

CREATIVE EUROPE MEDIA

BELGIUM: Selection Results 2019



Menceur Papier © A Private View



Creative Europe

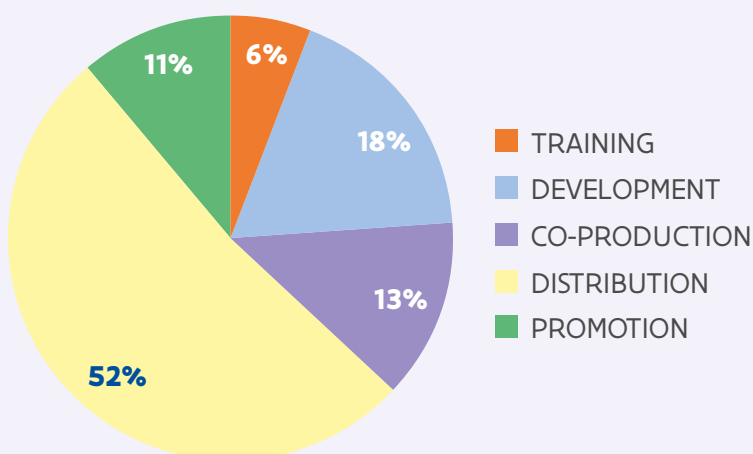
Creative Europe is the 7-year European Commission’s subsidy programme (2014-2020) for the promotion of international co-operation in the cultural, creative and audiovisual sectors with a total budget of 1.46 billion euro.

Creative Europe consists of three sub-programmes:

1. a MEDIA sub-programme in support of the audiovisual sector
2. a Culture sub-programme in support of the cultural and creative sectors
3. a Cross-sectoral component, including resources for policy co-operation, cross-sectoral activities and the Financial Guarantee Facility.

In 2019 more than **124 million euro** was spent on the MEDIA sub-programme, almost 12 million euro more than in 2018.

BREAKDOWN OF THE OVERALL CREATIVE EUROPE MEDIA SUPPORT IN 2019



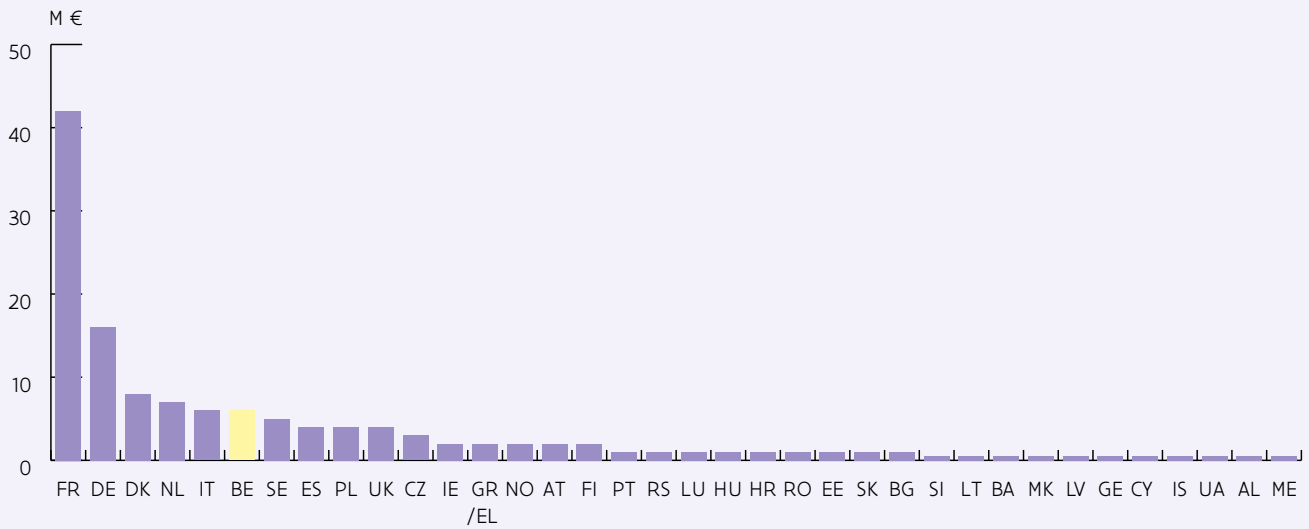
Almost 5.5 million euro direct MEDIA support for Belgium

BREAKDOWN OF THE CREATIVE EUROPE MEDIA SUPPORT FOR BELGIUM IN 2019



BREAKDOWN OF SUCCES RATES OF THE CREATIVE EUROPE MEDIA APPLICATIONS FROM BELGIUM AND SUPPORT FOR BELGIUM

Media sector Work field	EU applications	Supported EU projects	Selection rate (EU)	Totals EU grants	BE applications	Supported BE projects	Selection rate BE projects	BE rate/ total EU	Totals BE granted
TRAINING									
Training (Year 2)	46	46	100%	7,366,668 €	1	1	100%	4.8%	350,000 €
DEVELOPMENT									
Single Projects	638	135	21%	5,385,000 €	21	3	14%	1.9%	100,000 €
Slate Funding	178	74	42%	13,010,039 €	16	6	38%	7.4%	961,500 €
Video Games	139	31	22%	3,817,924 €	2	1	50%	3.6%	138,000 €
CO-PRODUCTION									
TV Programming	93	44	47%	14,073,654 €	3	3	100%	6.4%	904,135 €
Coproduction Funds	7	4	57%	2,075,000 €	1	0	0%	0%	0 €
DISTRIBUTION									
Automatic - Gen. & Reinvest. (Call 05/2018)	292	258	88%	18,999,990 €	18	18	100%	5.6%	1,069,710 €
Automatic - Reinvestment	310	310	100%	4,935,303 €	6	6	100%	3.0%	150,460 €
Selective Support	49	20	41%	10,456,110 €	0	0	*		*
Sales Agents - Gen. & Reinvest. (Call 01/2018)	42	29	69%	2,599,983 €	0	0	*		*
Sales Agents - Reinvestment (Call 01/2017)	39	39	100%	1,753,595 €	0	0	*		*
Cinemas Network	1	1	100%	13,171,400 €	*	*	*		*
Promotion of EU Audiovisual works online	79	38	48%	12,291,252 €	2	2	100%	5.9%	730,000 €
PROMOTION									
Festivals	184	75	41%	3,511,000 €	9	4	44%	3.8%	134,000 €
Cinema Literacy	9	1	11%	1,000,000 €	1	0	0%	0%	0 €
Access to Markets	88	49	56%	6,998,768 €	7	4	57%	12.9%	904,300 €
MEDIA Stands	7	7	100%	2,769,926 €	*	*	*		*
TOTAL	2,201	1,161		124,215,612 €	87	48		4.4%	5,442,105 €



With almost 5.5 million euro MEDIA support for Belgium, the 2019 results were lower in comparison with the exceptional year of 2018 (7,791,131 euro). However, Belgium still ranks high: 6th in Europe on a total of 39 participating countries, behind France, Germany, Denmark, The Netherlands and Italy, receiving about 4.4 % of the total European budget in 2019.

Top ranking

- 1. France: 41,602,503 euro
- 2. Germany: 16,278,188 euro
- 3. Denmark: 7,779,961 euro
- 4. The Netherlands: 6,873,388 euro
- 5. Italy: 6,132,805 euro
- 6. Belgium: 5,442,105 euro



De Patrick © Savage Film

Almost 6.7 million euro of MEDIA support to the Belgian audiovisual sector

Overall, the Belgian audiovisual sector received a total of **6,653,223 euro** of direct and indirect MEDIA support in 2019.

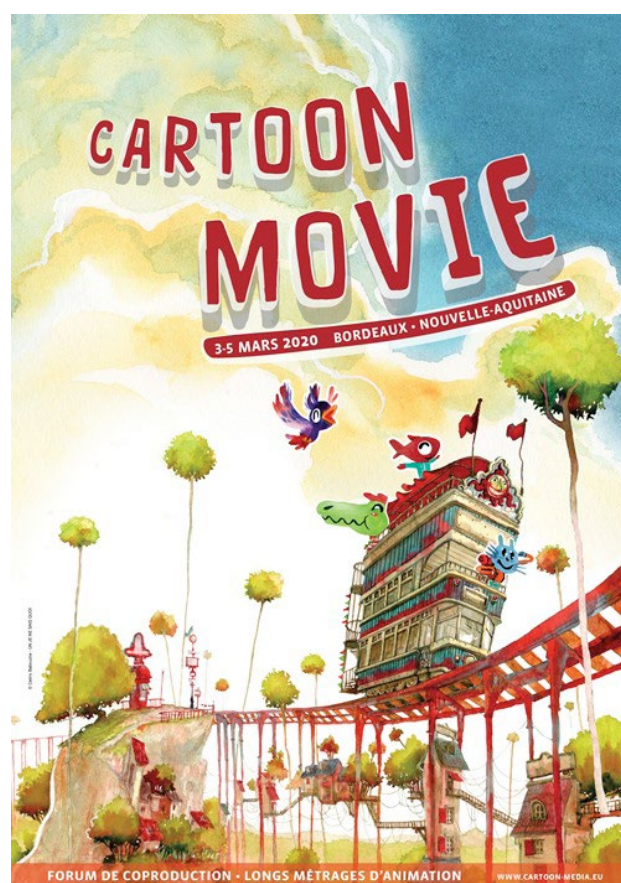
In addition to the **direct subsidy** of **5,442,105 euro**, an extra **indirect support** of **324,866 euro** was assigned to the 33 Belgian cinemas that are members of Europa Cinemas. In addition, Belgian films received **482,880 euro** support for distribution abroad. An extra **403,372 euro** reached Belgian Distributors for the distribution of non-national European films via Sales Agents as part of the *Selective Distribution Support* call.

Training

One Belgian Project Receives Support for Providing Training

MEDIA invests in talent development through subsidies to European training initiatives. In 2019, all 46 submitted European training initiatives received a support of almost **7.5 million euro**.

One Belgium based initiative, **CARTOON Masters** (Business, Digital & Springboard), received a support of **350,000 euro** for the second year of its framework agreement.



Development

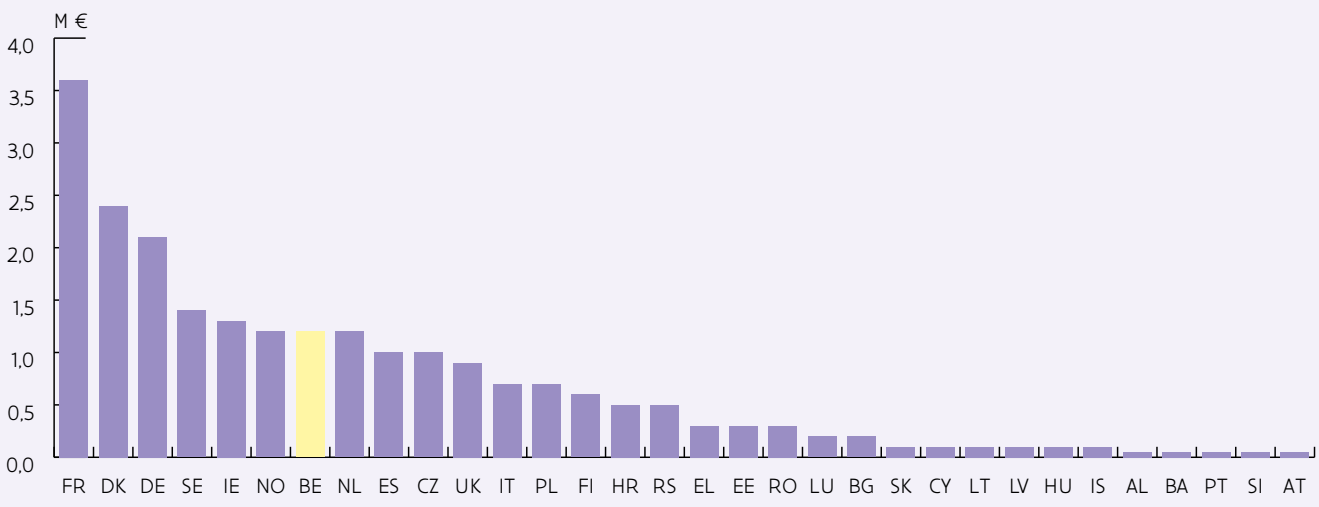
1.2 Million euro of MEDIA support for the Development of Belgian Audiovisual Content and Videogames

With a total of **22,212,963 euro**, Creative Europe MEDIA supported in 2019 the development of European feature films, TV series and interactive works (fiction, animation, creative documentaries) intended for cinematic release, the purpose of television or digital platform exploitation. This happens within 3 schemes: *Single Project Development*, *Slate Funding Development* (3 to 5 projects, with optional a short film) and *Development of Narrative Video Games*.

In 2019, **1,199,500 euro** were invested in Belgian projects developed by **10 Belgian production companies**. With almost **1.2 million euro MEDIA development support for Belgium**, the 2019 results were lower in comparison with the exceptional year of 2018 (2,024,833 euro). However, Belgium still ranks high: **7th in Europe** on a total of 39 participating countries, behind France, Denmark, Sweden, Ireland and Norway.

Top ranking:

- 1. France: 3,620,512 euro
- 2. Denmark: 2,365,000 euro
- 3. Germany: 2,142,151 euro
- 4. Sweden: 1,435,000 euro
- 5. Ireland: 1,305,958 euro
- 6. Norway: 1,229,498 euro
- 7. Belgium: 1,199,500 euro



Single Projects

Production Company	Title	Grant €
Bo Films	Fortress	50,000 €
Domino Production	Game of Truth	25,000 €
Visualantics Productions	Sunrise Kids	25,000 €
TOTAL		100,000 €

Slate Funding

Production Company	Grant €
A Private View	150,000 €
Artemis Productions	152,500 €
Iota Production	175,000 €
Les Films de la Passerelle	74,000 €
Savage Film	210,000 €
Versus Production	200,000 €
TOTAL	961,500 €

Video Games

Production Company	Title	Grant €
Fishing Cactus	Wormworld	138,000 €
TOTAL		138,000 €



Co-production

904,000 euro Production Support for Belgian TV Programming

MEDIA supports for a total of **16,148,654 euro** the production of European drama films, animation, creative documentaries (one-off or series) for the purpose of television exploitation on both linear and non-linear services.

In 2019, **3 Belgian productions** were MEDIA supported for a total amount of **904,135 euro**.

Production Company	Title	Grant €
De Mensen	Beau Séjour 2	500,000 €
Lunanimine	Ollie	239,135 €
Mockingbird Productions	Meneer Papier (Mister Paper)	165,000 €
TOTAL		904,135 €

Distribution

Each year, about half of the total MEDIA budget is dedicated to distribution support. In 2019, European distributors, sales agents and the Europa cinemas network received a total of **64,389,632 euro**. This is roughly **52%** of the total MEDIA budget in 2019.



Automatic Distribution Support

European distributors or sales agents can apply for automatic distribution support. This support is calculated on the basis of the number of cinema tickets sold during the previous year. This amount can subsequently be invested in the co-production, minimum guarantees or promotion and release campaigns of non-national European films. In 2019, **18 Belgian distributors** generated and reinvested **1,220,170 euro** in 24 projects.

Distributor	Type or Name of Project	Grant €
Alternative Films	Generation and Reinvestment	94,382 €
Athena Films	Generation and Reinvestment	94,440 €
Belga Films	Generation and Reinvestment	245,094 €
Cherry Pickers Filmdistributie België	Generation and Reinvestment	15,611 €
CINEART Cineart	Generation and Reinvestment	159,367 €
Cinemien	Generation and Reinvestment	24,878 €
	WERK OHNE AUTOR	51,091 €
DISTR17	Generation and Reinvestment	71,072 €
Imagine Film Distribution	Generation and Reinvestment	21,310 €
JEF	Generation and Reinvestment	49,023 €
	GORDON & PADDY	16,471 €
Kinepolis Film Distribution	Generation and Reinvestment	75,482 €
Les Grignoux	Generation and Reinvestment	21,174 €
Lumiere Publishing	JOSEP	13,500 €
	Generation and Reinvestment	62,866 €
	LA NAISSANCE DES ARBRES	3,000 €
	FUNAN LE PEUPLE NOUVEAU	12,224 €
O'Brother Distribution	Generation and Reinvestment	24,090 €
Santa Fe Productions	Generation and Reinvestment	20,034 €
	GLASS ROOM	54,174 €
September Film Distribution	Generation and Reinvestment	30,743 €
Telescope Film Distribution	Generation and Reinvestment	14,291 €
The Searchers	Generation and Reinvestment	17,434 €
Vertigo Films Distribution	Generation and Reinvestment	28,419 €
TOTAL		1,220,170 €

Selective Distribution Support

Sales agents can apply for selective distribution support for the promotion and distribution costs of non-national European films. Since 2019, the *Selective Distribution Support* scheme has changed. Instead of giving the support directly to the distributors, the subsidy is given to Sales Agents, who divide the amount over a group of distributors for the distribution of non-national European films. In 2019, a total of 20 European films received a total of almost 10.5 million euro distribution support. 14 of those films were distributed by Belgian distributors, who indirectly received a total of **403,372 euro** support via their sales agent. This is another indirect support to Belgian audiovisual sector.

MORE THAN 480,000 EURO FOR THE EUROPEAN DISTRIBUTION OF 11 BELGIAN FILMS

Title Belgian Film	Country of Distribution	Grant €
Adoration	FR	20,000 €
Cleo	NL	12,000 €
Coureur	IT	14,000 €
De Patrick	NL	22,467 €
Es war Einmal in Deutschland (Aka David un die Teilacher)	HR	3,402 €
Girl	DE	90,000 €
	LT	840 €
	BG	1,200 €
	SL	400 €
	EE	630 €
La Naissances des Arbres	NL	12,000 €
	BE	3,000 €
Le Jeune Ahmed	FR	240,524 €
Spider in the web	NL	8,000 €
	GR	12,573 €
The Queen's Corgi	SK	12,000 €
	CZ	18,000 €
	SK	9,344 €
Zooks	DE	2,500 €
TOTAL		482,880 €

Promotion of European Works Online

This subsidy supports transnational marketing, branding and distribution of audio-visual works on all other non-theatrical platforms and promotes new distribution modes in order to foster the development of new business models.

Overall, **12,291,252 euro** was invested in **38 European projects**.

In 2019, **2 Belgian projects** received a total amount of **730,000 euro**.

Organisation	Project	Grant €
Cineuropa	Cineuropa.org the site for European cinema	280,000 €
Universcience	UnCut Benelux 2020	450,000 €
TOTAL		730,000 €

Almost 325,000 euro to Belgian Cinema's via Europa Cinemas

Europa Cinemas is a network consisting of 1,243 cinemas (3,123 screens) across 43 European countries. The network provides operational and financial support to theatre managers to program a significant part of non-national European films and to organize activities for young audiences. In total, **33 Belgian cinemas** are members of the network and they received a total support of **324,866 euro**.

Promotion

4 Belgian Festivals Supported by the MEDIA Programme

MEDIA also invests in film festivals with a clear focus on European film programming.

In 2019 more than **3.5 million euros** was channeled to **75 European Film festivals**.

134,000 euro went to **4 Belgian festivals**.

Organisation	Festival	Grant €
Folioscope	Anima 2020	41,000 €
Fonk	Leuven International Short Film Festival	25,000 €
JEF	JEF Festival 2020	35,000 €
Un Soir... Un Grain	Brussels Short Film Festival	33,000 €
TOTAL		134,000 €



Access to Markets

Organisation	Project/Market	Grant €
Association Européenne du film d'animation	Cartoon Forum 2019	420,000 €
Association Européenne du film d'animation	Cartoon Movie 2020	280,000 €
Europa Distribution	Europa Distribution Network and Activities	124,300 €
Europa International	Tales of Europe	80,000 €
TOTAL		904,300 €

In 2019, almost 7 million euro of subsidies went to European initiatives which encourage access to the international market of professionals and content such as co-production markets, film-industry events, online tools and B2B promotion activities. In 2019, Belgium received well over 900,000 euro for this call.





Creative
Europe
MEDIA Desk Flanders



Europe
Créative
Desk **MEDIA**

MEDIA Desk Vlaanderen

Arenbergstraat 9
1000 Brussel
Creativeeurope.be
creativeeuropemedia@vlaanderen.be

MEDIA Desk Wallonie-Bruxelles

Boulevard Léopold II, 44
1080 Bruxelles
europecreative.be
media@europecreative.be