

THE EUROPEAN UNION SUPPORTS UK FILM INDUSTRY WITH 17 MILLION EUROS

LONDON – 17 July 2013: MEDIA Desk UK today launches its annual report, ***MEDIA in the UK 2012***, which reveals that over one hundred British companies received just over €9 million in MEDIA funding awards in 2012 – €1.6 million more than in 2011. In addition to this, a further €7.6 million was invested in the distribution of over 50 British films in other European countries.

The report shows that 33 UK production companies shared €3.6 million of funding which helped to develop and produce fiction, documentary, animation and interactive projects for the international market. In addition, several projects funded by the MEDIA development scheme completed production in 2012, including Mike Newell's ***Great Expectations***, Jeremy Thomas-produced ***Kon-Tiki*** and Neil Jordan's ***Byzantium***.

The MEDIA Programme supported cinema releases of British films on the continent with the largest amount of nearly €1 million going to ***Quartet***, followed by over €800,000 for ***Salmon Fishing in the Yemen*** and €600,000 for Working Title's ***I Give it a Year***. In the UK, distributors released 20 European films with MEDIA-support including the multi-award winning ***Amour*** as well as ***A Royal Affair***, ***The Hunt*** and ***Love is All you Need***.

MEDIA is committed to supporting innovation and understands that business models in audiovisual industry need to evolve following developments in digital technologies. The UK's ***Artificial Eye*** was one of the three successful applicants who took advantage of new MEDIA funding, leading an international distribution

initiative called **EDAD**, which will experiment with simultaneous releases across multiple platforms and territories.

Power to the Pixel's The Pixel Market, Sheffield Doc/Fest's **MeetMarket**, Film London's **Production Finance Market**, BRITDOC's **Good Pitch**, **Encounters Short Film Festival** and **Leeds International Film Festival** have all secured funding for their 2013 editions, whilst UK training providers offered nine international training programmes, including **Inside Pictures**, **Transmedia Next** and **Transform@Lab**.

Finally, 50 independent cinemas including Bristol's **Watershed**, Sheffield **Showroom**, **Belfast Film Theatre** and **Glasgow Film Theatre** received support totalling €900,000 from Europa Cinemas for programming a high percentage of European films.

With MEDIA due to expire at the end of the year, 2012 was a year of negotiations on the successor programme, Creative Europe. The final shape and budget of the new programme is still subject to negotiations. The latest proposal, which now reflects the EU budget cuts agreed in February, includes 9% increase on current funding levels, which will allow for the launch of the new financing facility to encourage commercial lending to the creative industries.

Amanda Nevill, CEO of the BFI comments:

"The BFI's key priorities are to support and promote the UK's world-leading film industry on the global stage and boost choices for film audiences at home; the MEDIA Programme's work in supporting British talent and helping to enrich the choice of films available to UK audiences provides a vital complement to our own work in these areas."

Finola Dwyer, producer *An Education* and *Quartet*, said:

"MEDIA support of UK films is vitally important to distributors in Europe and to the filmmakers. The support gives the distributor more heft to promote the films and enables the films to have a wider reach across Europe through a network of

distributors, which ultimately gives increased exposure to British films and filmmakers.”

Agnieszka Moody, director, MEDIA Desk UK said:

“I am particularly pleased with the range of the awards. In 2012 UK companies successfully accessed all of MEDIA’s 16 funding schemes. A wide array of businesses benefited from the support, from producers through to distributors, exhibitors, festivals, sales agents and film schools. Successful applicants came from all nations and many regions of the UK; in England alone we’ve got beneficiaries from Nottingham, Newcastle and Brighton.”

– Ends –

For media enquiries please contact

Emma Hewitt, Corporate and Industry Press Officer, BFI

emma.hewitt@bfi.org.uk / 020 7173 3256/ 07584 264 618

NOTES TO EDITORS

About the BFI

The BFI is the lead body for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class film makers in the UK
- Investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences

The BFI is now a Government arm’s-length body and distributor of Lottery funds for film. The BFI serves a public role which covers the cultural, creative and economic aspects of film in the UK. It delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government

- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Founded in 1933, the BFI is a registered charity governed by Royal Charter.

The BFI Board of Governors is chaired by Greg Dyke.

About the MEDIA Programme

- 1) The MEDIA programme was first set up in 1991. The objectives of MEDIA 2007 are:
 - to preserve and enhance European cultural diversity and its cinematographic and audiovisual heritage, guarantee accessibility to this for Europeans and promote intercultural dialogue;
 - to increase the circulation of European audiovisual works inside and outside the European Union;
 - to strengthen the competitiveness of the European audiovisual sector in the framework of an open and competitive market.
- 2) The MEDIA Programme is due to expire on 31 December 2013. The successor programme, Creative Europe will support Europe's creative industries, including the audiovisual sector, from 2014-2020. Negotiations on the final scope and budget of Creative Europe are being finalised on the EU level, with the aim of launching the Programme in January 2014.
- 3) MEDIA Desk UK is the promotion and information office for the MEDIA Programme in the UK. It is co-funded and hosted by the BFI and the European Commission. It provides a range of services to the UK audiovisual industry including technical assistance and application advice as well as guidance on international training and networking opportunities.

For more information please visit:

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

http://ec.europa.eu/culture/media/creative-europe/index_en.htm

- 4) For further information on the MEDIA Programme and Creative Europe please contact: Agnieszka Moody, MEDIA Desk UK, c/o BFI, 21 Stephen Street, London, W1W 1LN. Tel: 020 7173 3221; email: uk@mediadeskuk.eu; www.mediadeskuk.eu

