

ECONOMIC IMPACT AND EUROPEAN ADDED VALUE OF THE MEDIA PROGRAMME



Macroeconomic importance of the European creative industries

	Core creative industries	Audiovisual market
VA	€ 558 bn	€ 107,4 bn
% GDP	4.5%	
Jobs	8.5 million	1.2 million
% workforce	3.8%	

The filmed entertainment market will grow 3.4% on average per year in Western Europe and 6.9% in Eastern Europe between 2009 and 2013 (PwC).

Quantitative results achieved by MEDIA

Beneficiaries of MEDIA 2007 are located all over Europe (98 out of 105 regions).

Project development: brings **400 competitive projects** to the market every year

Skill development: More than **20,000** producers, distributors, scriptwriters have benefited from MEDIA Training and acquired new skills, helping to professionalise the sector.

Networking activities The networking effects they produce result in a significant increase of transnational co-productions (from 26% of European films in 1989 to 34% in 2009). These films have a **2.3 times** higher circulation potential than national films.

The MEDIA support to **Distribution** is the only support available in Europe

50% of European films released outside of their national territory cross borders thanks to the MEDIA support.

This number even reaches 69% for the distributors members of the **Europa Distribution** network. 56% of their releases are non-national European films.

Europa Cinema network of cinema theatre

1813 screens in 32 countries members
20% of first-run screens available in Europe
5,6% of total admissions (against 2,8% in 2000)
59 million annual admissions
57% to European films against an average of 27,7%
36% of non-national European films programmed against an average of 7-8%



Without MEDIA support to **Europa Cinema**, admissions to European films would decrease from 33 million to 16 million, representing a **€ 100 million loss** for the European film industry.

The multiplier effect of the MEDIA support in the cinema theatres sector can therefore be estimated at **€ 13 revenue generated for each euro invested.**



A strong European added-value

The **added value** of the MEDIA programme is significant in so far as it introduces a **strong European dimension into the supported projects**

Co-production forums at international level lead to the development of European projects with stronger financial plans and better structured production partnerships.

On the long run, durable transnational partnerships have arisen between producers and between distributors, thus strengthening the structure of the industry and partly overcoming the issue of fragmentation.

Multiplier effect of MEDIA on the European audiovisual industry

A **MEDIA quality label** has emerged over the years, attracting additional sources of finance such as national or regional support or private investments

The **MEDIA Production Guarantee Fund** is expected to generate over **€ 120 million** bank credits for producers with a total budget of **€ 8 million**. The scope of this instrument may be extended in the future to other areas of creative industries.

Cultural value of the film industry

Stories and human experiences portrayed in films constitute a universal language that increases understanding between peoples and contributes to a European identity. They are an integral part of our cultural heritage.

Success stories

Between 2000 and 2009, **8** of the prestigious Cannes Festival Palmes d'Or were MEDIA supported films

In 2009, out of the 20 films selected for the Official Competition of the Cannes film festival were MEDIA supported films

Oscar winners: Slumdog Millionaire, Die Fälscher, La Môme, La Vita è Bella, La Marche de l'Empereur

