




BULGARIAN CINEMA 2015
FACTS / FIGURES / TRENDS



100

ГОДИНИ YEARS
БЪЛГАРСКО BULGARIAN
КИНО CINEMA



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EDITORIAL

This special edition, prepared by the Bulgarian National Film Centre in conjunction with CREATIVE EUROPE MEDIA desk – Bulgaria, and with the help of the Observatory of Cultural Economics – Bulgaria, presents the current state of affairs in Bulgaria's audiovisual industry.

We did our best to offer more information both about the training in the field of cinema studies and the financing opportunities in this country, as well as about gaining support outside Bulgaria, the recent Bulgarian productions and their success, about the TV environment and the legislation. We believe that the booklet could expand on the idea of the processes taking place in Bulgarian film industry.

We also believe that the reference information, providing addresses and contact details of producers, festivals, distributors and institutions, could prove helpful to our readers to establish contact and enter into dialogue with their Bulgarian colleagues more easily.

If not mentioned explicitly, the source of information is the National Film Center.

I LEGISLATION

The institutional and legal environment for the development of Bulgarian film industry, set over the years of transition, contains legislation, secondary legislation and institutional bodies established under these.

Bulgarian film industry functions under three legal frameworks:

- National legal framework;
- The *acquis communautaire*;
- International legal framework.

National legal framework

Two major periods of creating the legal and institutional environment at a national level are discernable:

- The 1990s, when the legal framework of the sector has been amended on more than one occasion, partially though: for example automatic subsidizing of coproductions was introduced at the time (1994) and
- The period following 1997, related to the preparation for this country's EU accession and the developing of an integral specialized regulatory framework. Over the decade, Bulgarian culture obtained its own sector law, *The Law on*

Protection and Development of Culture (1999), while in 2003 a special law on Bulgarian cinema was passed: the *Film Industry Act*.

The audiovisual sector and in particular, the audiovisual goods and services have dual cultural and economic nature and their regulation is a projection of the entire economic infrastructure. So, in view of the considerable number of legal instruments intended for the sector, the legislation at national level should be divided into direct and indirect pertaining to its impact.

The direct legislative instruments, providing the main structures of organization, management and financing are as follows:

- The *Law on Protection and Development of Culture* (1999), where for the first time ever the term “producership in culture” has been introduced and possible forms of funding have been provided, as well as the equality of public and private subjects in regard to state support.
- The *Film Industry Act* (2003), which provides for a stable environment of development of the national film industry through direct and indirect

measures, facilitating the overall process of making a film production, from the idea to the exhibition to the promotion. The financial stability is guaranteed by the mechanism set out in Article 17, under which the amount of the annual subsidy shall not be less than the total of the previous-year average budgets of 7 feature films, 14 full-length documentaries and 160 minutes of animation respectively. In percentage terms, state aid is divided as follows: no less than 80 percent for film production; no less than 10% for distribution and exhibition, up to 5 percent for promotion and up to 5% for support to Bulgarian films related to national events and celebrations of historic figures and events. Under the Film Industry Act the Bulgarian National Film Center was transformed into an Executive Agency with an information office under the MEDIA program as well as seven public registers.

- The *Radio and Television Law* (1998) regulates the functioning of public and commercial radio and TV broadcasters. As regards the national audiovisual policy, the law introduced the EU standards for the share of European works and those made by independent producers. An obligation was provided for the public broadcaster, the Bulgarian National Television (BNT) to support the making and exhibition of national audiovisual production with no less than 10% of the subsidy for the BNT slated for making of Bulgarian TV films. The law has been amended on more than one occasion in conformity with the dynamism of the *acquis communautaire* (Audiovisual Media Services Directive, AVMSD) and the development of new media services in the digital era. The Radio and Television Law is applied by a media regulator: the Council for Electronic Media.
- The *Electronic Communications Act* (2007) provides for some aspects of digital television in Bulgaria. The law is being applied by a national telecommunications regulator, the Communications Regulation Commission. In compliance with the amendments to the Electronic Communications Act of 2011, Bulgaria switched to digital television as of 30 September 2013. Analogue signals were turned off across the country.
- The *Copyright and Neighbouring Rights Act* (1993) sets the framework for the market of intellectual products and the related to these non-property and property rights. Film industry is a chain of authors, creating value on a number of differentiated, though related markets and this Act protects and unites the creators also through the opportunity to establish collective bodies of managing the rights, both copyright and neighbouring rights (Filmautor, Artistautor, ProPhon, etc.). A natural and important extension of this Act is
- The *Act on Administrative Regulation of the Manufacture and Trade in Optical Disks, Stampers and Other Storage Media Loaded with Subject Matter of Copyright and Neighbouring Rights* (2005), which sets the reproducing, distribution, import and export of disks, stampers and other

storage, loaded with subject matter of copyright and neighboring rights. The Act establishes a certificate regime pertaining to the commissioning of production of stampers with recordings and reproducing on optical or other storage loaded with subject matter of copyright and neighbouring rights, as well as to the deals in acquiring rights to reproduce and/or distribute, all of these being activities relating to the distribution channels of audiovisual media products and accounting for the modern technological changes in the distribution of audiovisual services. The **indirect** regulatory framework of Bulgaria's film industry is related to:

- The *Commerce Act* (1991), under which the legal entities, engaged in the producing, distribution, exhibition, promotion of film production are registered;
- The *Protection of Competition Act* (1998), which is of growing importance in the context of the European single market, moreover, because of the specifics of film products, which are a „cultural exception”, but equally are part of a liberal economic environment;
- The *State Aid Act* (2007), which regulates the conditions, terms and procedures for granting state aid.

Indirectly regulatory are also the laws related to social security and the payment of those working in the sector.

The EU Acquis

Bulgaria joined the EU on 1 January 2007.

The EU primary law regulates the policies in the field of culture as policies under the cognisance of each of the EU Members States. The Charter of Fundamental Rights of the European Union provides for both freedom of information and pluralism of the media and freedom of the arts and freedom to conduct a business. These four freedoms underlying the single domestic market are relevant to audiovision too.

As the audiovisual sector has both economic and cultural dimensions to it, the EU acquis deals also with economic issues, including competition and state aid standards.

Bulgaria introduces on time the directives significant to the sector.

The audiovision is in fact a reflection of the entire economic infrastructure (it falls within the scope of the liberalization of the exchange of goods and services within the single European market) and this is where the EU law is best developed on uniting the market and the fisc, encouraging new technologies, but at the same time preserving the cultural specifics of the product.

International Legal Framework

Bulgaria is a party to a number of international legal acts, vital to film industry. Within the Council of Europe, Bulgaria is a party to the *European Convention of Cinematographic*

In 2013, two more documents issued by the European Commission set important trends in the development of Bulgarian film industry: The EC's Notification of the state aid scheme SA.30569 (NN33/2010) and the Communication from the Commission on State aid for films and other audiovisual works (2013/C 332/01).

The EC's Notification of the state aid scheme for Bulgarian film industry gives estimated maximum amounts on a yearly basis until 2017, as follows:

Year	Notified amounts in BGN
2013	17 200 000
2014	18 920 000
2015	20 812 000
2016	22 893 000
2017	25 183 000

The republican budget has set aside BGN 13 200 000 for 2014. In fact, Bulgarian film industry will have by BGN 7.6m less this year in defiance of Article 17 of the Film Industry Act and the EC's Notification of the state aid scheme.

International Coproduction: Legal aspects

The following genres are eligible for funding by the Bulgarian National Film Center:

- Development and production of feature films (over 70 minutes), short features (between 15 and 30 minutes), short and feature length documentaries and animation;
- Minority coproduction;
- Local theatrical distribution of Bulgarian movies (including supported minority coproduction);

- Festivals and other film events;
- International promotion of Bulgarian films (participation of films and filmmakers in international festivals and other major film events).

Public support is allocated to film projects, selected by a National Commission of experts on a competitive basis.

For 2015 the secured amount of the public funding for the Bulgarian film industry amount to about EUR 6 750 000 (BGN 13 200 000).

Under the law: at least 80 percent (EUR 5 400 000 for 2015) of the funding is allocated to all types of film production (features, documentaries, animations + minority coproduction). Up to 20 percent of this amount (about EUR 1 080 000 for 2015) is for minority coproduction.

Only companies registered under the Bulgarian Commercial Law and registered as producers, distributors or exhibitors at the Bulgarian National Film Center can apply for funding.

Bulgarian National Film Center allocates funds to film projects, which are European coproduction or coproduction under bilateral agreements in the field of film industry with third countries. Eligible for funding are also projects, supported by EU members' specialised funds or Eurimages Fund or MEDIA Program (Creative Europe MEDIA). The applicants should meet the criteria provided under the European Convention on Cinematographic Coproduction, which came into effect in Bulgaria as of 1 August 2004.

Public funding to projects with secured financing by a foreign producer from the Parties to the Convention on Cinematographic Coproduction, or from a country, with which the Republic of Bulgaria has concluded agreements in the field of film industry, is provided with the Bulgarian producer applying to the Agency and the project being considered under the terms and conditions set out in the Film Industry Act.

Eligible to public funding are Bulgarian producers, meeting the following conditions:

- The funds provided for the project by a foreign coproducer shall be from an international, national or regional fund or institution and/or a national TV broadcaster within the territory of the foreign coproducer's country;
- The contribution of the Bulgarian producers may not be less than 20 percent in the case of bilateral coproduction and may not be less than 10 percent in the case of multilateral coproduction.

The terms of holding the sessions in 2015 are set out in Ordinance No. 75 of 30 July 2014 issued by the acting Executive Director of Bulgarian National Film Center. The Ordinance contains some new requirements for the producer

and director (in the case if the latter is a Bulgarian national) for a number of released films, as well as the routinely expected for submission documents and statements, which ought to be enclosed in a coproduction project, such as a detailed list of the Bulgarian elements, copyright and license agreements, a general or detailed budget of the film, signed by the coproducers with an official translation therein if the agreements are in English; a financing plan, signed by the coproducers with an official translation therein; a general draft budget (in the Film Center's model form for international coproduction); a standard declaration that the shooting would not begin before an order under Article 30, 6 of the Film Industry Act is issued, signed by the coproducers, etc.;

It also provides for the minimum amount of the benefits granted for 'Making of feature and/or animated and/or documentary films in the conditions of an international coproduction pursuant to Article 31 of the Film Industry Act':

- To projects of a feature or and animated feature film under this section, up to BGN 330 000;
- To projects of a documentary and popular science films under this section, up to BGN 52 000.

MINISTRY OF CULTURE

The basic functions and tasks of the Ministry of Culture are to develop, coordinate and conduct the state policy for protection and development of culture.

Viewed from history, following the Liberation of Bulgaria from the Ottoman domination, in 1879 the Ministry of People's Enlightenment was established. MPE became the backbone of state's cultural policies. MPE prepared and carried out policies, practically including all domains of cultural development. The first Law of People's Enlightenment was passed in 1891. It placed under the supervision of the MPE not only the educational affairs of the state, but also the development of cultural institutes. The Law of Scientific and Literary Enterprises, which gave legal basis for subsidizing the search of ancient and archaeological monuments and archive documents, as well as for recording the folk heritage was introduced in 1890. The state started financing the publishing of the detailed *Collection of Folklore, Science and Literature*. The funds granted under this law by the MPE were increased twice between the years 1889 and 1894. Granting subventions to the Drama Theatrical Company in Sofia also began in 1889. In 1891, The National Museum was separated from the National Library in Sofia and an Archeographical Commission of MPE was founded. These were the basic cultural institutions, which shaped the image of Bulgarian culture over the period well until the turn of the nineteenth century.

Over the twentieth century, the Ministry has been restructured on more than one occasion, depending on the state policies in the domain of culture.

In modern history, following 1989, the Ministry of Culture makes consistent and relentless efforts to decentralise the state cultural policy. Helped by different forms of the emergent civil society, new institutions of cultural policies came into being: private cultural institutes, alternative and professional associations, foundations, religious societies, etc. Alternative ways of funding culture have also been developed with local and international foundations, private sources, municipal budgets and international cultural communities awarding grants to various projects.

The international cooperation is consistent with Bulgaria's policy in the field of international relations, the priorities of development of Bulgarian culture, agreeing with the legal basis. International cooperation includes activities such as recognition of Bulgarian cultural presence and the position of Bulgarian culture; building of a positive image of Bulgaria as a stable partner in international cultural policy and international relations and planning, coordinating and supervising the work of Bulgarian cultural institutes abroad.

BULGARIAN NATIONAL FILM CENTER

The Bulgarian National Film Center is an Executive Agency of the Bulgarian Ministry of Culture that administrates the implementation of the Film Industry Act (FIA). The main functions of the Agency are to finance film production, distribution and exhibition of films, to support the promotion of Bulgarian films in this country and abroad, to keep the register under FIA, to stimulate the development of the film culture.

Bulgarian National Film Center administers producer's rights of Bulgarian films, when granted such rights under an act or a contract. It represents Bulgaria at the Board of Management of *Eurimages* Fund of the Council of Europe; it is the coordinator for Bulgaria of the European Audiovisual Observatory and hosts the MEDIA office of the Creative Europe Programme of the EU. The Bulgarian National Film Center is a European Film Promotion member since 2005.

For the creation, the distribution and the preservation of Bulgarian films the Bulgarian National Film Center collaborates closely with the Bulgarian National Television, the Bulgarian National Film Archives, Union of Bulgarian Filmmakers.

The Bulgarian National Film Center is the organizer of the *Golden Rose* Festival of Bulgarian Feature Films (Varna), and the *Golden Rhyton* Documentary and Animation Film Festival (Plovdiv).

The most popular recently made films supported by Bulgarian National Film Center

- BULGARIAN RHAPSODY by Ivan Nichev; (Bulgarian entry for Foreign language Oscar `14);
- THE JUDGEMENT by Stefan Komandarev;
- VIKTORIA by Maya Vitkova;
- THE COLOR OF THE CHAMELEON by Emil Christov (Bulgarian entry for Foreign language Oscar `13);
- PRIDE by Pavel Vesnakov, short feature;
- SNEAKERS by Ivan Vladimirov, Valeri Yordanov (Bulgarian entry for Foreign language Oscar `12);
- AVE by Konstantin Bojanov;
- SOFIA'S LAST AMBULANCE by Ilian Metev, documentary;
- FATHER by Ivan Bogdanov, animation;
- TILT by Viktor Chouchkov Jr.
(Bulgarian entry for Foreign language Oscar `11)

BULGARIAN NATIONAL TELEVISION

The Bulgarian National Television (BNT) was founded in 1959 as the first ever TV broadcaster across Bulgaria. Currently, BNT operates on the basis of the Radio and Television Law (1998) as a national public broadcaster and communications operator. As a public broadcaster, BNT seeks to cover the news as precisely as possible and ensure programming that keeps its audiences informed of important issues and events in the areas of politics, economics, business, culture, science and education. Through its programming policy, BNT protects national interests and values, science and education; and represents the cultural heritage of all Bulgarian citizens, irrespective of their ethnicity. BNT caters for the diverse ideas and beliefs within society by reflecting the many different points of view and encouraging mutual understanding and tolerance in the relations between people. BNT has the commitment to produce a broad spectrum of national and regional programmes including ones about other countries, societies and cultures around the world; programmes that meet the needs of Bulgarian citizens whose mother-tongue is not Bulgarian, by the inclusion of original content in their own language; and programmes that keep Bulgarians living abroad up-to date with events in their home country.

BNT operates four regional centres in the cities of Blagoevgrad, Varna, Plovdiv and Ruse. In 1999, BNT launched the satellite channel TV Bulgaria designed mainly for Bulgarians living abroad. In 2008, TV Bulgaria began broadcasting 24 hours a day and is available in Europe, parts of Africa and Asia, the USA, Canada and the whole of South America. In end-2010, the channel was renamed BNT World. Channel BNT2 was launched in 2011. It pooled together the programming of the four regional centres. It is available free-to-air in the major cities in Bulgaria.

BNT gives its viewers the benefit of emerging communications technologies and services and it was one of the earliest Bulgarian Media on the 'World Wide Web'. Its website, bnt.bg, has been operative since the late 1990s. Through a button on the website, access to live streaming has been offered since 2010.

BULGARIAN NATIONAL FILM ARCHIVE

The Bulgarian National Film Archive (BNFA) was founded in 1952 '*collecting restoring and preserving films and film related national heritage, processing cinematographic information and culture and using it for distribution*'. BNFA has been a member of the International Federation of Film Archives for over five decades now. By its international recognition it carries the responsibility to preserve the Bulgarian part of the world motion picture heritage.

Today BNFA has a status of national cultural institution directly under the Ministry of Culture, it is a legal entity funded by government. It holds

the national film archive, which consists of about 15 000 titles with more than 40 000 copies. There are 9 528 Bulgarian films (including features, documentaries and animations) and 4 348 foreign films from 54 countries.

The absolute priority of BNFA is to preserve 'the moving pictures' for the posterity. BNFA is in a process of transferring the flammable nitrate films of the home collection to inflammable and digital storage devices.

Significant part of the National Film Archive film collection is regularly shown at Odeon Cinema Theatre, emblematic of Sofia. Films are screened in the context of pre-prepared annual calendar with anniversaries, dates and events of Bulgarian and world cinema. They are organised in themes and cycles on a monthly and weekly basis. The programme is often arranged in cooperation with related social, artists' and film distribution organizations and also assisted by foreign Embassies' cultural institutes.

UNION OF BULGARIAN FILMMAKERS

The Union of Bulgarian Filmmakers is a non-governmental, a non-profit and a non-commercial organization with its own contribution to the development of motion picture arts and the audio vision in Bulgaria. The UBFM is a partner in the process of the devising and shaping of all concepts, legislations, models and political decisions, concerning the problems of Bulgarian audiovisual culture.

UBFM represents its structures and members at international organizations such as FERA, FIPRESCI, ASIFA, etc. With its activities UBFM fosters the development and protection of Bulgarian film; the development of film theory and history; aesthetic education of cinemagoers; applying of high standards in arts.

UBFM is registered also as Bulgarian Film Academy, which since 2010 has continued the UBFM's tradition established in 1975 with the Annual Awards for achievements in motion picture and TV arts.

FILMAUTHOR

Filmautor is a non-profit organization for collective management of authors' and producers' rights in audiovisual works. Filmautor is registered by the Ministry of Culture in the Register of Collecting societies under Bulgarian Copyright and Neighboring Rights Act.

Members of Filmautor are more than 1 500 film directors, writers, directors of photography, animators and film producers.

Filmator is a CISAC member and signed reciprocal representation agreements with 27 sister societies from all over the world.

NATIONAL CULTURE FUND

The National Culture Fund (NCF) of the Ministry of Culture supports on national level the creation, development and distribution of Bulgarian culture and arts in this country and abroad.

The NCF was established by virtue of *Law on Protection and Development of Culture*. The priorities in its activity are also in compliance with the criteria set forth in Chapter '*Culture & Audio-visual Policy*' of the EU Accession Treaty of Bulgaria.

Financial resources for the fund are raised by a subsidy as set forth in the State Budget of the Republic of Bulgaria Act for the respective budget year and other sources of funding as set forth in article 31 of the *Law on Protection and Development of Culture*. Funds are predominantly granted for artistic projects aiming at development of cultural sector.

The managing body of the National Culture Fund is a Managing Board,. Its members are some renowned cultural figures, representatives of artistic unions and one representative of Municipalities, Ministry of Culture and Ministry of Finance. At the beginning of each year the Board outlines the directions of priority for which financial support is to be granted.

The artistic projects are funded after announcement of competitions under a programme prepared and approved in advance. Individual artists, private, municipal and state cultural organizations are equally eligible to participate in competitions.

STATE INSTITUTE FOR CULTURE

The Institute for Culture, Ministry of Foreign Affairs supports and works towards towards priority delivery of national and international cultural projects and programmes as an element of the transformation of cultural cooperation into integrated intercultural dialogue in keeping with the European Union's cultural agenda.

The Institute for Culture encourages the establishment of direct links between Bulgarian cultural operators and their counterparts abroad to the end of creating opportunities for the successful integration of the national culture on the European and world cultural arena.

The Institute for Culture develops the strategy and encourages cultural organizations active in the field to broaden their geographic parameters in promoting Bulgaria and increasing interest to its history, culture and contemporary cultural life.

The Institute for Culture stimulates and offers professional assistance to Bulgarian diplomatic missions in the implementation of bilateral and multilateral cultural projects and events. Along with the Diplomatic Institute, the Institute delivers training in the area of cultural diplomacy for young diplomats.

OBSERVATORY OF CULTURAL ECONOMICS

The Observatory of Cultural Economics, Sofia, was established in 2008 as an open research platform. Its major mission is to provide sustainable support for arts and culture through devising and disseminating economic and financial analyses and prognoses, facilitating the development of the cultural sector.

The goal of the Observatory of Cultural Economics is to develop and encourage the theory and practice of economic analyses in the cultural sector; to act as a mediator between arts, society, politicians and researchers, i.e. to foster the efficient inclusion of the cultural institutions in the processes of building cultural policies and strategies. For this purpose the Observatory initiates discussions, develops cultural projects, encourages the establishing of networks and communities in the field of the economics of culture.

The focus of the Bulgarian National Film Center is on the support of making, distribution, promotion, and exhibition of national film productions. It is fully supported from the government. The principal of the Bulgarian National Film Center is the Ministry of Culture of the Republic of Bulgaria.

The following genres are eligible for funding by the Bulgarian National Film Center:

- Development and production of feature films (over 70 minutes), short features (between 15 and 30 minutes), short and feature-length documentaries and animation;
- Minority coproductions;
- Local theatrical distribution of Bulgarian & European movies (including Bulgarian supported minority coproductions);
- Festivals and other cinema events;
- International promotion of Bulgarian films (participation of films and filmmakers in international festivals and other major cinema events).

Only companies registered under the Bulgarian Commercial Law and registered as producers, distributors or exhibitors at the Bulgarian National Film Center can apply for funding. The state support is allocated to film projects, selected by a National Commission of experts on a competitive basis.

Public funding for Bulgarian film industry in 2015 amounts to about EUR 6 750 000 (BGN 13 200 000). Under the *Film Industry Act*:

- At least 80 percent (EUR 5 400 000 for 2015) of the funding is allocated to all types of film production (feature film, documentaries, animation, coproductions with TV broadcaster + minority coproductions). Up to 20 percent of this amount (about EUR 1 080 000 for 2015) is allocated to minority coproductions.
- At least 10 percent (EUR 675 000 for 2015) of the funding is allocated to local theatrical distribution of Bulgarian movies (including supported minority coproductions);
- Up to 5 percent (EUR 337 500 for 2015) of the funding is allocated to festivals, other cinema events and international promotion of Bulgarian films;
- Up to 5 percent (EUR 337 500 for 2015) of the funding is allocated to special film projects on subjects, proposed by the Ministry of Culture.

State subsidy for film Industry - amounts according to financial report of State budgets cash payments for relevant years (in BGN; 1 BGN = 0.511 EUR)

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Subsidy for film industry according to final Financial report	2 165 852	3 933 146	3 747 232	5 793 341	5 516 994	6 600 000	10 900 000	11 794 400	9 090 000	10 100 000	12 100 000	12 700 000	11 917 000	13 200 000
Ministry of Culture total budget expenditures	53 771 503	64 936 014	72 855 669	89 989 553	92 337 002	115 053 732	138 480 971	120 895 823	92 292 100	104 292 100	117 903 100	122 684 287	120 739 600	126 693 600
% of subsidy for film industry to the Ministry of Culture total budget	4.03%	6.06%	5.14%	6.44%	5.97%	5.74%	7.87%	9.76%	9.85%	9.68%	10.26%	10.35%	9.87%	10.42%

Public funding for Bulgarian film industry (in BGN; 1 BGN = 0.511 EUR)

Film projects by category	2008	2009	2010	2011	2012	2013	2014
Distribution & exhibition	229 142	312 620	444 050	319 500	691 480	323 520	404 970
Festivals & promotion	548 737	706 172	818 925	916 720	1 126 780	936 200	1 242 970
Film production	10 122 121	10 784 120	7 827 666	8 863 780	10 281 740	11 440 280	10 269 060
National film production	8 752 160	7 593 850	5 581 836	6 762 480	7 741 980	6 782 190	5 848 730
* <i>Feature films</i>	7 631 800	5 022 400	4 427 206	5 579 100	6 204 200	4 570 500	4 355 200
* <i>Documentaries</i>	907 800	1 741 280	621 500	812 280	862 590	948 090	777 630
* <i>Animation</i>	212 560	830 170	533 130	371 100	675 190	1 263 600	715 900
Minority coproductions	606 300	686 230	1 201 230	629 400	543 130	1 108 760	1 991 430
TV coproductions	272 511	221 480	125 000	70 000	18 160	0	200 000
Project development	148 950	544 560	278 000	217 500	422 100	333 200	201 000
First movies	342 200	1 738 000	641 600	1 184 400	1 556 370	3 216 130	2027 900
TOTAL	10 900 000	11 802 912	9 090 641	10 100 000	12 100 000	12 700 000	11 917 000

Under Decision C(2012) 5572 of 2 August 2012, the European Commission has assessed the Bulgarian film support and decided to consider the aid contained therein as compatible with Article 107 (3) (d) of the Treaty on the Functioning of the European Union (TFEU). The Bulgarian film support scheme, State aid SA.30569 (NN33/2010), is approved until 31 December 2017 on the basis that the Bulgarian authorities have undertaken to implement any changes to the scheme which may be required after the expiry of the Commission Communication on cinematographic and other audiovisual works. http://ec.europa.eu/competition/state_aid/cases/237020/237020_1396743_67_2.pdf

The legal rate of support for Bulgarian productions is:

- At least 30 percent of the average budget for the previous year of the respective type of film production (feature film, documentary or animation);
- Up to 50 percent of the budget of the film project, but for low budget productions the legal amount is up to 80 percent (The definition of low budget film production according to the Bulgarian Film Industry Act reads: ‘A film with a budget up to 60 percent of the average budget of an European movie for the previous year based on the data provided by the European Audiovisual Observatory’).

Average film budgets (in BGN; 1 BGN = 0.511 EUR)

	2005	2006	2007	2008	2009
Feature film	1 260 265	1 540 579	1 773 034	1 970 157	1 692 673
Documentary	115 948	140 998	147 958	151 246	131 230
Animation per minute	6 435	9 374	10 121	10 617	11 605

	2010	2011	2012	2013	2014
Feature film	1 822 979	1 885 041	1 900 131	1 822 316	1 876 253
Documentary	136 902	144 786	147 722	139 702	138 185
Animation per minute	11 855	12 121	13 381	12 552	11 935

Every year the Bulgarian National Film Center has:

- Two application deadlines per year for feature films, documentaries and animation;
- Four deadlines per year for minority co-productions;
- One deadline per year for co-productions with TV broadcaster with national coverage.

Over the last two years, special competition sessions were offered for funding special film projects on subjects, proposed by the Ministry of Culture:

- In 2013, on the occasion of Bulgarian film’s centenary, marked in 2015, a project about the pioneer of Bulgarian film, Vasil Gendov was allocated funding;

- In 2014, a project received funding dealing with the lifework of St Methodius on the occasion of the 1160's anniversary since the inventing of the Glagolitic letters marked in 2015.

In 2014, for the first time special competition sessions were provided for funding low-budget (up to BGN 400 000) features; consequently, at least 8 features are expected to be made by end-2015. This trend persists in 2015 too, as apart from low-budget movies, a special session was offered for documentaries (up to BGN 50 000).

2015 application deadlines for minority co-productions are:

- 1st session: 16 March 2015 (Monday). Application deadline: 25 February 2015 (Wednesday, 3:00pm);
- 2nd session: 30 April 2015 (Thursday). Application deadline: 15 April, 2015 (Wednesday, 3:00pm);
- 3rd session: 17 September 2015 (Thursday). Application deadline: 2 September 2015 (Thursday, 3:00pm);
- 4th session: 17 December 2015 (Thursday). Application deadline: 27 November, 2015 (Friday, 3:00pm).

In 2014, 24 films were made that have been allocated funding by the Bulgarian National Film Center, including coproductions, 75 upcoming films and projects in development approved by the Financial Committee. In 2014, 4 independently financed feature films were made and released across the country.

Projects supported by Bulgarian National Film Center in 2014

	Productions, incl.		Coproductions, incl.		Development	Projects
Features	22	5 shorts	9	1 short, minority	6	37
Documentary	14	2 feature-length	1	minority	7	22
Animation	15	shorts	1	minority	-	16
	51		11		13	75

Films supported by Bulgarian National Film Center completed in 2014

	Productions, incl.		Coproductions, incl.		Films
Features	5	3 shorts	1	majority	6
Documentary	8	5 full-length	4	minority	12
Animation	6	shorts	-	minority	6
	19		5		24

Films supported by National Film Center Completed up to April 2015
(in BGN; 1 BGN = 0.511 EUR)

FEATURES					
Title	Director	Production	Details	Support	Completed
AFERIM!	Radu Jude	Hi Film - Ada Solomon, Klass Film - Rossitsa Valkanova, Endorfilm - Jiří Konečný, Mulberry Development - Ovidiu Iandor	Romania/ Bulgaria/ Czech Republic, 108 min	322 300	2015
BUFFER ZONE	Georgi Dyulgerov	Front Film - Nadezhda Koseva, Svetla Tsotsorkova	Bulgaria, 126 min	924 000	2014
BULGARIAN RHAPSODY	Ivan Nichev	Cinepaz – Nissim Levy, United King Films – Moshe Eder, Leon Eder and Schaul Sherzer, Cinissima, Cinema Project-Rabinovich Foundation	Bulgaria/ Israel, 108 min	950 000	2014
CORPSE COLLECTOR	Dimitar Dimitrov	Magic Shop - Georgi Nikolov	Bulgaria, 112 min	648 900	2015
EYE OF BRAHMA	Diana Pavlova	Audiovideo Orpheus – Alexander Donev	Bulgaria, 10 min	30 000	2014
GETTING FAT IN A HEALTHY WAY	Kevork Aslanyan	Revo Films – Toma Vasharov	Bulgaria/ Germany, 22 min	179 000	2015
HOMBRE	Zachary Paunov	Nach-Zach Vision - Atanas Marinov	Bulgaria, 104 min	650 000	2014
NOBODY WANTS THE NIGHT	Isabel Coixet	Ariane & Garoé - Andrés Santana, Mediapro - Jaume Roures, Neo Art Producciones - Antonia Nava, Noodles Production - Jerome Vidal, One More Movie - Ariel Ilieff	Spain/ France/ Bulgaria, 118 min	340 000	2015
STORE "I LOVE YOU"	Plamen Nikolov	Match Frame Studio - Georgi Marinov, Ivo Nikolov	Bulgaria, 29 min	30 000	2014
THE SINKING OF SOZOPOL	Kostadin Bonev	Borough Film – Georgi Balkanski, Vladimir Andreev	Bulgaria, 100 min	1 180 000	2015
THREE DAYS IN SARAJEVO	Nikolai Todorov	Screening Emotions – Pavlina Angelova, Elena Mosholova	Bulgaria, 50 min	390 000	2014
WHY ME?	Tudor Giurgiu	Libra Film - Oana Giurgiu, Hai-Hui Entertainment, Chouchkov Brothers - Borislav Chouchkov, Viktor Chouchkov, Maria Metodieva, Cor Leonis Films - Vágási Emőke	Romania/ Bulgaria/ Hungary, 132 min	350 000	2015

DOCUMENTARIES					
Title	Director	Production	Details	Support	Completed
49 172	Plamen Petkov	Camera - Dimitar Gochev, Atanas Kolev - LA, USA	Bulgaria, 62 min	100 000	2014
CITIZEN CINEMA	Kosta Bikov	ARS Digital Studio - Ivan Tonev	Bulgaria, 81 min	84 000	2014
COLOURS OF THE VOICE	Rossen Elezov	Vaik – Valerii Kostov	Turkey/ Bulgaria, 88 min	50 130	2014
DIMITAR SHISHMANOV: POINTS TO PONDER	Ralitsa Dimitrova	Geopoly Film – Pavlina Zheleva	Bulgaria, 60 min	118 000	2015
DOBRI ZHELYAZKOV - THE FACTORY MAN	Yaroslav Yachev	Nike I – Ilia Kostov	Bulgaria, 54 min	100 000	2014
KISMET	Nina Maria Paschalidou	Anemon Productions, Forest Troop, Agitprop - Martichka Bojilova, Nukleus Film, Veritas Films	Greece/ Cyprus/ Bulgaria/ Croatia/ UAE, 70 min	47 000	2014
LIFE IS AN ETERNAL SWING	André Chandelle	Luna Blue Film - Serge Kestemon, Fabrikata - Vera Chandelle	Belgium/ Bulgaria, 98 min	52 000	2015
LISTEN	Diana Ivanova	Actink - Albena Kovatcheva	Bulgaria, 76 min	94 000	2014
LOVE & ENGINEERING	Tonislav Hristov	Making Movies, Filmtank, Agitprop – Martichka Bojilova	Finland/ Germany/ Bulgaria, 80 min	50 130	2014
SALTO MORTALE	Borislav Kolev	Camera - Dimitar Gochev	Bulgaria, 78 min	94 000	2015
SPIRIT AND MATTER	Mihail Venkov	Favourite Vision – Chavdar Gagov	Bulgaria, 90 min	100 000	2015
THE BOOK OF SILENCE	Anri Kulev	Atract DM - Rumen Barosov	Bulgaria, 56 min	114 000	2015
THE DEAD OPEN THE EYES OF THE LIVING	Stanislava Kalcheva	Korund X – Hristo Hristov	Bulgaria, 87 min	118 000	2014
THE ENLIGHTENING LIFE STORY OF PROSEK BROTHERS	Lyubomir Halachev	Kadiak Film - Lyubomir Halachev	Bulgaria, 55 min	70 000	2014

THE MAN FROM EUROPE	Vassil Barkov	Magic Mount - Vassil Barkov	Ukraine/ Bulgaria, 80 min	70 000	2014
THE REVENGE: STATE SECURITY'S LONG SHADOW	Atanas Kiryakov	ARS Digital Studio - Ivan Tonev	Bulgaria, 75 min	73 800	2014
THREE CANDLES	Diana Zaharieva	Dido Film - Gospodin Nedeltchev	Bulgaria, 75 min	82 900	2014

ANNIMATIONS					
Title	Director	Production	Details	Support	Completed
A STORY FROM THE WOOLLEN KINGDOM	Angel Manov	Gala Film - Galina Toneva, Kiril Kirilov	Bulgaria, 20 min	150 000	2014
A TRUE DANCE OF LOVE	Daniel Chalakov	Via Marketing - Svilen Ivanov	Bulgaria, 10 min	71 000	2014
DANCE OF INANNA	Petar Topalov	Full Moon Wolf – Pavel Pavlov	Bulgaria, 12 min	45 000	2014
GRUMPY DOES REPAIRS	Radostina Neykova, Sofia Ilieva	Audiovisual Orpheus - Alexander Donev	Bulgaria, 9 min	72 000	2014
JANUARY	Stoyan Dukov	Triksy - Stoyan Dukov	Bulgaria, 7 min	55 000	2014
MARK AND VERSE	Asparuh Petrov, Milen Vitanov, Boris Despodov, Ivan Bogdanov, Boris Pramatarov, Dmitry Yagodin	Compote Collective - Vessela Dancheva	Bulgaria, 22 min	90 000	2015
PUDDLE	Vera Doneva	Nagual - Nastimir Tzachev	Bulgaria, 6 min	25 000	2014
UROBOR 2	Sotir Gelev, Alexander Filipov	Gekkon – Penko Gelev	Bulgaria, 24 min	180 000	2015

IV INTERNATIONAL FILM SUPPORT

CREATIVE EUROPE MEDIA

The CREATIVE EUROPE MEDIA program supports the EU film and audiovisual industries financially in the development, distribution and promotion of their work. It helps to launch projects with European dimension and nurtures new technologies; it enables European films and audiovisual works including feature films, television drama, documentaries, new media to find markets beyond national and European borders; it funds training and film and video games development schemes. A new financial guarantee mechanism for Cultural and Creative Sectors will be launched at the beginning of 2016.

MEDIA / CREATIVE EUROPE MEDIA and Bulgaria

Bulgaria was part of MEDIA family since 2002. The MEDIA's information desk in Bulgaria is opened since 2003, while the CREATIVE EUROPE MEDIA's since 2014.

CREATIVE EUROPE Desk Bulgaria has two offices: MEDIA and Culture. The official website of the desk is: www.creativeeurope.bg

Some of the most successful films, supported by MEDIA, are:

- THE BOY WHO WAS A KING (feature), produced by AGITPROP Ltd., directed by Andrey Paounov
- SNEAKERS (feature), produced by Gala Film Ltd., directed by Valeri Iordanov and Ivan Vladimirov
- TILT (feature), produced by CHOCHKOV BROTHERS Ltd., directed by Viktor Chouchkov Jr.
- DIVORCE ALBANIAN STYLE (documentary), produced by ADELA MEDIA, directed by Adela Peeva
- A FAREWELL TO HEMINGWAY (feature), produced by PROFILM Ltd., directed by Svetoslav Ovcharov
- THE MOSQUITO PROBLEM AND OTHER STORIES (documentary), produced by AGITPROP Ltd., directed by Andrey Paounov
- CORRIDOR N 8 (documentary), produced by AGITPROP Ltd., directed by Boris Despodov
- THE LAST BLACK SEA PIRATES (documentary), produced by AGITPROP Ltd., directed by Svetoslav Stoyanov
- THE JUDGMENT (feature), produced by ARGO Film, directed by Stephan Komandarev

**Support for Bulgarian projects in EUR:
MEDIA (2007-2013) and CREATIVE EUROPE MEDIA (2014)**

MEDIA 2007	
	2007 – 2013
Training	400 000
Development	814 278
Distribution	1 706 335
Festivals	431 663
Promotion	505 000
MEDIA International	100 000
MEDIA Mundus	100 000
Digitalization of Cinemas	80 000
TOTAL	4 136 276

CREATIVE EUROPE MEDIA	
	2014
Training	25 000
Development	365 000
Distribution	97 982
Festivals	63 000
Promotion	75 000
TOTAL	625 982

EURIMAGES

Eurimages is a cultural support fund established in 1989 within the framework of the Council of Europe with 37 member states. Armenia is expected to become the last member during 2015.

Eurimages promotes the European audiovisual industry by providing financial support to European cinematographic works. In doing so, it encourages cooperation between professionals established in different European countries. Eurimages has four support schemes: coproduction, theatrical distribution, exhibition, theatre digitisation.

A main condition for obtaining Eurimages support is the project to be an international coproduction between at least two member states. Every coproducer has to have at least 50 percent of the financing in place. Even with this requirement introduced the number of projects submitted for funding has increased sharply over the last years.

As globalization and digital era necessitate changes, the course of future development of Eurimages is going towards expanding beyond European borders and opening to edgier movies.

Eurimages and Bulgaria

Bulgaria has been a member of Eurimages since 1993. The state has signed the European Convention of Cinematographic Coproduction in 2003 and has bilateral coproduction agreements with France, Italy, Canada, Russia and Israel.

Recently supported by the Fund:

The Eurimages-supported coproduction, Stefan Komandarev's THE JUDGEMENT, Bulgaria/Germany/Macedonia, opener at Sofia International Film Festival in March 2014, received the national Golden Rose Best Bulgarian Feature award.

Coming soon is the supported by Eurimages new film by Cannes' regular (GET THE RABBIT BACK, RABBIT TROUBLES, EASTERN PLAYS, THE ISLAND) Kamen Kalev, FACE DOWN (TETE BAISSE), in coproduction with France and Belgium.

NOBODY WANTS THE NIGHT by famous Spanish director Isabel Coixet, coproduced by Spain, France and Bulgaria opened Berlinale 2015.

The Romanian majority coproduction financed by the Bulgarian National Film Center AFERIM by Radu Jude (Romania/Bulgaria/France) won a shared Silver Bear for Best Director in Berlin 2015 and CRISTIAN by Tudor Giurgiu (Romania/Bulgaria/Hungary) was screened in the Panorama.

The films with Bulgarian participation OUR SUN by Joost van Ginkel, STINKING FAIRYTALE by Miroslav Momcilovic, WESTERN by Valeska Grisebach, KEBAB ROYAL by Peter Brosens and Jessica Woodworth, DOGS by Bogdan Mirica and SON OF SOFIA by Elina Psikou are also supported by Eurimages.

The official site of Eurimages is available at www.coe.int/eurimages

V FILM DISTRIBUTION

Film 2014 was yet another year in a row marking a significant increase in admissions and box office receipts in Bulgarian theatres and achieving record results in the short history of the national box office. To the growth of almost 20 percent in 2013 as compared with 2012, the last 12 months added 8 percent, with the film distribution receipts amounting to BGN 43.5m and admissions reaching 4.96m. Compared with 2009, when a significant growth in film distribution receipts of Bulgarian theatres was witnessed for the first time, 2014 saw an increase in film admissions by precisely 2m or almost by BGN 20m. These figures are really remarkable against a backdrop of the trends on the film markets in the EU countries over the same period. Despite the small year-on-year growth in film admissions by 190 000, due to the increase in the average ticket price by almost 20 eurocent (BGN 0.40), in 2014 box office receipts went up by almost BGN 3.5m. The average movie attendance per capita in 2014 was 0.7, or twice as many as over the previous decade. Since 2002, film theatre attendance in Bulgaria has increased more than twice on a yearly basis, while the receipts quintupled. The ticket prices have doubled over the same period.

A major factor in the growth in film attendance per capita as well as in the total number of cinemagoers is the degree of development of the cinema networks across the countries. In 2015, the number of screens went up by 15 percent as compared with 2013, an increase by 80 percent in comparison with 2010, adding up to a total of 187. At the same time, along with the increased number of screens, the theatres have added other 2 000 seats, which is a growth by 50 percent compared to 2009. According to statistical data of the European Audiovisual Observatory of 2013, Bulgaria has 2.26 screens per 100 000 people, lagging behind the Czech Republic, Austria and Denmark threefold and almost six-fold behind the world's leader Iceland. Still, Bulgaria's data matches this of Russia and Estonia and is twice as better as this of Romania, which reports 1.32 screens per 100 000 people. Yet another factor important to film attendance, is the average ticket price to GDP per capita ratio. In this statistical information, which shows the relative expensiveness of a cinema ticket compared to the living standards across countries, Bulgaria occupies the most unfavourable position among the EU countries and steadily comes almost bottom in European tables. Bulgarian tickets compared with the GDP prove to be twice as 'pricey' as those in Croatia, the Czech Republic and Estonia, thrice as 'pricey' as those

in Slovakia, Denmark and Austria, fourfold as 'pricey' as those in Iceland and fivefold as 'pricey' as those in Norway.

Apparently though, the national cinema market has a potential for growth as in 2014 too, the trend to open new theatres, extend the halls and seats gained momentum in Bulgaria. A new significant exhibitor, the Indian cinema chain Cine Grand stepped on the market proving to be an important factor to stimulate the market. Though the ambitious programme of the company to expand in other cities apart from the capital has not been carried out as yet, with its 15 theaters that have opened doors over the year in two of their locations, Cine Grand contributed a lot to the increase in both admissions and box office receipts. Until then Bulgaria's market has been totally dominated by two companies, each of which has distribution firms – Alexandra Group and Forum Films – and cinema chains – Arena and Cinema City, respectively. Their high prevalence in film distribution is still tangible, amounting to almost 77 percent of the total box office, but in 2014 the rest of the distributors have stepped up their market presence by 5.5 percent of total receipts and their share in absolute terms has gone up to BGN 9.5m from BGN 6.8m in 2013.

As for bTV Studios distribution company founded in 2013 and owned by Bulgarian bTV Media Group, part of the family of Central European Media Enterprises, part of Time Warner companies, their share of almost 12 percent of the revenues ranked bTV Studios third on the market as early as the second year of their existence. The experiment of investing TV funds in film distribution was repeated by Kino Nova, a Bulgarian movie-based channel, part of Nova Broadcasting Group, owned by Swedish media giant Modern Times Group. (MTG's TV broadcaster is more popular in Europe as Viasat.) The film distribution company they developed in Bulgaria, BS Films/ Kino Nova was launched in October 2014 to present four titles by end-year with Woody Allen's *Magic in the Moonlight* and the comedy sequel *Dumb and Dumber To* among others. This start-up's receipts had a 2.5-percent share of the box office and ranked fourth in the country in terms of average revenues and admissions per distributed movie. The established distributors of independent productions Pro Films and A+ (with its two labels A+ Films and A+ Cinema) retained and even expanded their positions on Bulgaria's market due mostly to the increase in the number of distributed movies. The receipts of the next major distributor of indie films, Tandem Films dropped down to BGN 0.74m from BGN 2.3m and its market share decreased to 0.9 percent from 3.1 percent.

Continuing prevalence of movies intended for children's, teenage and family audiences is what strikes most in terms of the genre analyses of

the structure of the most attended films in Bulgaria. Mere 7 of the 2014 top 20 movies are age restricted (for those aged under 12), and 31 of the top 50 are distributed in 3D, which is a year-on-year increase by three productions. Yet another successful formula in terms of box office is the sequel, 8 of the top 20. At the same time, however, seven other movies deal with popular characters from the Bible (Noah, Moses), myths (Hercules), legends (Dracula, Godzilla), fairytales (the witch in *Sleeping Beauty*) or comics (*Guardians of the Galaxy*). Generally, the philosophy of 'franchising', of belief in proven successful models, of 'playing it safe' are the fundamental elements of the business strategies of big Hollywood companies, which in fact is determining what type of movies would be the most successful ones on Bulgarian screens.

Once again following 2011, a Bulgarian movie made the top 20, the romantic comedy, *Living Legends* by writer/director Nicky Iliev. Traditionally, Luc Besson is a certain success when it comes to Bulgarian audiences. *The Family (Malavita)* for instance was not that successful on world markets, while in Bulgaria his picture rounded out first of the European films in 2013 garnering \$ 300 000 in box office. Luc Besson's 2014 action flick *Lucy* rounded out third in terms of its box office in this country and attracted the largest number of viewers, 205 557 of all the films distributed in Bulgaria. As a whole, the number of the movies distributed across Bulgaria increases on a year-on-year basis reaching 139 in 2014, up from just 113 in 2010. Nevertheless this number is still significantly lower than the average number of distributed films in most of the European countries.

Strikingly, against a background of an increase in film revenues in 2014, the total box office receipts of Bulgarian films has exceeded BGN1m, reaching almost 4 percent of the cinemagoers and 3.5 percent of the receipts for the first time since 2011. The viewers of Bulgarian films over the year totalled 197 470, of them 163 750 went to the four productions privately financed outside the system of public support. In fact, mere 33 720 viewers or 0.7 percent of the total film attendance fell on the three distributed titles, publicly financed through the National Film Center: *The Way to Costa del Maresme*, *The Judgment*, *Rat Poison*. The public funding for these (along with the co-producing participation of the Bulgarian National TV broadcaster) totalled over 1.8m euros. This information shows once again the insufficient efficiency of the system of public support for feature film, revealing at the same time the far more enormous potential of making productions funded by other sources.

Top 20 theatrical releases in Bulgaria (03.01. 2014 – 01.01.2015)

(in BGN; 1 BGN = 0.511 EUR)

Film	Distributor	Studio	Released	Admissions	Box Office
HOBBIT: BATTLE OF THE FIVE ARMIES 3D	FORUM FILM BULGARIA	IND	19 Dec 14	181 456	1 779 584
NOAH 3D	FORUM FILM BULGARIA	PAR	28 Mar 14	172 706	1 707 884
LUCY	FORUM FILM BULGARIA	UNI	01 Aug 14	205 557	1 531 630
MALEFICENT 3D	FORUM FILM BULGARIA	DIS	30 May 14	146 994	1 393 248
HERCULES 3D	FORUM FILM BULGARIA	IND	25 Jul 14	130 952	1 227 995
DRACULA: UNTOLD	FORUM FILM BULGARIA	UNI	10 Oct 14	160 284	1 221 063
PENGUINS OF MADAGASCAR 3D	ALEXANDRA FILMS	FOX	28 Nov 14	136 527	1 212 368
HOW TO TRAIN YOUR DRAGON 2 2D&3D	ALEXANDRA FILMS	FOX	20 Jun 14	134 062	1 159 510
RIO 2 2D&3D	ALEXANDRA FILMS	FOX	04 Apr 14	128 092	1 125 435
TRANSFORMERS: AGE OF EXTINCTION 3D	FORUM FILM BULGARIA	PAR	27 Jun 14	113 702	1 097 405
TEENAGE MUTANT NINJA TURTLES 3D	FORUM FILM BULGARIA	PAR	22 Aug 14	109 372	1 014 193
INTERSTELLAR	ALEXANDRA FILMS	WB	07 Nov 14	117 867	944 508
THE HUNGER GAMES: MOCKINGJAY PART 1	FORUM FILM BULGARIA	IND	21 Nov 14	120 825	928 231
EXODUS 3D	ALEXANDRA FILMS	FOX	12 Dec 14	91 456	914 972
THE WOLF OF WALL STREET	bTV Studios	IND	10 Jan 14	116 096	902 580
47 RONIN 3D	FORUM FILM BULGARIA	UNI	27 Dec 13	87 099	841 997
300: RISE OF AN EMPIRE 3D	ALEXANDRA FILMS	WB	07 Mar 14	86 433	819 915
GUARDIANS OF THE GALAXY 3D	FORUM FILM BULGARIA	DIS	08 Aug 14	87 411	809 931
GODZILLA 3D	ALEXANDRA FILMS	WB	16 May 14	77 306	733 222
LIVING LEGENDS	bTV Studios	BG	14 Feb 14	91 447	661 702

Theatrical industry trend – 2002–2014 (in BGN; 1 BGN = 0.511 EUR)

Year	Releases	Admissions	Box office	+/- %	Average ticket price
2002	98	2 015 735	8 717 074	+2.7	4.32
2003	117	3 045 451	12 005 343	+37.7	3.94
2004	118	3 120 088	12 592 151	+4.7	4.04
2005	125	2 421 871	11 661 250	-7.4	4.81
2006	157	2 362 149	11 956 716	+2.5	5.06
2007	137	2 398 193	14 020 755	+17.3	5.85
2008	137	2 434 530	17 120 941	+22.1	7.03
2009	143	2 986 611	24 350 153	+42.2	8.15
2010	113	3 993 709	33 879 494	+39.1	8.48
2011	123/ 160	4 631 629	36 497 110	+7.7	7.88
2012	129/ 174	4 041 364	33 624 302	-9.2	8.32
2013	135/ 167	4 794 391	40 021 829	+19.0	8.35
2014	139/ 182	4 985 999	43 465 125	+ 8	8.72

2014 Bulgarian theatrical distribution shares (in BGN; 1 BGN = 0.511 EUR)

Distributor	Releases (New)	Admissions	Box office	Releases share (%)	Admission share (%)	Box office share (%)	Admission per release	Box office per release
Forum Films	44 (35)	2 026 149	17 714 457	25.1	41.9	42.0	57 890	506 127
Alexandra	57 (37)	1 761 852	14 999 359	26.6	36.4	35.6	47 618	405 388
bTV Studios	20 (16)	638 148	4 983 902	11.5	13.2	11.8	39 884	311 494
A+ Films	20 (18)	144 604	1 127 938	12.9	3.0	2.7	8 034	62 663
BS Films/Kino Nova	4 (4)	134 488	1 048 367	2.9	2.8	2.5	33 622	262 092
Pro Films	13 (11)	100 730	780 362	7.9	2.1	1.9	9 157	70 942
Tandem	10 (6)	90 633	738 806	4.3	1.9	1.8	15 106	123 134
A+ Cinema	5 (3)	67 927	632 662	2.2	1.4	1.5	22 642	210 887
Art Fest	9 (9)	23 489	141 618	6.5	0.5	0.3	2 610	15 735
BG new releases	7	190 575	1 413 096	5.0	3.9	3.4	27 225	201 871
All BG releases	9	197 470	1 462 394	5.0	3.9	3.4	21 941	162 488

Bulgarian releases 2014/2015 by 22nd March 2015

(in BGN; 1 BGN = 0.511 EUR)

Film	Distributor	Genre	Released	Admissions	Box Office
LIVING LEGENDS	bTV Studios	Romantic comedy	14 Feb 2014	91 493	661 978
BULGAR: THE MOVIE 3D	PRO FILMS	Comedy-Animation	28 Nov 2014	32 799	284 896
DYAKON LEVSKI	Art Eternal Cinema	History-Drama	20 Feb 2015	36 548	277 199
RAPID REACTION CORPS 2	PRO FILMS	Action comedy	17 Jan 2014	32 915	234 845
THE WAY TO COSTA DEL MARESME	FORUM FILM BULGARIA	History-Drama	05 Dec 2014	13 802	104 643
THE JUDGEMENT	A+ FILMS	Drama	21 Nov 2014	14 941	97 105
RAT POISON	PRO FILMS	Drama	10 Oct 2014	6 273	30 381
HOMBRE	PRO FILMS	Drama	20 Feb 2015	2 897	15 158
PETROV FILE	A+ CINEMA	Drama	06 Mar 2015	1 489	10 036
CODE RED	PRO FILMS	Drama	21 Mar 2014	545	4 100

Top 30 theatrical releases in Bulgaria by admissions - 1998–2015

(in BGN; 1 BGN = 0.511 EUR)

Film	Distributor	Studio	Released	Admissions	Box office
AVATAR	ALEXANDRA	FOX	18 Dec 09	473 118	5 346 851
TITANIC	DUGA	FOX	27 Mar 98	431 219	1 865 269
MISSION LONDON	A+ FILMS	BG	16 Apr 10	375 754	2 624 689
TROY	ALEXANDRA	WB	14 May 04	289 708	1 172 371
ICE AGE 4 3D	ALEXANDRA	FOX	04 Jul 12	280 326	2 686 365
ICE AGE 3	ALEXANDRA	FOX	03 Jul 09	237 591	2 551 166
HOBBIT: BATTLE OF THE FIVE ARMIES 3D	FORUM FILM BULGARIA	IND	19 Dec 14	235 025	2 321 210
FAST & FURIOUS 6	FORUM FILM BULGARIA	UNI	24 May 13	229 713	1 771 535
FROZEN 2D&3D	FORUM FILM BULGARIA	DIS	29 Nov 13	227 391	2 008 287

THE LORD OF THE RINGS: THE RETURN OF THE KING	ALEXANDRA	IND	09 Jan 04	223 622	951 151
STAR WARS: EPISODE 1	DUGA	FOX	17 Sep 99	222 208	913 352
PIRATES OF THE CARIBBEAN: ON STRANGER TIDES	FORUM FILM BULGARIA	DIS	20 May 11	220 596	2 069 311
THE HOBBIT: AN UNEXPECTED JOURNEY 3D	FORUM FILM BULGARIA	IND	14 Dec 12	221 298	2 138 802
ARMAGEDDON	SUNNY	BVI	28 Aug 98	215 886	842 807
MATRIX RELOADED	ALEXANDRA	WB	23 May 03	212 909	836 652
THE HOBBIT: THE DESOLATION OF SMAUG 3D	FORUM FILM BULGARIA	IND	13 Dec 13	208 582	2 065 029
LOVE.NET	ALEXANDRA	BG	01 Apr 11	206 793	1 374 997
LUCY	FORUM FILM BULGARIA	UNI	01 Aug 14	205 557	1 531 630
THE MATRIX	ALEXANDRA	WB	03 Sept 99	197 963	830 467
FIFTY SHADES OF GREY	FORUM FILM BULGARIA	UNI	13 Feb 15	182 987	1 440 649
GLADIATOR	SUNNY	BVI	04 Aug 00	182 402	727 263
OPERATION SHMENTI CAPELLI	GOLD CHAIN	BG	07 Oct 11	181 461	1 208 704
NOAH 3D	FORUM FILM BULGARIA	PAR	28 Mar 14	172 706	1 707 884
PRINCE OF PERSIA	FORUM FILM	BVI	21 May 10	172 171	1 336 419
DRACULA: UNTOLD	FORUM FILM BULGARIA	UNI	10 Oct 14	160 284	1 221 063
2012	ALEXANDRA	SONY	13 Nov 09	160 547	1 180 339
47 RONIN 3D	FORUM FILM BULGARIA	UNI	27 Dec 2013	158 589	1 554 928
SKYFALL BOND 23	FORUM FILM BULGARIA	IND	26 Oct 2012	158 653	1 219 060
PENGUINS OF MADAGASCAR 3D	ALEXANDRA FILMS	FOX	28 Nov 14	155 878	1 386 995
FAST AND FURIOUS 5	FORUM FILM BULGARIA	UNI	06 May 11	150 677	1 083 240

Top 30 Bulgarian releases of local films by box office - 1998–2015
(in BGN; 1 BGN = 0.511 EUR)

Film	Distributor	Released	Admissions	Box office
MISSION LONDON	A+ FILMS	16 Apr 10	376 809	2 626 156
LOVE.NET	ALEXANDRA	01 Apr 11	207 122	1 376 397
OPERATION SHMENTI CAPELLI	GOLD CHAIN	07 Oct 11	181 461	1 208 704
TILT	A+ FILMS	11 Feb 11	142 799	933 617
LIVING LEGENDS	bTV Studios	14 Feb 14	91 447	661 702
THE FOREIGNER	A+ CINEMA	16 Mar 12	56 651	384 421
FOOTSTEPS IN THE SAND	PRO FILMS	28 Jan 11	54 674	342 003
PISTOL, SUITCASE AND 3 STINKING BARRELS	ALEXANDRA	14 Sep 12	45 898	326 954
RAPID REACTION CORPS	PRO FILMS	02 Mar 12	44 200	310 144
DYAKON LEVSKI	ART ETERNAL	20 Feb 15	36 548	277 198
BALGAR: THE MOVIE 3D	PRO FILMS	28 Nov 14	32 003	278 216
SNEAKERS	A+ FILMS	28 Oct 11	41 380	263 989
DZIFT	ALEXANDRA	26 Sept 08	35 166	255 896
RAPID REACTION CORPS 2	PRO FILMS	17 Jan 14	32 915	234 845
THE WORLD IS BIG AND SALVATION LURKS AROUND THE CORNER	ALEXANDRA / ART FEST	10 Oct 08	36 400	181 763
JIGSAW PUZZLE	ILS FILMS	04 Oct 12	17 037	119 612
EASTERN PLAYS	MVM INTERNATIONAL	16 Oct 09	19 567	113 298
STOICHKOV	A+ CINEMA	02 Nov 12	18 820	111 074
THE ISLAND	WATERFRONT FILM	14 Oct 11	17 078	109 547
LORA FROM MORNING TILL EVENING	SPOTLIGHT	03 Jun 11	17 426	109 346
HDSP	A+ FILMS	17 Sep 10	16 609	106 282
THE WAY TO COSTA DEL MARESME	FORUM FILM BULGARIA	05 Dec 14	13 802	104 643
VILA ROZA	A+ CINEMA	20 Dec 13	14 547	104 030
THE JUDGEMENT	A+ FILMS	21 Nov 2014	14 941	97 105
FORECAST	ALEXANDRA	17 Apr 09	12 425	88 722
FLY WITH ROSSINANT	ALEXANDRA	10 Nov 07	13 668	84 983
MILA FROM MARS	ALEXANDRA	28 Jan 05	20 563	83 295
THE COLOR OF THE CHAMELEON	A+ CINEMA	05 Apr 13	11 210	72 688
SEAMSTRESSES	BDK	12 Oct 07	9 506	52 645
ONE MORE DREAM	SAMSARA	19 Oct 12	6 309	44 806

VI CINEMAS

It must be seen as a beacon of hope that in 2014, 5 new cinema theatres have opened doors in smaller towns across Bulgaria: single-screen cinemas seating 50 to 150 and in cities without any cinemas too. Over the recent five years, a trend was noticeable of a decrease in the number of small theatres, while, the number of multiplexes built in newly constructed trade centres has doubled. Nevertheless, with all the major private investments in constructing multiplexes, over these 25 years following the democratic changes in this country, there still are a number of towns here without access to cinema theatres.

The number of cinema theatres in Bulgaria in the early 2015, excluding these in the multiplexes, has increased year-on-year reaching 23 cinemas with 8 021 seats, situated in 15 towns. Between 2008 and 2015 the number of multiplexes went up by over 50 percent, from 6 to 15, and the number of seats in them in 2015 totalled 25 740, compared with 12 356 in 2008. Of a total of 38 cinema theatres now there are only 14 single-screen cinemas left (a total of 1 397 seats).

By the beginning of 2000, 90 percent of the cinema theatres in Bulgaria were state-run. With a new market mechanism imposed in film distribution, a total privatisation was launched and most of the state-run cinema theatres were acquired by private companies or owners. Among the reasons for the slump over the following years was in that a number of cinema theatres were declared insolvent, unleashing a snowballing closure of cinema theatres in a number of smaller towns for economic reasons. A decade ago, in 2004 the number of cinema theatres reached a historical low of 56 screens with 19 076 seats.

Nevertheless, in the second half of the decade, starting from 2005 with 104 screens and 21 350 seats, a relative increase in the number of cinema theatres was witnessed. It was not due to the fact that new cinema theatres had opened doors, but rather because the closed old single-screen cinemas have been replaced by modern multiplexes, built in newly constructed malls. In 2003, the first multiplex of the Arena Cinemas chain opened doors, Arena Zapad in Sofia (2 820 seats) and in the following years Arena Cinemas chain, part of Alexandra Group, established in 1995, evolved into the biggest exhibitor in Bulgaria. Arena Cinemas chain was the first to go digital in 2006 using its capacities to screen films, alternative content or live satellite broadcast. Later, since 2008 the chain pioneered exhibition of 3D

films. In 2012, under an agreement with RealD, leading global licensor of 3D technologies, Arena Cinemas chain started mounting RealD technologies on 44 screens, including all the 7 screens of Sofia's up-to-date Arena Deluxe Bulgaria Mall, which opened doors in the end of 2013.

The latest multiplex of the leader Arena Cinemas chain was unveiled on 12 April 2014, in the renovated Mall Panorama Pleven. The multiplex has 4 screens with 470 seats, including a state-of-the-art screen seating 40. Arena Panorama Mall is the chain's second multiplex in Pleven. It was the 11 multiplexes of the chain with those in Sofia, Varna, Stara Zagora, Plovdiv, Veliko Tarnovo, Pleven and Smolian with a seating capacity for 12 605. With its equipment of VIP and Premium screens and the RealD 3D technology, Arena Cinemas chain extends its competitive diversification keeping its position of a leading innovative chain in this country.

Though almost no public investments have been made in the opening of new cinemas over the last 25 years, a growing number of new multiplexes opened doors. In 2006 the first IMAX screen was opened in the Mall of Sofia as part of the Israeli's Cinema City International chain. Over the following years, the number of cinemas in Bulgaria has started increasing gradually. A few new cinemas started functioning in the country, in cities without any cinemas for years now: Botevgrad, Sevlievo, Yambol, Targovishte. In 2009, with the opening of a second Cinema City in the Mall of Plovdiv, yet another cinema chain established its presence within the territory of Bulgaria. Over the following years other 3 multiplexes opened doors as part of the Cinema City chain. The last one, Cinema City Paradise opened doors in spring 2013. It is the second one owned by the chain in Sofia and it has state-of-the-art equipment, projectors Christie and 7 channel digital surround sound. The cinema has at its disposal 14 modern 3D screens with 2 166 seats and eventually; the seats of the Cinema City chain across the country totalled 11 551.

Unlike the large private investment in the construction of multiplexes, by the end of the first decade of this century, some negative trends in regard to the small cinemas became discernible. Due to the economic situation across Europe, which had an impact on Bulgaria as well, newly opened or renovated cinemas have failed on the domestic film market. In a number of cities, the resources needed to maintain a cinema theatre have slumped drastically with the shortage of funds (including for re-equipment and advertising) resulting in a decreasing number of cinema-goers and revenues. Renovated single-screen cinemas opened doors in Silistra, Ruse and Biala (a total of 789 seats), which, however, closed up in just a few months. First and foremost, small theatres, where art house films could be screened are reporting ever decreasing revenues from ticket sales. They can't compete with the

multiplexes, which leads to a mass closure for want of funds. However, almost all screens worldwide were expected to go digital by the end of 2015.

It is telling that in 2014, this trend subsided with the opening of 5 single-screen cinemas in Bulgaria's smaller towns: Mezdra (65 seats), Haskovo (150 seats), Dobrich (79 seats), Kyustendil (49 seats) and the state-of-the art 9D Cinema in Replay Bowling Mall, Gabrovo.

Generally, 2014 marked the culmination in opening new cinemas over the entire transitional period to a democracy since 1989. Following the mass closure of cinema theatres half a decade ago, a new cinema emerged in Sofia for the first time. Cultural Centre G8 opened doors in the capital city on 23 October 2014. This new project of the founders of FX Cinema and Euro Cinema, who have proved over the years to be leaders in exhibiting national and European movies, has 3 screens seating a total of 150, a screen for presentations and a coffee shop. G8 Cinema theatre is supposed to deal with documentary and alternative film, festivals, panoramas and children's films. On Fridays and Sundays, silent movies will be shown accompanied by live piano performances with candles on the piano, as it has been in olden times. A small museum of cinema is supposed to be established in the area putting on display equipment, posters and cinematic artefacts. Cultural Centre G8 poses a challenge to Bulgarian cinema-goers intending to screen various films worth to watch.

Very much like Cultural Centre G8, White House Cultural Centre opened doors in 2014, in Plovdiv seeking mostly to preserve and promote Bulgaria's cultural and historical legacy. The White House, renovated in the vein of the Bulgarian National Revival period of the turn of the 19th century has a screen, seating 40 with a stage to give concerts and performances, a hall for sampling national cuisine, a wine cellar, a souvenir shop and a coffee shop in the courtyard, the White Café located under an old trellis vine. The place ushers also to visit its permanent art exhibition of works by local artists.

In 2014, competitors in film distribution in Bulgaria gained a new rival: Indian Inspire Multiplex (IMPL) stepped in the Balkans, first in Bulgaria to further expand into Romania and Greece. The company made a debut in the Balkans with Cine Grand chain and acquired the multiplex in the Sofia City shopping Centre. The Indian company will be the third largest player on these markets in Bulgaria, where Alexandra Group and Cinema City are already competing. There will be a total of 30 screens in Pleven, Burgas and Sofia.

The opening ceremony of the first multiplex of Cine Grand chain in the Sofia City shopping Centre was held on 10 January 2014. The unique and luxurious cinema with 1 300 seats offers viewing experience guaranteed by the best in its class service introduced by Cine Grand. Besides, the multiplex boasts a VIP seating screen owned by the exclusive and premium cinema brand

TSAR that Cine Grand have brought to Europe for the first time, intended for those who would readily pay more money for more comfort.

Four month after opening its first cinema in Sofia, Cine Grand chain unveiled yet another on in the coastal city of Burgas. The unveiling ceremony was held on 25 April 2014 at Strand Mall Burgas. The second multiplex of Cine Grand chain has a seating capacity of 1 213 across 8 screens equipped with 3D digital systems, silver screens and 3-channel digital surround sound systems.

Two screens in the 10-screen cinema multiplex of the Cine Grand chain opened doors at Sofia Ring Mall on 7 November 2014. Sofia Ring Mall is a new generation trade complex in the foothills of Vitosha Mountain. This is the first of the so-called open air-malls with its green areas constituting 30 percent of the whole project of 172 000 sq. m. With its unique architecture and large open spaces Sofia Ring Mall provides full emotional experience by revolutionizing the way people in which people spend their leisure time. One of the most important features of these open spaces is that they use as much natural light and ventilation as possible. Sofia Ring Mall also has a 15 000 sq. m. of green parks with a pond, where customers could enjoy closeness to nature. The complex is connected with the first and only IKEA store in Bulgaria and includes over 200 stores, a parking lot with more than 3 500 parking spaces and a 10-screen cinema multiplex owned by Cine Grand chain.

The company plans to unveil the third multiplex of Cine Grand chain by the end of 2015 in Mall Pleven; though already completed, the opening ceremony was postponed. In a 3 to 5 years time, IMPL is supposed to have a total of 150 to 200 screens in Bulgaria, Romania and Greece with investment between EUR 25 and 35 millions in projects developed in the three Balkan countries. In Bulgaria alone, there will be 70 or 80 screens in smaller towns with smaller theatres as well estimated at EUR 10 to 15 millions. Cine Grand chain is not focused on mainstream films alone for it is all about the quality of the movies and cinema-goers' interest.

World film screen goes digital. The new (r)evolution in film industry is a profound and essential change in the entire film practices. The DVD technology made a great deal of difference in distribution too. The problem with digital transition, however, lies in the expensive equipment requiring investments in digital state-of-the-art projectors. On the other hand, there are European programmes supporting cinemas for exhibition. There is an option the cinemas to absorb the funds slated for digitalisation to establish places for next-generation cinema exhibition. All the more so, by the end of 2015 the digital cinema age adverts and film reels will become history; film distribution will also see a new era. In 2013, MEDIA programme of the EU

has provided Exhibition support for digitalisation of Bulgarian cinemas worth EUR 60 000 as follows: for Euro Cinema, Sofia and Festival & Congress Centre, Varna, both part of the Europa Cinemas chain. With the support of MEDIA programme a silver screen that gives excellent performance with 3D applications using polarized light system RealD was obtained. Over the last couple of years, two other cinema theatres, both in Sofia, obtained digital equipment: Cinema House and the emblematic Odeon Theatre, working closely with the Bulgarian National Film Archive. Funds slated for its digitalisation and new equipment were also granted under European programmes; consequently, the number of digital screens in Bulgaria is on the rise, reaching 170 in the early 2015.

Founded two or so decades ago in France, Europa Cinemas is the first cinema network focusing on European films. It seeks to provide operational and financial support to cinemas that commit themselves to screen a significant number of European non-national films, to offer events and initiatives as well as promotional activities targeted at young audiences. Within a partnership with Sofia International Film Festival, from 12 to 15 of March 2015, Europa Cinemas Audience Development & Innovation Lab was held in Sofia. Thirty-six exhibitors from nineteen European countries and guests from the wider industry gathered at G8 Cinema to exchange expertise, information and experience of programming, events and marketing strategies to attract audiences. There are only 5 Bulgarian cinemas that are members of the Europa Cinemas network, four in Sofia (Cinema Lumiere, Cinema House, Euro Cinema and Odeon) and one in Varna (Festival & Congress Centre). The seats of Europa Cinemas network in Bulgaria total 2 146.

Thus, the cinema theatres in Bulgaria in the early 2015 reached a total of 38 cinemas with 187 screens and 33 761 seats.

In 2014, the Bulgarian multiplexes were visited by 4 030 681 viewers, or 81 percent of all admissions, paying admission fees BGN 35 483 540 (= EUR 18 142 445). This amount is 81 percent of the GBO in all cinemas. The most successful multiplex in terms of attendance in 2014 was Cinema City, Mall of Sofia with 575 828 viewers.

In 2014, the admissions in cinema theatres in Bulgaria totalled 4 985 999 with BGN 43 465 125 (EUR 22 223 365) in revenues.

CINEMAS, 2015

Cinemas with	Number of cinemas	Number of screens	Seats
1 screen	14	14	1 397
2 screens	5	10	5 318
3-5 screens	4	14	1 306
6-7 screens	3	19	3 589
8-11 screens	8	73	11 456
12-15 screens	4	57	10 695
	38	187	33 761

SCREENS, 2002–2015

Year	Number of screens	Number of digital screens	Seats
2002	202	0	71 373
2003	194	0	74 393
2004	56	0	19 076
2005	104	2	21 350
2006	112	2	24 923
2007	114	2	25 301
2008	95	12	21 425
2009	104	22	22 657
2010	122	40	25 345
2011	141	52	29 021
2012	131	74	26 065
2013	161	107	31 056
2014	164	160	31 764
2015	187	170	33 761

MULTIPLEXES, 2008–2015

Year	Number of multiplexes	Number of screens	Seats
2008	6	63	12 356
2009	7	74	14 042
2010	9	92	16 730
2011	11	109	19 907
2012	10	103	18 540
2013	13	134	23 424
2014	14	141	24 737
2015	15	149	25 740

CINEMAS, excluding multiplexes, 2015

Town	Cinemas	Screens	Seats
Sofia	6	11	4 509
Plovdiv	3	7	566
Pleven	2	5	546
Veliko Tarnovo	1	3	309
Varna	1	2	1 250
Blagoevgrad	1	1	234
Haskovo	1	1	150
Dobrich	1	1	79
Smolian	1	1	74
Yambol	1	1	72
Mezdra	1	1	65
Botevgrad	1	1	61
Sevlievo	1	1	49
Kyustendil	1	1	49
Gabrovo	1	1	8
15	23	38	8 021

Europa Cinemas network, 2015

Town	Site	Screens	Seats
Sofia	Cinema Lumiere	1	352
Sofia	Cinema House	1	284
Varna	Festival Complex	2	1 250
Sofia	Euro Cinema	2	104
Sofia	Odeon	1	156
2	5	7	2 146

MULTIPLEXES with 6 and more screens, 2015

Town	Site	Screens	Seats	Opening date
Sofia	Cinema Arena Mladost	15	2 853	19.5.2005
Sofia	Cinema Arena Zapad	15	2 820	4.4.2003
Sofia	Cinema City, Paradise Mall	14	2 166	28.3.2013
Sofia	Cinema City, Mall of Sofia	13	2 856	13.7.2006
Plovdiv	Cinema City, Mall of Plovdiv	11	1 656	19.3.2009
Ruse	Cinema City, Mall of Ruse	10	1 886	28.12.2010
Sofia	Cinema Arena, The Mall	10	1 819	21.4.2010
Burgas	Cinema City, Mall Galleria	10	1 664	15.5.2012
Burgas	Cine Grand, Strand Mall	8	1 213	25.4.2014
Varna	Cinema Arena, Mall of Varna	8	1 177	12.6.2008
Varna	Cinema Arena, Grand Mall	8	1 043	15.4.2010
Sofia	Arena Deluxe, Bulgaria Mall	8	998	17.1.2013
Stara Zagora	Cinema City, Mall Galleria	7	1 323	18.11.2010
Sofia	Cine Grand, Sofia City Center	6	1 300	10.1.2014
Stara Zagora	Cinema Arena, Park Mall	6	966	1.11.2008
6	15	149	25 740	

5 most successful cinemas according to attendance in 2015

Town	Multiplex	Screens	Admissions
Sofia	Cinema City, Mall of Sofia	13 screens	575 828
Sofia	Cinema City, Paradise Mall	14 screens	540 385
Plovdiv	Cinema City, Mall of Plovdiv	11 screens	446 524
Sofia	Cinema Arena, The Mall	10 screens	429 142
Sofia	Cinema Arena Zapad	15 screens	374 959
		ADM	2 366 838
		GBO (in BGN)	20 979 478

VII TELEVISION

In television business the spread of multi-platform media enterprises, digitisation, provision of new media services and access windows proved to be a major step forward towards creating a new business model. The 2014 data provided by the regulator, the Council for Electronic Media (CEM) ascertains that ‘the TV activities in Bulgaria have been structured sustainably and competitively, while the providers of media services through various distributing platforms have offered diverse contents to the consumers’.

According to CEM’s 2014 report, 22 providers of media services hold licenses to create 28 TV programmes, meant for digital broadcasting networks.

Television broadcasters, programmes and hours, regional distribution¹

- 122 registered Bulgarian providers (broadcasting by means of cable electronic communication network and satellite) are operating on the market of audiovisual media services, creating 148 TV programmes. Over the last year, 7 providers of VOD and PPV services have been entered.
- The television programme measured in hours witnessed an almost double increase in the period 2000–2013, but the pre-crisis peak of 2008 has not yet been surpassed (Table 1).

Table 1. Licensed and registered television operators for the period 2000–2013

Year	2000	2003	2006	2007	2008	2009	2010	2012	2013
TV broadcasters (number)	86	98	102	110	119	113	100	114	119
Programs (hours)	395 369	498 091	599 135	661 872	747 036	694 778	660 775	732 731	716 466

Source: National Statistical Institute, 2014

- The uneven distribution of television broadcasters, and respectively, of the hours of television programmes per region, continues. The trend in an increased convergence of broadcasters in the southwest region persists, as over 50 percent of television production are concentrated therein, or

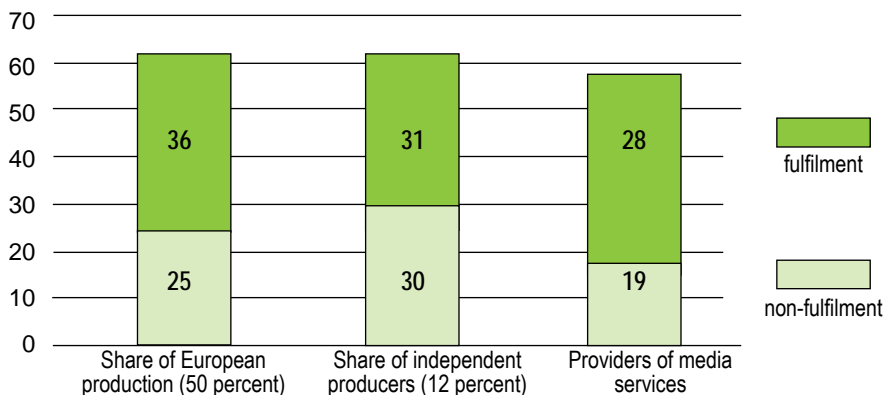
¹ Sources used in this part: Council for Electronic Media, BNT, National Statistical Institute and the Observatory of Cultural Economics.

401 604 hours. The regional North-South disproportion is even more apparent, as the ratio of the broadcasters is 18 to 85.

Audiovisual Media Services Directive: Presence of European works and production of independent producers

- Meeting the requirement of the Directive, encouraging broadcasting of European works, almost all television broadcasters have marked a growth over the recent years (according to data of CEM and the Ministry of Culture, based on the information provided by the television broadcasters). Not all of them, however, fulfil the required share of minimum 50 percent of European works of the total programme time (Article 19a of the Radio and Television Act), probably due to the advisory nature of the text ‘when practically possible’. According to the same data as well (which failed to cover all the TV broadcasters, cf. the fig. below), ‘as for the linear services, it could be assumed that the best part of programmes (36), do meet the quota of 50 percent of the share of European productions per annual programme time. The quota of independent producers (12 percent) has also been fulfilled, on average, by 14.72 percent, according to the data submitted by the providers’. A relatively large share of Bulgarian production was reported amounting, on average, to 48 or so percent.
- Providers of nonlinear media services VOD and PPV in 2013 totalled 15; of them four are not offering such services, according to CEM’s report. The information, submitted by the providers of nonlinear media services, shows a high percentage of European productions in the content of their catalogues as well as a strong demand for such works, the only exception being Global Communication Net AD (lower than 50 percent).

Fig. 1. Providers of linear media services, 2013 data



Source: CEM’s report for the second half of 2014, <http://www.cem.bg/activitybg/1474>

Bulgarian National Television and Bulgarian TV film works²

- Pursuant to Article 71 (2) of the Radio and Television Act, Bulgarian National Television supports the making and implementation of national audiovisual production by allocating not less than 10 per cent of the subsidy granted to the television under the state budget to the making of new Bulgarian television film works.
- Table 5. presents the degree of fulfilment of these obligations, showing: the amount of the approved state subsidy under the budget of BNT, used as a basis for formation of the funds under Article 71 (2) of the Radio and Television Act, the amount of the utilized sum as per the statements for the cash fulfilment of BNT's budget as well as the funds for coproduction, including presale for joint film projects with the National Film Centre, with the BNT funds for coproduction and presale allocated in accordance with the internal BNT *Rules on the Terms and Conditions of Film Production and Coproduction*.

Table 2. Funds for film production as per the budget of BNT, for the period 2012–2014 (in BGN)

Year	Funds for filmmaking, adopted for the BNT budget pursuant to Article 71 (2) of the Radio and Television Law	Budget cash performance on Filmmaking, i.e. funds used by BNT	Funds allocated by BNT to film coproduction with NFC, including presale
2012	5 901 400	5 989 715	526 360
2013	6 202 800	6 441 969	320 995
2014	5 704 700	4 819 465	833109

Source: Observatory of Cultural Economics, author-generated table according to data provided by BNT:

- In 2014, BNT coproduced with the Bulgarian National Film Centre, including presale, as follows:

BNT's funding for completed film projects (coproduction, including presale) in the Bulgarian National Film Centre in 2014

² The information in this section was kindly provided by BNT on the grounds of Application for access to information No. 462/18.03.2014

I. Feature coproduction, including presale

1. THE PETROV FILE, writer Gueorgui Balabanov, Jean-Claude Carriere; director Gueorgui Balabanov; production Dimiter Gotchev – Camera Ltd;
2. THE JUDGMENT, writers Marin Damyanov, Emil Spahiyski, Stephan Komandarev; director Stephan Komandarev; production ARGO Film – Stephan Komandarev;
3. BUFFER ZONE, writer/director Georgi Djulgerov; production Nadejda Koseva– Front Film;
4. BULGARIAN RHAPSODY (Concert for Survivors), writers Ivan Nichev, Yuri Dachev; director Ivan Nichev, production Cinepaz – Nissim Levy;
5. THE SINKING OF SOZOPOL, writer Ina Vulchanova, Kostadin Bonev, director Kostadin Bonev, production Borough Film – Vladimir Andreev.

II. Documentary coproduction, including presale

1. UNCLE TONY, THREE FOOLS AND THE SECRET SERVICE, writers/directors Mina Mileva, Vesela Kazakova; production Activist38 – Vesela Kazakova;
 2. LISTEN, writer/ director Diana Ivanova; production ACTINK – Albena Kovatcheva;
 3. INSIDE THE ROCK, writer Zlatimir Kolarov, Valentina Fidanova-Kolarova; director Valentina Fidanova-Kolarova; production MLN OOD – Valentina Fidanova–Kolarova;
 4. LIFE ALMOST WONDERFUL, writer/director Svetoslav Draganov; production Cineaste Maudit Production – Svetoslav Draganov;
 5. THE GOLDEN HEART OF SOFIA, writer Goran Blagoev; director Nayo Titzin; production Spotlight Ltd. – Nayo Titzin
 6. LOVE AND ENGINEERING, writer/director Tonislav Hristov, production AGITPROP – Martichka Bozhilova;
 7. CITIZEN CINEMA, writer/director Kosta Bikov; production ARS Digital Studio – Ivan Tonev;
 8. GALIN, writer/director Konstantin Zankov; production Magic Shop – George.
- TRAVELLING SUMMER CINEMA WITH BNT1 is a vigorous initiative of BNT for formation and development of audiences of Bulgarian film. The lack of cinema theatres in many Bulgarian towns turned TRAVELLING SUMMER CINEMA WITH BNT1 into the most successful television campaign in 2012, which gained unexpectedly vast popularity and involvement across the

country. Film shows were held in 32 towns in Bulgaria, attracting audiences of over 25 000. The first season of the *Travelling Summer Cinema with BNT1* debuted with shows of 4 Bulgarian films: *Forecast by Zornitsa Sophia*; *Sneakers* by Ivan Vladimirov and Valery Yordanov; *Lora from Morning till Evening* by Dimitar Kotsev-Shosho; *The Island* by Kamen Kalev.

- With its second season in 2013 the project of the Bulgarian National Television reasserted the social and cultural effect of the cause to protect and revive the venues gathering local communities and to boost the options for access to Bulgarian film. In numbers, this equals more than 20 000 new viewers in front of the silver screen of TRAVELLING SUMMER CINEMA WITH BNT1; 7 municipalities enthusiastic to restore and build summer cinema theatres and open-air stages; 18 new invitations for the next summer and the record-breaking 150 000 visits to the website of BNT.
- In 2014, TRAVELLING SUMMER CINEMA WITH BNT1 toured this country twice exhibiting 6 features and 2 documentaries with the free shows attracting audiences of over 17 000.
- The increase in the number of viewers of Bulgarian feature, documentary and animated films broadcast by BNT1, BNT2 and BNT World, or 25 570 000 in 2014, proves that audiences are a social product in want of care and cultivation (Tables 3, 4)

Table 3. Number of viewers per channel and genre*

Genre	BNT1	BNT2	BNT World	Total
Animation	19 000	46 000	92 000	157 000
Documentaries	8 324 000	3 714 000	2 964 000	15 002 000
Features	5 343 000	311 000	2 970,000	8 624 000
Shows	998 000	659 000	130 000	1 787 000
Total	14 684 000	4 730 000	6 156 000	25 570 000

*The table features all the viewers that have watched the respective film per channels.

Table 4. Number of films and exhibitions per channel*

Channel	Number of films	Number of exhibitions
BNT1	243	887
BNT2	245	1 116
BNT World	741	2 420

*A film may have been broadcast by several channels.

SOFIA INTERNATIONAL FILM FESTIVAL

Sofia International Film Festival is the leading festival in Bulgaria and one of the key film events in Central and Eastern Europe. The festival aims to promote important and innovative works of modern world cinema to local audiences and regional Bulgarian and Balkan cinema to international guests, as well as to encourage cooperation between local and international filmmakers. It is described by *Variety* as one of the world's top 50 unmissable film events and accredited by FIAPF as competitive specialized feature film festival. Since 2004 significant part of the festival is the *Sofia Meetings* coproduction market (pitching for first, second and third feature film projects and showcase of Bulgarian and regional cinema).

Venue and dates: Sofia, March 10-20, 2016

Submission deadline: November 2015

SOFIA INDEPENDENT FILM FESTIVAL

is the international film event of the year dedicated strictly to the best of the independent cinema with a special focus USA. The side bar of the Festival *So Academy* is an educational platform that brings successful industry professionals from the United States and the World for workshops on screenwriting, producing, directing, special effects and all the aspects of the moviemaking. The Audience Award will be given for the first time this year during the Sixth edition of the Festival.

Venue and dates: Sofia, October 28 - November 7, 2015.

Submissions deadline – August 15, 2015.

IN THE PALACE International Short Film Festival

In the Palace ISFF is the biggest and most prestigious initiative, presenting films of all genres up to 27 minutes. At the Festival's core are the international and national competitive programs, accompanied by *Filmer Forge* – training sessions, industry market, and pitching sessions of ideas and rough-cut projects. The Festival is organized in collaboration with and the support of the Ministry of Culture, the Bulgarian National Film Center, the Municipality of Balchik and the State Cultural Centre *The Palace* in Balchik.

Total award fund: 10 000 Euro in gold.

Venue and dates: Students program and *Ushi* children film festival - Balchik, Bulgaria, June 27–July 4, 2015

Submission deadline: April 15

Professional program - Sofia, Bulgaria, 1-6 December 2015

Submission deadline: September 15, 2015

LOVE IS FOLLY INTERNATIONAL FILM FESTIVAL

Love Is folly is a competitive international film festival. It is held on a yearly basis in the coastal city of Varna. In terms of its genre, the Festival is oriented towards dramas and comedies, melodramas and romances.

Venue and dates: Varna, August 21-30, 2015

Submission deadline: May 31, 2015

THE CINEMANIA WORLD FILM PANORAMA

Cinemanía is the oldest and most popular international film event in Bulgaria - it began back in 1987.

In latest years the main program accents are the best of new Italian, French Cinema, Music, Documentaries, Children Films, Classic Pleasures, Book Adaptations, Culinary Cinema.

Venue and dates: Sofia, November 12-26, 2015

Non competitive

THE GOLDEN KUKER

SOFIA INTERNATIONAL ANIMATION FILM FESTIVAL

IAFF was run for the first time in October 2010 in Sofia. It is the first animation festival from the new century. The festival awards two statues - Grand Prix *Golden Kuker* and Special Prize in the name of Proyko Proykov, (legendary Bulgarian animator). The mission of the *Golden Kuker* Sofia IAFF is to contribute to the development of Bulgarian art, to help Bulgarian and foreign animators get in touch and to support young professionals and students. The *Golden Kuker* Sofia IAFF has achieved high-level of professional performance, large number of international appearances, and variety of great animation works. Throughout the whole year people have the opportunity to attend master classes led by world known directors and animators, visit contemporary art seminars and exhibitions, and join interactive lectures.

The festival is in the cultural calendar of Bulgaria's capital Sofia and in five other major cities in Bulgaria.

Venue and dates: Sofia, May 4-10, 2015

Submission deadline: February 10, 2015

In 2015 Festival will be held at Sofia Museum of History, Cinema House and NATFA.

THE WORLD FESTIVAL OF ANIMATED FILM (WFAF)

The Festival is organized by the World Festival of Animated Film Association and the Varna Festival and Congress Center with the support of the Bulgarian Ministry of Culture, Bulgarian National Film Center and the Municipality of Varna.

Any frame by frame or computer-assisted animated film, completed after the 1st of January 2012, which has not participated in a previous edition of the Festival, will be considered eligible for the Festival.

The films will compete in the following categories:

- Short films
- Feature films
- Children's films
- TV series
- Student's films

Venue and dates: Varna, September 9-13, 2015

Submission deadline: June 1, 2015.

You can participate by filling out the online Entry Form at the Festival's website at www.varnafest.org No entry fee.

GOLDEN ROSE

The *Golden Rose* Festival of Bulgarian Feature Films is held at the Festival and Congress Centre in the coastal city of Varna. This is the oldest film festival in Bulgaria, with its first edition held in 1961. The Festival is a competitive one for Bulgarian fiction films. The event is organized by Bulgarian National Film Center and the Bulgarian National Television with the support of the Municipality of Varna.

Venue and dates: Varna, October 2-11, 2015

Submission deadline: mid-August

GOLDEN RHYTON

The *Golden Rhyton* is a national film festival, hosted by the Plovdiv Novotel and Lucky Cinema in the city of Plovdiv, in December. It is a competitive documentary and animation film festival, organized by the Bulgarian National Film Center, the Bulgarian National Television with the support of the Municipality of Plovdiv.

Venue and dates: Plovdiv, December 2015

Submission deadline: mid-September

IX FILM EDUCATION

The university film education in Bulgaria started in 1973, when the Cinema Department of the National Academy for Theatre, transformed later into a Screen Arts Faculty, has been established. Previously, there were few schools that provided basic training in photography and cinema. Currently, there are two state universities and a private one as well as a private college that provide film education in Bulgaria.

THE NATIONAL ACADEMY FOR THEATRE & FILM ARTS, SOFIA

- Film & TV Directing and Animation Department
- Film & TV Cinematography and Photography Department
- Dramaturgy & Film & TV Critical Studies Department

The Screen Arts Faculty's initial degree programs were opened in 1973. The curriculum in the faculty combines professional training with studies in the liberal arts. Students are provided with a variety of creative experiences, from basic to advanced, in both the conceptual and production phases of film, TV and video products, classical and computer animation.

Electives in the liberal arts are required of all students to ensure that they have the background necessary for participation in a profession that influences attitudes, opinions and ways of thinking in every aspect of human experience.

The Screen Arts Faculty is an active member of CILECT and has a representative in its Executive Council. The teaching staff features the most outstanding Bulgarian directors, screenwriters, cinematographers, editors, designers, photographers and critics, having numerous demonstrated their high artistic achievements both in the country and abroad. They not only share their experience but develop their own curricula in the subject areas they teach, providing an individual artistic and methodological approach.

The departments have developed the following programs:

Bachelor Programs: Film and Television Directing; Film and Television Editing; Film and Television Cinematography; Cinema Critical Studies, and Playwriting and Screenwriting

Master Programs: Screen Arts Management; Film and Television Art

Doctoral Program: Cinema Critical Studies; Film and Television Screenwriting; Film and Television Directing; Film and Television Editing; Classical and Computer Animation; Film and Television Cinematography

SOUTH-WEST UNIVERSITY, BLAGOEVGRAD

- Television and TV Arts Department

The Television and TV Arts Department was established in 1991. The offered professional education adheres to world standards and is related to working in close cooperation with unique filmmakers and highly skilled technicians. Taking personal initiative is in great demand and is highly praised with its development being the constant goal of the teaching staff.

The departments have developed the following programs:

Bachelor Programs: Film and Television Editing; Film and Television Directing; Film and Television Cinematography

Master Programs: Film and Television Directing; Film and Television Cinematography; Film and Television Editing

NEW BULGARIAN UNIVERSITY, SOFIA

- Cinema, Advertising and Show Business Department

Cinema, Advertising and Show Business Department was established in 1994. It is a community of the teachers in the spheres of Dramaturgy, Directing, Camerawork, Fine Arts, Design, Animation, Digital Imaging Devices, Photography, Advertising, as well as other professionals, related to the creative process of realization and analysis of the film and other visual arts and their application in advertising. The department organizes cinema festivals and exhibitions, where it presents the work of its teachers and students.

The created within the university audiovisual works of art are periodically exhibited at internal, national and international forums. The results of the public activities of the department are widespread within the professional, academic and cultural circles. A number of publications in the central press evidence the warm welcoming of the films, exhibitions and works, created within the department.

The department has developed the following programs:

Bachelor Programs: Animation Cinema; Cinema and Television

Master Programs: Animation Directing; Film and Television Art

Doctoral Program: Cinema Critical Studies, Film Art and Television

SCREEN ARTS COLLEGE, SOFIA

The Screen Arts College was established in 1998. After the completion of its two-year programs in Film, TV, Photography, and Animation, students are to be enrolled as junior students at the Cinema, Advertising and Show Business Department's program of New Bulgarian University, Sofia.

X CONTACTS OF INSTITUTION, COMPANIES, AND ORGANIZATIONS

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website: www.audiovisual-bg.com
Activities: soundstages, technical equipment
rentals; postproduction, feature, TV and
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BUFO

(Bulgarian Unified Film Organization)
UFO Film and Television Studios
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20-B, Slavovitsa Str., Office B-2
1404 Sofia, Bulgaria
cell: + 359 888 455 737
e-mail: info@film-maker.org
website: www.film-maker.org
Activities: full production service coverage:
locations, permissions, insurances, casting,
technical equipment, crew, stages, set construction, styling, post-production facilities

MONO COLLECTIVE

Mr. Simeon Tsonchev
54, Hrsito Botev Blvd.
1301 Sofia, Bulgaria
cell.: + 359 898 472 844
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website: www.monoco.eu
Activities: flexible production services for films,
music videos, TV adverts and photo shoots

NU BOYANA FILM STUDIOS

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1, Kumata Str., Kinocenter, 1616 Sofia, Bulgaria
tel.: + 359 2 933 25 00
e-mail: info@nuboyana.com
website: www.nuboyana.com
Activities: fully integrated turnkey services to
film & tv producers for feature film productions,
commercials, documentaries, music videos,
etc.; rental of sound stages, standing sets and
studio facilities and professional equipment.

REVIVE VISION FILM STUDIO

Mr. Andrey Hadjivasilev
41, Nikola Slavkov Str., 1463 Sofia, Bulgaria
tel: + 359 888 736 822
e-mail: office@revivevision.com
website: www.revivevision.com
Activities: realization of TV & viral commercials,
music videos and films; HD and 35mm
video and photo film production

SIF 309 FILM & MUSIC PRODUCTIONS

Mr. Borislav Chouchkov
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1504 Sofia, Bulgaria
tel.: + 359 2 946 34 10
cell: + 359 888 997 814
e-mail: production@ch-bros.com
website: www.ch-bros.com
Activities: music production service
for films and commercials

SOHO PRODUCTION

Mrs. Tzvetana Marinova
37, Ivaylo Str., Sofia, Bulgaria
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e-mail: soho@uvf.bg
www.sohofilm.tv
Activities: production, postproduction, rentals

TV1

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Sofia, Bulgaria
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e-mail: office@tv1-bg.com
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www.tv1channel.org
Activities: TV production

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Activities: film service; production, distribution

WILD HORSE FILM

Mrs. Vihra Tarabanova
12, Gagarin Str.
1113 Sofia, Bulgaria
tel: + 359 2 959 02 19
e-mail: vihra2002@yahoo.com
Activities: professional film and video lighting
equipment rentals

ZOGRAPHIC FILM

Mrs. Tania Assova
27, Svetoslav Terter Str.
1124 Sofia, Bulgaria
tel.: + 359 2 946 17 80
e-mail: assova@zographic.com
website: www.zographic.com
Activities: 2D and 3D animations, cartoon,
postproduction

ZOOM Design
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9002 Varna, Bulgaria
tel.: + 359 52 603 061
e-mail: zoom@zoomdesign.bg
website: www.zoomdesign.bg
Activities: postproduction, editing, 3D anima-
tion, VFX

DISTRIBUTION COMPANIES

ALEXANDRA FILMS
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fax: + 359 2 817 99 00
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website: www.profilms.bg

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Tel.: +359 2 916 6029, 952 6467, 851 9351
Fax: +359 2 916 6714
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SO INDEPENDENT FILM FESTIVAL
Director: Jana Karaivanova
jana@soindependentfilmfest.com
Program co-ordinator: Dimitar Drinov
drinov@soindependentfilmfest.com
www.soindependentfilmfest.com;
info@soindependentfilmfest.com

IN THE PALACE INTERNATIONAL SHORT
FILM FESTIVAL
Director: Mr. Tsanko Vasilev
17-A, Yantra str., Sofia 1504, Bulgaria
Tel.: (359 2) 441 03 02
mail@inthepalace.com
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**LOVE IS FOLLY INTERNATIONAL
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Director: Prof. Alexander Grozev
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Fax: +359 52 608446
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e-mail: agrozev@techno-link.com
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c/o National Palace of Culture
Directors: Mrs. Oli Grueva, Mr. Miroslav Borshosh
1, Bulgaria sq., Sofia 1463, Bulgaria
Tel.: +359 2 916 6841
Fax: +359 2 8657053
e-mail: kinomania@ndk.bg
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**GOLDEN KUKER SOFIA INTERNATIONAL
ANIMATION FILM FESTIVAL**

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e-mail: info@animationfest-bg.eu
website: www.animationfest-bg.eu

**THE WORLD FESTIVAL OF ANIMATED FILM
(WFAF)**

Director: Mr. Anri Koulev
P.O.Box 1453, Sofia 1000, Bulgaria
e-mail: contact@varnafest.org
website: www.varnafest.org

GOLDEN ROSE

Bulgaria Feature Film Festival
c/o National Film Center
Director: Pavel Vasev
2-A, Dondukov blvd., 7th floor
Sofia 1000, Bulgaria
Tel.: +359 2 987 40 96
Fax: +359 2 987 36 26
e-mail: nfc@nfc.bg
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GOLDEN RHYTON

Bulgarian Documentary and Animation Film Festival
c/o National Film Center
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BULGARIAN NATIONAL FILM ARCHIVE

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fax: + 359 2 946 10 69
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BULGARIAN CINEMA 2015

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BULGARIAN NATIONAL FILM CENTER



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Творческа Европа

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