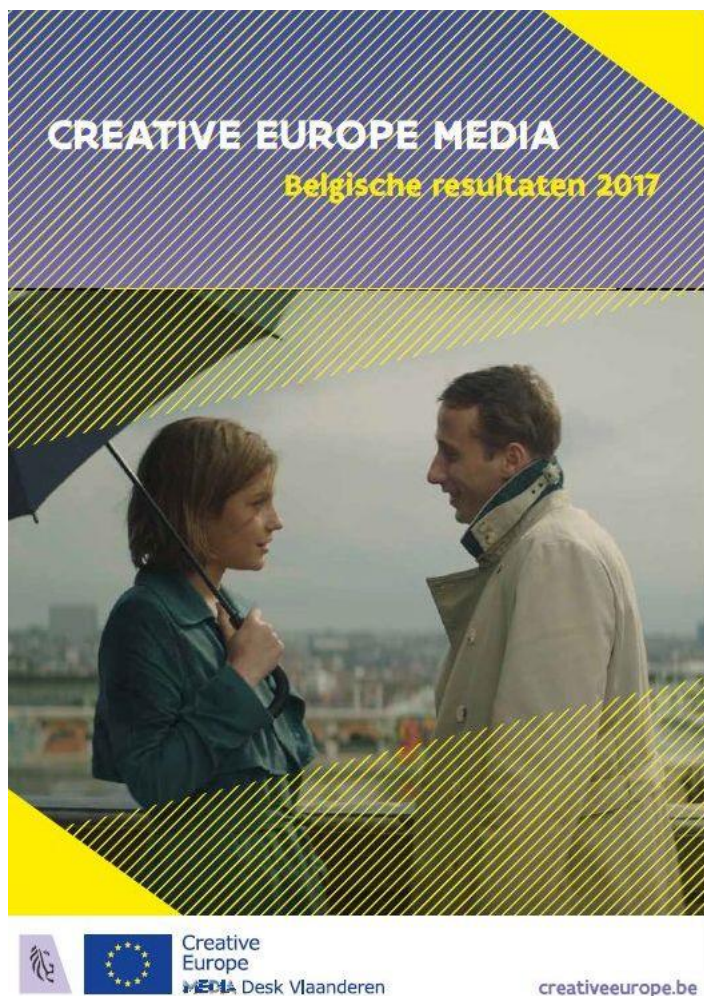


# CREATIVE EUROPE MEDIA

## Belgian results 2017



Le Fidèle – Michaël R. Roskam • Savage Film received support for the development of “Le Fidèle” in 2012. In 2017, the film received support for a cinema release in France, Hungary, Rumania, Greece, Estonia and Denmark

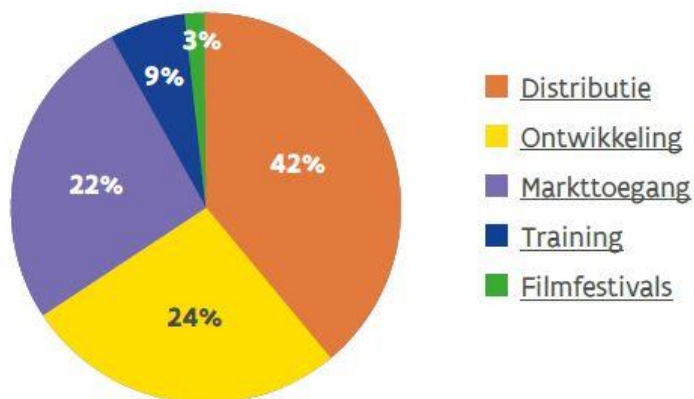
## Creative Europe

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

### VERDELING RECHTSTREEKSE MEDIA-STEUN AAN BELGISCHE SECTOR



The **Financial Guarantee Facility** has been created to facilitate access to financing for small and medium-sized enterprises within the cultural, creative and audiovisual sectors. The instrument is managed by the European Investment Fund and has a budget of 181 million Euros, which is expected to generate more than 1 billion Euros worth of loans for thousands of cultural and creative SMEs. Since 19 March 2018, PMV and START have been acting as Belgian financial intermediaries for this instrument. With an amount of 25 billion Euros worth of loans, more than 140 Belgian SMEs will gain access to these additional funds.

## Belgium, a key player on the International film and television market

Belgium has been a key player on the international film and television markets for a long time. Partly thanks to MEDIA and the various national and regional initiatives, the audiovisual sector in Belgium has been given a boost, both on an economic and an artistic level. For such a small country, it can boast much creative talent and innovative films and series.

The Guardian aptly put it as follows: "What is striking about Belgian productions, is the ability to mix genre and tone, for Belgians no longer limit themselves to only one thing".

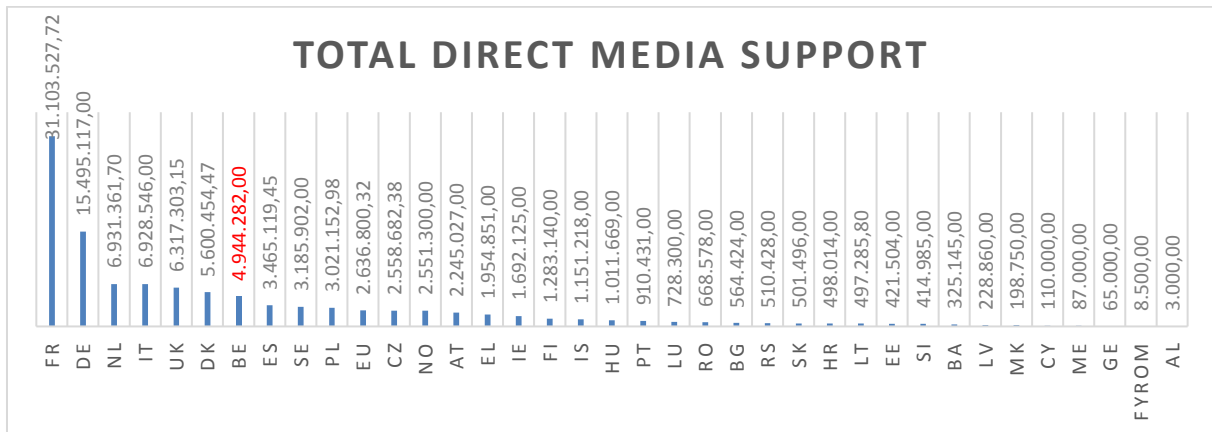
So we can be proud of the results. But as everybody knows, there are big challenges ahead because of the growing international competition. Every year we organise several European Film Forums in order to discuss challenges and solutions with professionals. This year one such forum, to which we kindly invite you, will take place in Brussels in December 2018. In the meantime, we are looking forward to receiving convincing applications again in 2018!

### Lucia Recalde

Head of Creative Europe MEDIA at the European Commission

## The Belgian audiovisual sector receives nearly 7 million Euros of subsidies.

In 2017, 82 Belgian projects directly received a total amount of **4,944,282 Euros**. This is 4.46% of the total MEDIA programme budget for 2017. Of the 38 participating countries, Belgium is the **7th most important beneficiary**, after France, Germany, the Netherlands, Italy, the United Kingdom and Denmark. In comparison with the 8 other countries with a similar production capacity, Belgium comes third, after the Netherlands and Denmark.



\* France ranks first with 28.07% of the total 2017 MEDIA budget, thanks to the annual subsidy of 10 million Euros, to the French organisation *Europa Cinemas*.

\*\* The 9 countries with medium production capacity are the following: BE, AT, DK, FI, IE, NO, NL, PL and SE. The countries with a high production capacity are: FR, DE, IT, UK and ES.

\*\*\* The country code "EU" refers to the subsidy for the MEDIA-stands on the major European markets.

## 2017 MEDIA RESULTS (DIRECT SUPPORT)

SECTOR	Number of EU Projects	EU Subsidies in euro	Number of BE projects	% BE compared to EU	BE subsidies in euro	% BE compared to EU
<b>DEVELOPMENT</b>					<b>1.170.000</b>	
Single Project	134	5.375.000	9	<b>6,71</b>	<b>360.000</b>	<b>6,69</b>
Slate	69	12.210.831	4	<b>5,79</b>	<b>810.000</b>	<b>6,63</b>
Videogames	32	3.729.550	0			
<b>PRODUCTION</b>						
TV-programming	43	12.486.798				
International co-production funds	5	1.500.000				
<b>DISTRIBUTION</b>					<b>2.091.282</b>	
Automatic distribution	1.022	20.237.063	42	<b>4,10</b>	<b>1.577.582</b>	<b>7,79</b>
Selective distribution	510	9.777.800	14	<b>2,74</b>	<b>257.500</b>	<b>2,63</b>
Online promotion	37	9.462.504,70	2	<b>5,40</b>	<b>256.200</b>	<b>2,70</b>
Sales Agents	85	3.154.064				
Cinema networks	1	10.854.880				
<b>TRAINING</b>					<b>435.000</b>	
Training	53	7.500.033,40	2	<b>3,77</b>	<b>435.000</b>	<b>5,79</b>
<b>PROMOTION</b>					<b>1.248.000</b>	
Film festivals	65	3.139.000	4	<b>6,15</b>	<b>142.000</b>	<b>4,52</b>
Market Access	65	7.702.665	5	<b>7,69</b>	<b>1.106.000</b>	<b>14,35</b>
MEDIA-stands	5	2.626.800,32				
Film education	7	1.048.290,55				
<b>TOTAL</b>	<b>2.133</b>	<b>110.819.279,97</b>	<b>82</b>	<b>3,84</b>	<b>4.944.282</b>	<b>4,46</b>

On top of the nearly 5 million Euros (4,944,292 Euros) that the Belgian sector directly received from the MEDIA programme in 2017, the sector indirectly received a supplementary amount of **1,918,504 Euros**:

- **295,295 Euros** via **Europa Cinemas** in support of 27 Belgian cinemas
- **1,623,209 Euros** of distribution support for the release of Belgian films in Europe

Thus in 2017, the Belgian audiovisual sector received a total amount of **6,862,786 Euros** in MEDIA subsidies.

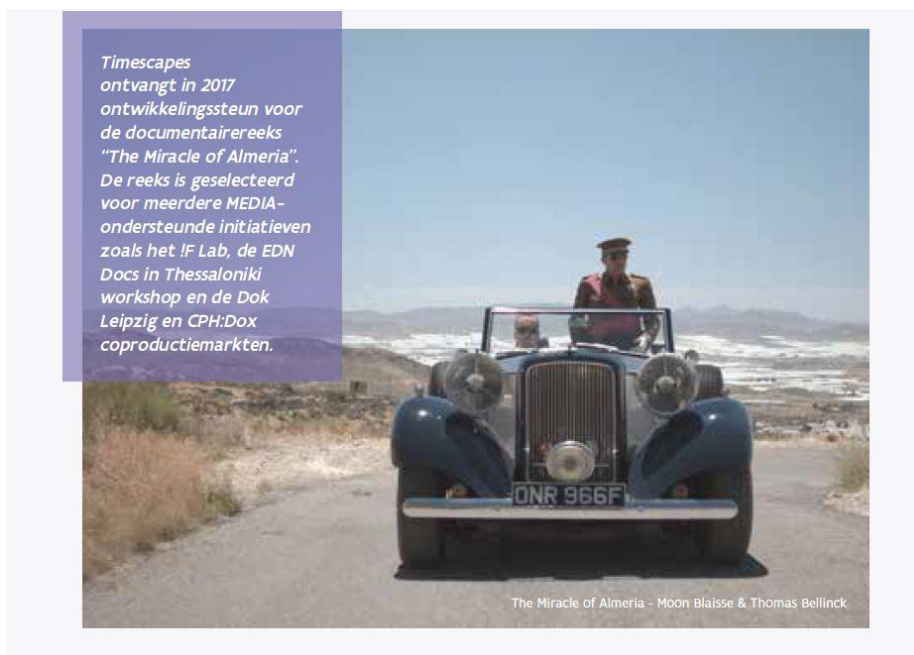
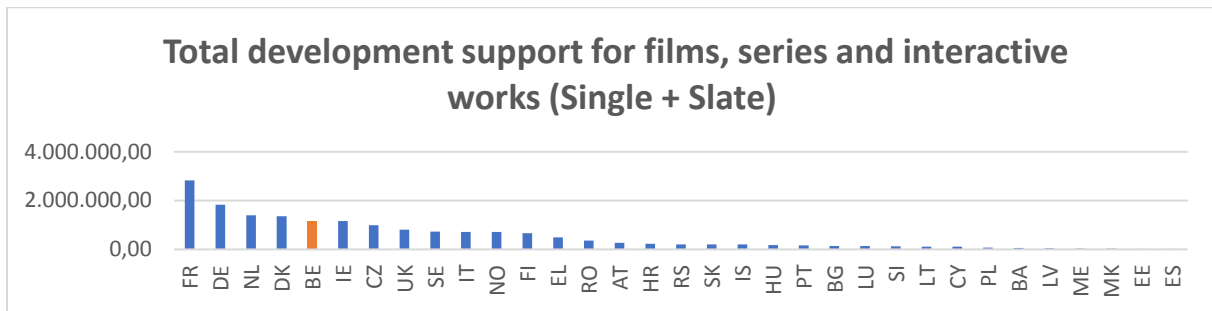


In 2014 Lunanime received support for the development of "Le Ciel Flamand". In 2017, the film received support for a cinema release in the Netherlands and Germany.

## Results per subsidy call

### WITH NEARLY 1.2 MILLION EUROS, BELGIUM RANKS 5TH FOR DEVELOPMENT SUPPORT

Producers can apply for support for the development of a feature film, a series or interactive productions (fiction, animated production, creative documentary) for cinema, television or a digital platform (single project). Via slate funding a producer can apply for support for the development of 3 to 5 projects simultaneously. With a total of **1,170,000 Euros of development support, Belgium ranks 5<sup>th</sup>** in Europe after France, Germany, the Netherlands and Denmark.



In 2017, Timescapes received development support for the documentary series "The Miracle of Almeria". The series was selected for several MEDIA-supported initiatives such as the IF Lab, the EDN Docs in Thessaloniki workshop and Dok Leipzig and CPH Dox Co-production markets

The following producers receive development support for 1 project:

- **Associate Directors** for **Rooms we live in** (25,000 Euros)
- **Timescapes** for **The Miracle of Almeria** (25,000 Euros)
- **Stenola Productions** for **L'île de la demoiselle** (50,000 Euros)
- **WAT Productions** for **Ma Petite** (50,000 Euros)
- **Thuristar** for **Mush-Mush and the Mushables** (60,000 Euros)
- **Thank You & Good Night Productions** for **Mitra** (25,000 Euros)
- **Wajnbrose** for **Kinshasa, dans la peau d'un shégué** (50,000 Euros)
- **Dérives** for **Traces d'un village** (25,000 Euros)
- **Kwassa Films** for **The Highest Step in the World** (50,000 Euros)

The following production firms receive development aid for 3 to 5 projects (slate):

- **A Private View** (200,000 Euros)
- **Lunanime** (210,000 Euros)
- **Savage Films** (190,000 Euros)
- **Tarantula** (210,000 Euros)

## NEARLY 2.1 MILLION EUROS FOR BELGIAN DISTRIBUTION

Almost half of the annual MEDIA budget goes to the distribution of European films, with a focus on non-national films. In 2017 European distributors and sales agents received a total of 53.5 million Euros.

### Belgian distributors receive more than 1.5 million Euros in distribution support via the 'automatic scheme'.

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 next be invested in the co-production, purchase or promotion and release campaigns of non-national European films.

The following 11 Belgian distributors received a total amount of **1,577,582 Euros** for reinvestment in 42 European films. **Alternative Films, Belga Films, Cinéart, Entertainment One Belgium, Imagine Film Distribution, Independent Films Distribution, JEF, Lumière, O'Brother Distribution, Santa Fe Productions** and **September Film Distribution**.

### More than 250,000 Euros of selective distribution support for Belgian distributors

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. In this way, the release of 520 European films could be supported throughout 2017. The following 5 Belgian distributors receive a total amount of **257,000 Euros** for the distribution of 14 European films in Belgium: **Cinéart, Cinemien, Imagine Film Distribution, Lumière Publishing** and **September Film Distribution**.



The Belgian nWave production "Bigfoot Junior" was supported for cinema releases in Estonia, Lithuania, Hungary and Austria

## Innovative distribution and public outreach activities in Belgium

MEDIA is also investing in digital and online distribution of European films via subsidies for marketing campaigns, digital catalogues and innovative release strategies. In 2017 9.5 million Euros was made available for 37 European projects, two of which are Belgian projects, for a total of 256,200 Euros:

- **UnCut Premium UniversCiné** : a SVOD platform in Belgium and Luxembourg (220,000 Euros).
- **Film voor Kinderen in Ziekenhuizen – JEF** : an online platform for children's and youth films during the Youth Film Festival (36,200 Euros)

## More than 1.6 million Euros of subsidies for the European distribution of Belgian films

Distributors and sales agents are free to invest their MEDIA subsidies in the films of their choice. In 2017, 1,623,209 Euros were earmarked for the promotion and distribution of Belgium films in Europe.

Below is a list of Belgian films which have been chosen for support and the countries in which they will be released:

- **Insyriated** (Philippe Van Leeuw) in FR, HU, GR, ES, IT, AT, DK, UK, EE, HR, ME, LT, NO, NL, PL, LV, PT, BA, SE, RS, MK, SI, RO, DE
- **Le fidèle** (Michaël R. Roskam) in FR, HU, RO, GR, EE, DK
- **L'économie du couple** (Joachim Lafosse) in AT, FR and HU
- **Noces** (Stephan Streker) in FR and CZ
- **Les premiers les derniers** (Bouli Lanners) in DE
- **Bigfoot Junior** (Ben Stassen and Jérémie Degruson) in EE, LT, HU and AT
- **D'Ardennen** (Robin Pront) in IT
- **Le ciel flamand** (Peter Monsaert) in NL and DE
- **King of the Belgians** (Peter Brosens en Jessica Woodworth) in IT and SK
- **Cloudboy** (Meikeminne Clinckspoor) in LT and SI
- **Souvenir** (Bavo Defurne) in SE and GR
- **Paris pieds nus** (Fiona Gordon en Dominique Abel) in EE and HU
- **Belgica** (Felix van Groeningen) in SK

## ALMOST 300,000 EUROS SUPPORT TO BELGIAN CINEMAS

Europa Cinemas is a network of 126 theatres (2,806 screens) across 43 countries. The network provides operational and financial support to theatre managers to programme a significant part of non-national European films and to organise activities in order to reach young audiences.

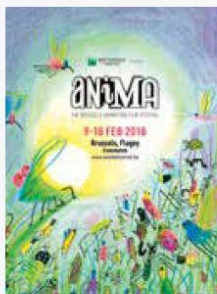
In 2017 27 Belgian cinema venues have been affiliated with the Europa Cinemas network, among which Studio Skoop and Sphinx Cinema in Ghent, Cinema Lumière in Bruges, Cinema Zed in Leuven, Cartoon's in Antwerp and Vendôme, Actor's Studio, Cinema Aventure, Galeries Cinema and Cinema Le Stockel in Brussels. Together they receive a total amount of **295,295 Euros**.

## 4 BELGIAN FILM FESTIVALS RECEIVE A TOTAL AMOUNT OF OVER 140,000 EUROS

MEDIA also invests in film festivals with a clear focus on European film programming. In 2017 more than 3.1 million Euros was channelled to 65 European Film festivals.

4 Belgian festivals together received **142,000 Euros**:

- **Anima Festival** : 41,000 Euros
- **Film Fest Gent** : 41,000 Euros
- **JEF (youth film festival)** : 35,000 Euros
- **Internationaal Kortfilmfestival Leuven** : 25,000 Euros



Campagnebeeld  
Anima 2018



Campagnebeeld  
Film Fest Gent 2017



Campagnebeeld  
JEF 2018



Campagnebeeld  
Kortfilmfestival Leuven 2017

## 14% OF THE EUROPEAN BUDGET IS EARMARKED FOR BELGIAN INDUSTRY EVENTS AND PLATFORMS

In 2017 more than 7.7 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.



**A Private View** received development support for the BE-NL animation series "Meneer Papier" in 2016. The series was screened at several MEDIA-supported initiatives such as Cartoon Forum, the Financing Forum for Kids Content and the Animation Production Day in Stuttgart.

5 Belgian initiatives received a total budget of **1,106,000 Euros** for 2017:

- **Cartoon Forum 2017** : pitching- & co-production market for animation, TV series (420,000 Euros).
- **Cartoon Movie 2018** : pitching- & co-production market for animation feature films (280,000 Euros)
- **Cartoon Connection Canada 2017 & Cartoon Connection Asia – EU 2018** : Conference & network event for European, Canadian and Asian animation professionals (100,000 Euros).
- **Cineuropa.org** : online press portal promoting European cinema on the international level (250,000 Euros)
- **Europa International** : European network of sales agents (56,000 Euros)

## 435,000 EUROS FOR THE ORGANISATION OF TRAINING FOR AUDIOVISUAL PROFESSIONALS

MEDIA invests in talent development through subsidies to European training initiatives. In 2017 53 initiatives received more than 7.5 million Euros. The following 2 Belgian organisations received a total amount of **435,000 Euros**:

- **CARTOON Masters (Business + Digital + Springboard)** : training for animation professionals (350,000 Euros).
- **Interactive Factual Lab** by iDrops (85,000 Euros)



**Bulletproof Cupid** coproduced the youth film "Cloudboy" together with the Netherlands and Sweden. The script was developed during the MEDIA-supported Sources 2 script workshop in 2010 and the film received development support a year later. In 2017 the film received support for a cinema release in Latvia and Slovenia



## Also supported by MEDIA

### EUROPEAN FILM PROMOTION: BELGIAN CO-PRODUCTIONS GO GLOBAL

European Film Promotion (EFP) promotes European films and talents on a global scale. Through Film Sales Support (FSS) they support sales agents for the marketing campaigns of European films outside Europe.

The campaigns of 2 Belgian majority co-productions were supported in this way on the Toronto Film Festival in 2017 (**Laisser bronzer les cadavres** and **Insyriated**) as well as the international campaigns of 7 Belgian minority co-productions.

### EUROPEAN FILM AWARDS 2017: TWO FLEMISH NOMINATIONS

The European Film Academy organises several promotional activities on European cinema, culminating in the annual European Film Awards. In 2017 both **Vincent** (Christophe Van Rompaey) and **King of the Belgians** (Peter Brosens & Jessica Woodworth) received a nomination for Best European Comedy. Both films had received development support from MEDIA before. The Belgian minority co-production **Zombillénium** (Arthur de Pins & Alexis Ducord, FR) had been nominated for Best European Animation film.



In 2013 Bo Films received development support for "King of the Belgians". In 2017 the film was supported for a cinema release in Italy and Slovakia, selected for the LUX Film Prize and nominated For the European Film Awards. In 2018 the film is selected for Tales of Europe, a pilot project for the promotion and circulation of European films in the US.

### INTERNATIONAL CO-PRODUCTION FUNDS

Through MEDIA the European Commission supports 5 international co-production funds which facilitate international co-productions between European and non-European producers and/or encourage the circulation and distribution of such co-productions. One of these funds is the World Cinema Fund. Through this fund the Belgian co-producer Les Films du Fleuve receives production support for **Weldi** of the Tunisian director Mohamed Ben Attia.

### CINEMATEK PARTNER IN EUROPEAN FILM EDUCATION PROJECT

MEDIA supports film education projects which stimulate the interest in and knowledge of European audiovisual work. In 2017 Fondazione Cineteca di Bologna (IT) received 120,000 Euros for the project **Film Literacy InCubator Klubs**, in which **the Koninklijk Belgisch Filmarchief CINEMATEK** is one of the partners.

# CREATIVE EUROPE MEDIA DESK FLANDRES

Creative Europe MEDIA Desk Flanders is the service and information point for the Creative Europe MEDIA programme in Flanders.

## **We offer on a free basis:**

- advice, information sessions, workshops and tailor-made advice;
- support in the preparation of subsidy applications in the framework of Creative Europe;
- information on European markets, festivals, trainings and other activities for the professionalisation and internalisation of the Flemish audiovisual sector;
- expertise on European audiovisual policy through a network of European organisations and professionals;
- first-line information on other European funds and supplementary financing;

## Contact us

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