

# CREATIVE EUROPE MEDIA

**BELGIUM: Selection Results 2018**

## Creative Europe

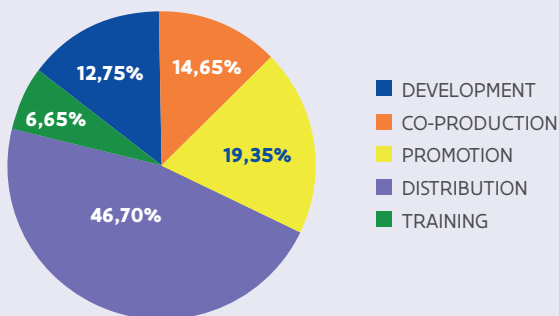
Creative Europe is the 7-year European Commission's subsidy programme (2014-2020) for the promotion of international co-operation in the cultural, creative and audiovisual sectors with a total budget of 1.46 billion euros.

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 2018 more than 112 million euros was spent on the MEDIA sub-programme.

### BREAKDOWN OF THE SUBSIDIES TO THE EUROPEAN AUDIOVISUAL SECTOR



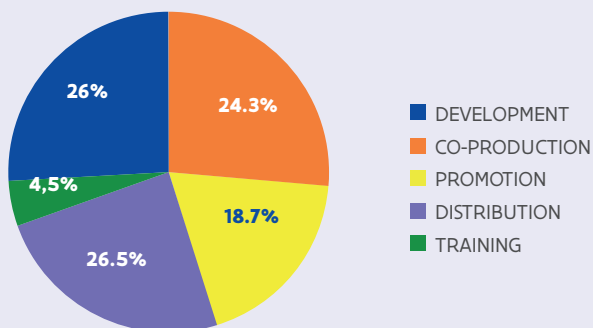
## 10.3 million euros MEDIA support for Belgium

In 2018, almost **7.8 million euros** were directly invested in the Belgian audiovisual sector by the Creative Europe MEDIA programme. Moreover, an extra indirect support of **2,541,138 euros** was assigned to the 32 Belgian members of Europa Cinemas (**312,262 euros**) and for the non-national distribution of Belgian films (**2,228,876 euros**).

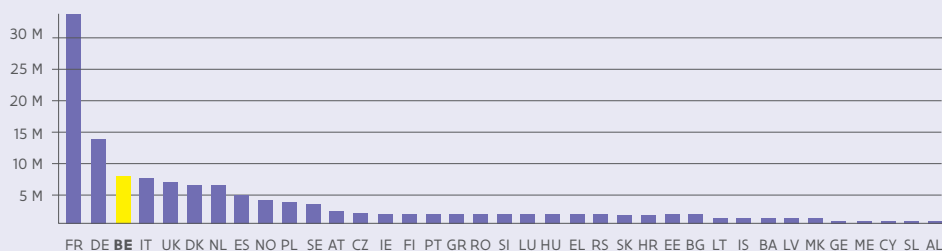
In total, the Belgian audiovisual sector was MEDIA supported by **10,332,269 euros** in 2018 (up by 50.50% in 2017). 2018 proves to be the best year ever for Belgium, in 3rd place after France and Germany.

Sector	EU applications	Supported EU projects	Selection rate (EU)	EU support (€)	BE applications	Supported BE projects	selection rate (BE)	BE support (€)
<b>TRAINING</b>								
Training (Year 1)	121	49	40.5%	7,493,793.97	5	1	20%	346,647.00
<b>DEVELOPMENT</b>								
Single projects	689	134	19.45%	5,395,000.00	24	4	16.67%	135,000.00
Slate funding	188	74	39.36%	12,491,380.00	16	11	68.75%	1,812,780.00
Video Games	132	30	22.73%	3,719,720.00	3	1	33.33%	77,053.00
<b>CO-PRODUCTION</b>								
TV Programming	135	42	31.11%	12,732,725.00	10	5	50%	1,895,000.00
Co-production Funds	8	5	62.50%	1,549,800.00	1	0	0%	0
<b>DISTRIBUTION</b>								
Automatic - Reinvestment	1,131	1,131		20,528,508.59	51	51		1,257,517.50
Selective Support	1,119	476	42.54%	9,784,400.00	36	15	41.67%	198,900.00
Sales Agents - Reinvestment	85	85		2,583,301.00	0			
Cinemas Network	1	1	100%	10,900,000.00	0			
Promotion Online	85	30	35.29%	8,626,330.79	3	3	100%	605,733.34
<b>PROMOTION</b>								
Festivals	206	72	34.95%	3,454,000.00	8	5	62.50%	182,000.00
Cinema Literacy	36	8	22.22%	1,985,668.21	0			
Access to Markets	109	58	53.21%	8,405,879.00	7	6	85.71%	1,280,500.00
MEDIA Stands	6	6		2,600,000.00				
<b>TOTAL</b>	<b>4,051</b>	<b>2,201</b>		<b>112,250,206.56</b>	<b>164</b>	<b>102</b>		<b>7,791,130.84</b>

## BREAKDOWN OF THE SUBSIDIES TO THE BELGIAN AUDIOVISUAL SECTOR



## TOTAL MEDIA SUPPORT PER COUNTRY



## Main Results by Call

### Training

MEDIA invests in talent development through subsidies to European training initiatives.

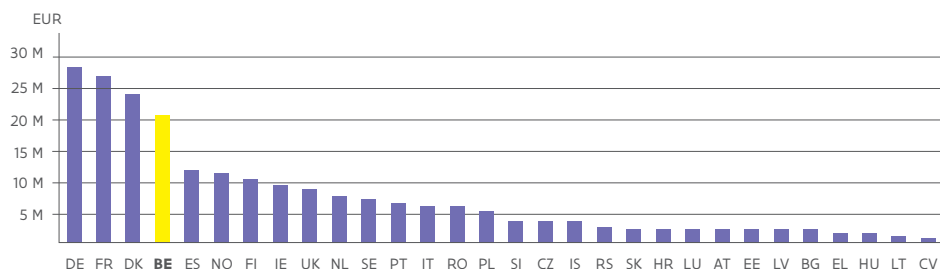
In 2018, 49 European training initiatives received a support of almost 7.5 million euros. One initiative based in Belgium, CARTOON Masters (Business, Digital & Springboard), received a support of **346,647 euros**.

### Development

MEDIA supports the development of feature films, TV series and interactive works (fiction, animation, creative documentaries) intended for cinematic release, the purpose of television or digital platform exploitation via 2 schemes: Single Project & Slate Funding (3 to 5 projects). MEDIA also supports the development of narrative video games.

In 2018, just over **2 million euros** were invested in the development of Belgian projects. Belgium ranked fourth for development, after Germany, France and Denmark. Belgium's exceptional result in Slate Funding partly explains this year record.

## DEVELOPMENT SUPPORT PER COUNTRY



## Single Projects

Title	Production Company	Support
Borderline	Off World	€ 25,000
Flux	Limerick Films	€ 25,000
Iraq's Invisible Beauty	Las Belgas	€ 25,000
Yuku et la fleur d'Himalaya	La Boîte... Productions	€ 60,000
<b>TOTAL</b>		<b>€ 135,000</b>

## Slate Funding

Production company	Support
Bulletproof cupid	€ 200,000
Caviar Antwerp	€ 200,000
Clin d'œil Films	€ 145,780
Daylight	€ 175,000
De Mensen	€ 210,000
Frakas Productions	€ 160,000
Need Productions	€ 170,000
Panache	€ 145,000
Saga Film	€ 152,000
Timescapes	€ 130,000
Wrong Men North	€ 125,000
<b>TOTAL</b>	<b>€ 1,812,780</b>

## Video Games

Title	Production Company	Support
Hero of no Tale – Typing Chronicles	Fishing Cactus	€ 77,053
<b>TOTAL</b>		<b>€ 77,053</b>

## Co-Production

### TV Programming

MEDIA supports the production of drama films, animation, creative documentaries (one-off or series) for the purpose of television exploitation on both linear and non-linear services.

In 2018, five Belgian productions were MEDIA supported for a total amount of **1,895,000 euros**, a very exceptional result which partly explains this year record.

TV Programming		
Title	Production Company	Support
Fox and Hare	Walking The Dog	€ 320,000
Interstellar Ella	Grid Animation	€ 500,000
La foire agricole	Panique	€ 75,000
Mush-Mush and the Mushables	Thuristar	€ 500,000
Three Little Ninjas Delivery Service	Creative Conspiracy	€ 500,000
<b>TOTAL</b>		<b>€ 1,895,000</b>



## Distribution

Each year, almost half of MEDIA budget is dedicated to distribution support. In 2018, European distributors, sales agents and the cinemas network received almost 52.5 million euros.

### Automatic support

European distributors 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, purchase or promotion and release campaigns of non-national European films.

The following 16 Belgian distributors reinvested **1,257,518 euros** in 48 European non-national films: Alternative Films, Athena Films, Belga Films, Cinéart, Cinemien, Entertainment One Belgium, Imagine Film Distribution, Independent Films Distribution, JEF, Kinopolis Film Distribution, Les Grignoux, Lumiere Publishing, Santa Fe Productions, September Film Distribution, Telescope Film Distribution and Vertigo Films Distribution.

### Selective Support

A network of minimum 7 distributors, co-ordinated by a sales agent, can apply for selective distribution support for the promotion and distribution costs of non-national European films.

The following 7 Belgian distributors received a total support of **198,900 euros** to distribute 15 European non-national films: Cinéart, Cinemien, Imagine Film Distribution, JEF, O'Brother Distribution, Santa Fe Productions and September Film Distribution.

### Promotion of European Works Online

This subsidy supports transnational marketing, branding and distribution of audiovisual works on all other non-theatrical platforms and promotes new distribution modes in order to foster the development of new business models. In 2018, Belgium received **605.733 euro** for this call.

Title	Production Company	Support
UnCut BeLux 2019	Universciné Belgium	€ 360,000
Film for Kids at Hospitals	JEF	€ 42,798
Closing The Digital Gap - The best of European TV	Lumière Publishing	€ 202,935
<b>TOTAL</b>		<b>€ 605,733</b>



## European Distribution of Belgian Films

European distributors and sales agents reinvested **2,228,876 euros** in 21 Belgian films:

- *55 steps* (Bille August) in AU and DE
- *Bye Bye Germany* (Sam Garbarski) in DK
- *Chez nous* (Lucas Belvaux) in AU
- *Cleo* (Eva Cools) in NL
- *Continuer* (Joachim Lafosse) in FR
- *De Patrick* (Tim Mielants) in DE
- *Faut pas lui dire* (Solange Cicurel) in ES
- *Girl* (Lukas Dhont) in AU, BA, BG, CZ, DE, DK, EE, ES, FR, GR, HR, HU, IT, IS, LT, LV, ME, MK, NL, NO, PL, RO, RS, SE, SI, SK, PL, PT, UK
- *Home* (Fien Troch) in FR
- *Insyriated* (Philippe Van Leeuw) in RO
- *Le fidèle* (Michaël R. Roskam) in BA, CZ, DK, EE, ES, GR, HR, HU, IT, LT, ME, MK, NL, NO, PL, PT, RO, RS, SE, SI, SK
- *Le roi de la vallée* (Olivier Ringer) in FR
- *Lola vers la mer* (Laurent Micheli) in FR
- *Méprises* (Bernard Declercq) in FR
- *Nos batailles* (Guillaume Senez) in GR
- *Paris pieds nus* (Fiona Gordon and Dominique Abel) in PL and RO
- *The Queen's Corgi* (Ben Stassen and Vincent Kesteloot) in CZ and PT
- *The Son of Bigfoot* (Ben Stassen and Jeremy Degruson) in DK, EE, LT, LV and UK
- *Tueurs* (François Troukens) in FR
- *Vele Hemels* (Jan Matthys) in NL
- *Wees blij dat het regent* (Gust Van den Berghe) in FR
- *Align - Méprises* (Bernard Declercq) in FR

## Support to Belgian Cinemas

Europa Cinemas is a network of 1,204 theatres (2,992 screens) across 43 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.

The Belgian members of the Europa Cinemas network received a total support of **312,262 euros**. In total, 32 Belgian cinemas are members of the network. Among them, six joined in 2018: Palace Cinema in Brussels (4 screens), Filmhuis Mechelen (1 screen), Cultuurcentrum Strombeek (1 screen), Cultuurcentrum De Kern (1 screen), Cultuurcentrum Zwaneberg (1 screen) and Zebra Cinema (itinerant circuit - 1 screen).



## Promotion

### 5 Belgian Festivals are MEDIA Supported

MEDIA also invests in film festivals with a clear focus on European film programming. In 2018 more than 3.5 million euros was channeled to 72 European Film festivals. More than **182.000 euros** went to five Belgian festivals.

Festivals Titles	Support
Anima Festival	€ 41,000
Filem'On	€ 35,000
Film Fest Gent	€ 46,000
JEF (jeugdfilmfestival)	€ 35,000
Leuven International Kort Film Festival	€ 25,000
<b>TOTAL</b>	<b>€ 182,000</b>



### Access to Markets

In 2018 more than 8.4 million euros 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 2018, Belgium received almost **1.3 million euros** for this call.

Beneficiaries	Projects	Support
Association européenne du film d'animation	Cartoon Forum 2018	€ 420,000
Association européenne du film d'animation	Cartoon Movie 2019	€ 280,000
Association européenne du film d'animation	Cartoon Connection 2018	€ 100,000
Cineuropa asbl	Cineuropa org., the site for European Cinema	€ 280,000
Europa Distribution	Europa Distribution Network	€ 124,500
Europa international	Tales of Europe	€ 76,000
<b>TOTAL</b>		<b>€ 1,280,500</b>



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