Audiovisual			
27/2010	Lichthof Productions	Egill: The Last Pagan	20 408
Total:			20 408
Distribution / Selective Scheme			
29/2010	Anjou-Lafayette	Aurora (RO)	4 000
29/2010	Anjou-Lafayette	Neka Ostane Medju Nama (HR)	5 500
29/2010	Anjou-Lafayette	Seraphine (FR)	3 000
29/2010	Anjou-Lafayette	Knerten Gifter Seg (NO)	3 500
29/2010	Anjou-Lafayette	The Black power Mixtape 1967-1975 (SE)	2 000
29/2010	Anjou-Lafayette	The Mill and the Cross (SE)	2 000
29/2010	Anjou-Lafayette	Apflickorna	4 000
29/2010	Anjou-Lafayette	Buna! Ce Faci?	4 000
29/2010	Anjou-Lafayette	Marieke, Marieke	2 000
29/2010	Anjou-Lafayette	Robert Michum est Mort	3 000
29/2010	Budapest Film	Buried (ES)	10 000
29/2010	Budapest Film	You Will Meet a Tall Dark Stranger (UK)	8 000
29/2010	Budapest Film	The Iron Lady	5 000
29/2010	Cinefil Co	Attenberg (GR)	3 000
29/2010	Cinefil Co	La Solitudine Dei Numeri Primi (IT)	2 000
29/2010	Cinetel	The Woman in the Fifth	4 000

→ Hungarian MEDIA Results 2011

Call No.	Company	Project	MEDIA support (EUR)
29/2010	Cirko Film - Másképp Alapítvány	Drei (DE)	4 000
29/2010	Cirko Film - Másképp Alapítvány	Angele et Tony (FR)	5 000
29/2010	Cirko Film - Másképp Alapítvány	Cirkus Columbia (BE)	5 500
29/2010	Cirko Film - Másképp Alapítvány	Des Hommes et Des Dieux (FR)	4 000
29/2010	Cirko Film - Másképp Alapítvány	Eu Cand Vreau Sa Fluier, Fluier (RO)	4 000
29/2010	Cirko Film - Másképp Alapítvány	The Human Resources Manager (DE)	5 000
29/2010	Cirko Film - Másképp Alapítvány	Amador (ES)	3 000
29/2010	Cirko Film - Másképp Alapítvány	Benda Bilili! (FR)	2 000
29/2010	Cirko Film - Másképp Alapítvány	Gianni e Le Donne (IT)	3 000
29/2010	Cirko Film - Másképp Alapítvány	Kongen av Bastoy (NO)	3 000
29/2010	Cirko Film - Másképp Alapítvány	Sound of Noise (SE)	2 000
29/2010	Cirko Film - Másképp Alapítvány	Tomboy (FR)	2 500
29/2010	Cirko Film - Másképp Alapítvány	Wer Wenn Nicht Wir (DE)	3 000
29/2010	Cirko Film - Másképp Alapítvány	Another Year	2 000
29/2010	Cirko Film - Másképp Alapítvány	Habemus Papam	4 000
29/2010	Cirko Film - Másképp Alapítvány	Le Havre	4 000
29/2010	Cirko Film - Másképp Alapítvány	Melancholia	4 000
29/2010	Cirko Film - Másképp Alapítvány	Oslo, 31. August	3 000
29/2010	Cirko Film - Másképp Alapítvány	Submarine	4 000
29/2010	Cirko Film - Másképp Alapítvány	Sykt Lykkelig	4 000
29/2010	Cirko Film - Másképp Alapítvány	Tambien la Lluvia	3 000
29/2010	Cirko Film - Másképp Alapítvány	Tyronnasaur	2 000
29/2010	Mozinet	Le Gamin au Velo	2 700
29/2010	Odeon	Slovenka (SI)	1 500
29/2010	Ristretto Distribution	Potiche	7 600
29/2010	Szuez Film	Io Sono l'Amore (IT)	3 000
29/2010	Szuez Film	Mine Vaganti (IT)	3 000
29/2010	Vertigo Média	Isolerad	2 500
29/2010	Vertigo Média	Michael	3 000
Total:			164 300

Audiovisual Festivals

31/2010	Mediawave	"Another Connection" International Film Festival 2011"	15 000
Total:			15 000

Call No.	Company	Project	MEDIA support (EUR)
Distribution / Automatic Scheme			
01/2011	Anjou-Lafayette		13 725
01/2011	Best Hollywood		5 986
01/2011	Budapest Film		85 460
01/2011	Cirko Film - Másképp Alapítvány		31 534
01/2011	Corner Film		3 411
01/2011	Mozinet		15 739
01/2011	Szuez Film		22 807
Total:			178 662
Initial Training			
02/2011	Moholy-Nagy Művészeti Egyetem (MOME) (Coordinator: VIA University College, DK)	Animation Sans Frontieres	186 000
02/2011	MOME (Coordinator: CARTOON, BE)	Training for Trainers	60 000
02/2011	MOME (Coordinator: University of Wales, Newport, UK)	Transform@Lab	70 000
02/2011	MOME (Coordinator: COFAC - Universidade Lusófona, PT)	ESSEMBLE	200 000
02/2011	MOME (Coordinator: Centro Studi Holden, IT)	ADAPT LAB	80 000
02/2011	Színház- és Filmművészeti Egyetem (SZFE) (Coordinator: FAMU, CZ)	MIDPOINT - Central European Pitch Center	150 000
02/2011	SZFE (Coordinator: London International Film School, UK)	European Low Budget Film Forum	60 000
02/2011	SZFE (Coordinator: National Film School of Denmark, DK)	European Cross Media Academy	120 000
Total:			926 000
Video on Demand / Digital Cinema Distribution			
06/2011	Daazo Film- és Médiaszolgáltató Kft. Dazoo.com		109 735
Total:			109 735
Europa Cinemas 2010		Cinemas in Hungary (see page 38)	191 237
Total:			191 237
Total MEDIA award:			2 101 342

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