



IN THE NAME OF CINERA

BULGARIAN NATIONAL FILM CENTER nfc.bg



Sofia – May, 2023

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 audio-visual industry.

We did our best to offer more information both about the cinema education and studies, 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.



The institutional and legal environment for the development of the Bulgarian film industry, put in place over the years of transition, consists of primary and secondary legislation, and the institutional bodies thereby established. The Bulgarian film industry functions under three legal frameworks:

- the national legal framework;
- the acquis communautaire;
- the international legal framework.

NATIONAL LEGAL FRAMEWORK

Two major periods of creating the legal and institutional environment at a national level are discernible: the 1990s, when the legal framework of the sector was amended on more than one occasion, albeit only partially (for example, automatic funding of co-productions was introduced at the time (1994)); and the period following 1997, relating to preparation for this country's EU accession and the development of an integral, specialised, regulatory framework. Over the decade, Bulgarian culture obtained its own sectoral law, the *Act on Protection and Development of Culture* (1999), while in 2003, a specific law on Bulgarian film was passed—the *Film Industry Act*.

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

The direct legislative instruments, providing the main structures of organisation, management, and funding, are as follows.

The Act on Protection and Development of Culture (1999), where, for the first time, the term 'producership in culture' is introduced and potential forms of funding are provided, as well as the equality of public and private subjects with regard to state aid.

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 through exhibition to promotion. Financial stability is guaranteed by the mechanism set out in Article 17, under which the amount of the annual subsidy may not be less than the total of the previous-year average budgets of 12 feature films, 22 full-length documentaries and 250 minutes of animation, respectively.

In terms of percentage, state aid is divided thus: no less than 85 per cent for film production; up to 5 per cent for financing the distribution of films; up to 5 per cent for financing festivals and cultural events; up to 5 per cent for financing the promotion and screening of films, of which 90 per cent is for the screening of films and 10 per cent for the promotion of films; with up to 5 per cent for support to Bulgarian films involving national events and the celebration 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 programme.

The *Radio and Television Act* (1998) regulates the functioning of public and commercial radio and TV broadcasters. As regards national audiovisual policy, the law introduced EU standards for the share of European works and those made by independent producers. An obligation was placed on the public broadcaster, the Bulgarian National Television (BNT), to support the making and screening of national audiovisual production with no less than 10 per cent of the BNT subsidy slated for the 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 Act is applied by a media regulator, the Council for Electronic Media (CEM).

The *Electronic Communications Act* (2007) covers some aspects of digital television in Bulgaria. The law is applied by a national telecommunications regulator, the Communications Regulation Commission (CRC). In compliance with the amendments to the *Electronic Communications Act* (2011), Bulgaria switched over to digital television as of 30 September 2013. Analogue signals were turned off across the country.

The Copyright and Neighbouring Rights Act (1993) establishes the framework for the intellectual products market and related moral and property rights. The film industry is a chain of authors creating value in a number of differentiated, though related, markets. The Act also protects and unites creators by providing the opportunity to create collective bodies for managing both copyright and neighbouring rights (Filmautor, Artistautor, ProPhon). This body of legislation received a natural and important extension with the later adoption of the following Law. The Act on Administrative Regulation of the Production and Trade with Optic Discs, Matrixes and Other Media containing Objects of Copyright and Neighbouring Rights (2005), which sets the reproduction, distribution, import and export of discs, matrixes and other storage media containing objects of copyright and neighbouring rights. The Act establishes a certification regime pertaining to the commissioning of production of matrixes with recordings and their reproduction on optical or other storage media containing objects of copyright and neighbouring rights, as well as to transactions 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 modern technological changes in the distribution of audiovisual services.

The indirect regulatory framework of Bulgaria's film industry relates to:

- the *Commerce Act* (1991), under which legal entities engaged in producing, distribution, exhibition, and/or promotion of film production are registered;
- the *Protection of Competition Act* (1998), which is of increasing importance in the context of the European single market, what with the specifics of film productions, which are regarded as a 'cultural exception', but are equally part of a liberal economic environment;
- the *State Aid Act* (2007), which regulates the conditions, terms, and procedures for the granting of state aid.

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

THE EU ACQUIS

Bulgaria joined the European Union on 1 January 2007. EU primary law regulates policies in the field of culture as being under the cognisance of each of the EU Member States. The Charter of Fundamental Rights of the European Union provides for freedom of information and pluralism of the media, freedom of the arts, and freedom to conduct a business. These four freedoms underlying the single domestic market are also applicable to audiovision. As the audiovisual sector has both economic and cultural dimensions, the EU acquis also deals with economic issues, including competition and state aid standards. Bulgaria introduces on time the directives significant to the sector. Audiovision is in fact a reflection of the entire economic infrastructure (falling, as it does, within the scope of the liberalisation of the exchange of products

and services within the single European market) and this is where EU law is best developed on uniting the market and the state budget, encouraging new technologies while at the same time preserving the cultural specifics of the product.

INTERNATIONAL LEGAL FRAMEWORK

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



MINISTRY OF CULTURE

The Bulgarian Ministry of Culture is primarily responsible for creating, developing, and implementing state cultural policies. It also governs distribution of state budget in cultural areas such as cinema, theatre, music, the visual and fine arts. There are several distinct cultural entities such as museums, galleries, community art centres, art schools and art academies, libraries, that come under its jurisdiction. The Ministry is also the principal of the Bulgarian Cultural Institutes abroad (Berlin, Bratislava, Budapest, London, Moscow, Paris, Prague, Rome, Skopje, Vienna, and Warsaw).

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 principal functions of the Agency are to finance film production, the distribution and exhibition of films and TV series; to support the promotion of Bulgarian films, locally and abroad; and to stimulate the development of film culture. The Bulgarian National Film Center represents Bulgaria at the Board of Management of the 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 Centre has been a European Film Promotion member since 2005 and is also a member of EFAD.

Additionally, the Bulgarian National Film Center organises the Golden Rose Festival of Bulgarian Feature Films (Varna), and the Golden Rhyton Documentary and Animation Film Festival (Plovdiv) on an annual basis. The newly established Cash Rebate scheme is also managed by the agency.

BULGARIAN NATIONAL TELEVISION

Bulgarian National Television is a national public broadcasting station and was officially launched on 26 December 1959. At present, BNT operates on the basis of the Law for Radio and Television of 1998. It has four regional centres located in the cities of Blagoevgrad, Plovdiv, Ruse, and Varna. In 1999, BNT started broadcasting the 'BNT World' Satellite Channel. In 2001, BNT was licensed as a nationwide communication operator and TV broadcaster. It is an active member of the European Broadcasting Union, and of the following international organizations: EGTA, IMZ, CIRCOM Regional, FIAT and BBLF.

BULGARIAN NATIONAL FILM ARCHIVE

The Bulgarian National Film Archive was founded in 1952. In 1959, it became a member of the International Federation of Film Archives (FIAF). Today, BNFA has the 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 some 15,000 titles with more than 40,000 copies.

The absolute priority of Bulgarian National Film Archive is to preserve 'moving pictures' for the posterity. BNFA is in the process of transferring the flammable nitrate films of the home collection to non-flammable, digital storage devices. A significant part of the BNFA film collection is regularly screened at the Odeon Cinema in Sofia. Films are screened in the context of a planned annual calendar including anniversaries, dates, and notable events in Bulgarian and world cinema.

UNION OF BULGARIAN FILM-MAKERS

The Union of Bulgarian Filmmakers is a creative professional organisation making its own contribution to the development of film art and audio vision in Bulgaria as an active party in the devising of all concepts, legislation, norms, and decisions that correspond to the problems of audiovisual culture. The Union represents its members in international organisations: FERA, FIPRESCI, ASIFA, CIFEJ, UNI-MEI (EURO-ME). Through its activities, the Union of Bulgarian Filmmakers contributes to the growth and protection of Bulgarian cinema; to the elaboration of the theory and history of film; to the aesthetic education of cinemagoers; and to the application of criteria of high art.

FILMAUTOR

Established in 1993, Filmautor is the Bulgarian Society for collective management of authors, and producers' rights in audiovisual works. It is recognised by the Ministry of Culture in the Register of Collecting Societies under Article 40 of the Bulgarian Copyright and Neighbouring Rights Act. Among its members, there are more than 1,500 directors, scriptwriters, camera operators, artists of animation and film producers. Filmautor is a member of CISAC and has signed reciprocal representation agreements with 27 sister societies from all over the world.

NATIONAL CULTURE FUND

The National Culture Fund was formed within the framework of the Ministry of Culture and began functioning in November 2000. Its principal objective is to support the development of culture by raising, managing, and spending funds for the purpose of pursuing national policy in the field of culture and as

defined in the Culture Protection and Development Act. The priorities in NCF's activity are also in compliance with the criteria elaborated in the Chapter, 'Culture & Audiovisual Policy', of the EU Treaty of Accession of Bulgaria. The Fund's financial resources are raised through a subsidy set forth in the State Budget for the respective year, while other sources of funding are described in Article 31 of the Culture Protection and Development Act. Funds are predominantly granted for artistic projects aiming at development of the cultural sector. Artistic projects are funded following the announcement of competitions under a programme prepared and approved in advance by the Managing Board. Individual artists, and private, municipal, and state cultural organisations are equally eligible to take part in these competitions.

STATE INSTITUTE FOR CULTURE OF THE MINISTRY OF FOREIGN AFFAIRS

The State Institute supports and works towards priority delivery of national and international cultural projects and programmes as an element of the transformation of cultural cooperation into integrated intercultural dialogue. It offers assistance to Bulgarian diplomatic missions abroad in their efforts to expand bilateral and multilateral cultural relations and cooperation. It preserves, makes acquisitions, and promotes the artwork collection of the Ministry of Foreign Affairs of the Republic of Bulgaria.

The Institute supports the participation of Bulgarian films in European and international film festivals, and is an active contributor to the training modules of the Diplomatic Institute and other educational organisations that deal with the possibilities of cultural diplomacy. In 2021, it became a full member of EUNIC-European Union National Institutes for Culture, and the Global Public Diplomacy Network-GPDNet, which creates prerequisites for new partnerships and the realisation of joint international projects.

OBSERVATORY OF CULTURAL ECONOMICS

The Observatory of Cultural Economics, Sofia, was set up early 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 to facilitate 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 analysis in the cultural sector; to act as a mediator between arts, society, politicians, researchers, i.e., to foster the efficient inclusion of the cultural institutions in building cultural policies and strategies. To this end, the Observatory initiates discussions, develops cultural projects, and encourages the establishment of networks and communities in the field of cultural economics.



The Bulgarian National Film Center focuses on support for the creation of competitive Bulgarian films with high artistic and commercial potential and opportunities for international recognition; promoting public interest in Bulgarian and European films and access to various forms of film art. Since 2003, the Film Industry Act (FIA) and its implementing regulation create the conditions for objectivity and transparency in the competitive selection procedure for film projects, and priority conditions for supporting young artists throughout the process of film production.

With an amendment to the FIA made at the end of 2018, revised rules and conditions for the application of Regulation (EU) No. 651/2014 (GBER) were introduced: two aid schemes for financing the Bulgarian film industry, for production (case SA.52684) and for distribution (case SA.52685) respectively, expiring on 31.12.2020. It is necessary to amend the method of providing state aid under already-existing formats and to introduce two new schemes under Regulation (EU) No. 651/2014: concerning reimbursement of expenditure and festivals and cultural events. Following the action taken over more than 18 months, a new draft law concerning amendments to the FIA was introduced at the end of 2020. In August of that year, Regulation (EU) No. 2020/972 was adopted, regarding the extension of the expiry of the existing state aid schemes Regulation (EU) No. 651/2014 and Regulation (EU) No. 1407/2013 until 31.12.2023.

These new amendments to the FIA came into effect as of March 2021; in addition to the two procedures for state support for production and distribution (Art. 54 GBER), three new schema—for the reimbursement of film production costs, including series (Art. 54 GBER), for the production of series (Art. 54 GBER), and for festivals and cultural events (Art. 53 GBER)—were introduced. And again, to implement these five plans, it is necessary, first, to notify the EC of the existence of the new schemes and, second, to adopt new administrative rules and begin their implementation. The Bulgarian National Film Center's new rules of procedure for implementing the FIA were adopted in August 2021, but, until now—the beginning of 2023—an organisational regulation of the Center, ensuring its administrative capacity—a sublegislative normative act, which is a mandatory condition for implementation of amendments to the FIA and a necessary condition for the introduction and implementation of the new schemes—has not been adopted.

Nevertheless, 2022 may be defined as a relatively successful year in fulfilling the goals set by the Bulgarian National Film Center. In that year, a total of 42 films were produced: 14 feature films (9 feature-length and 5 shorts), of which three were directorial debuts, 8 documentaries, 1 feature-length animations,

and 10 animations, with two young directors' debuts. And, last but not least, 9 international co-productions, providing opportunities for the international recognition of Bulgarian cinema.

	2015	2016	2017	2018	2019	2020	2021	2022
Subsidy for film industry according to the state budget	13,200,000	13,200,000	13,200,000	13,200,000	14,700,000	14,700,000	16,000,000	26,000,000
Ministry of Culture total budget expenditures	126,693,600	139,547,501	157,143,900	175,282,400	194,396,200	217,050,500	244,617,100	344,491,800
Percentage of subsidy for film industry to the Ministry of Culture total budget	10,42%	9,45%	8,39%	7,53%	7,56%	6,56%	6,54%	7,54%

State subsidy for film industry: amounts according to the state budgets for respective years (in BGN; BGN1 = $\{0,511\}$)

Public funding for Bulgarian film industry (in BGN; BGN1 = €0,511)

	2015	2016	2017	2018	2019	2020
Film production	12,064,100	12,219,369	11,403,300	11,856,160	13,140,952	13,386,030
National film production	8,786,400	7,064,169	8,582,600	9,826,420	11,180,852	10,357,230
Feature films	6,923,200	5,361,569	6,538,600	7,899,420	9,205,535	8,011,180
Documentaries	1,382,800	1,267,400	1,262,300	1,202,100	919,600	1,138,250
Animations	480,400	435,200	781,700	724,900	1,055,717	1,207,800
Minority coproduction	1,624,000	1,687,500	1,366,200	809,940	634,900	1,261,500
Development	296,700	323,300	253,700	215,500	282,500	391,000
First film	1,317,000	3,124,400	1,005,800	904,400	1,022,700	1,376,300
TV coproduction	40,000	20,000	195,000	99,900	20,000	0,000
Distribution & exhibition	312,480	368,740	992,530	417,640	1,020,914	888,870
Festivals & promotion	823,420	611,891	804,170	543,000	461,000	423,000
TOTAL	13,200,000	13,200,000	13,200,000	12,816,800	14,622,866	14,697,000

Public funding for Bulgarian film industry 2021−2022 after the law amendments (in BGN; BGN1 = €0,511)

	2021	2022
Films production	3,891,700	14,179,848
National film production	3,187,200	9,980,548
Feature films	2,685,500	7,331,348
Documentaries	306,200	1,727,700
Animations	195,500	921,500
Minority coproduction	284,000	2,477,500
Development	34,000	828,500
First film	386,500	796,500
TV coproduction	0,000	25,000
National events & eminent figures films	0,000	71,800
Serials production	0,000	0,000
Distribution	0,000	670,596
Festivals & culture events	0,000	974,140
Promotion & exhibition	0,000	1,295,119
25% Cash rebate Scheme	0,000	0,000
TOTAL	3,891,700	17,119,703

Average film budgets (in BGN; BGN1 = €0,511)

	2015	2016	2017	2018	2019	2020	2021	2022
Features	1,829,960	1,398,847	1,339,302	1,340,782	1,498,902	1,550,742	1,485,943	1,970,135
Documentaries	144,779	130,044	133,077	129,331	202,871	202,337	0,000	163,048
Animation per minute	12,346	11,815	11,804	12,197	12,926	12,261	14,010	14,212

	Production		Development	nt Minority coproduction		Total
Features	21	9 shorts	20	12	1 short	63
Documentaries	28		10		3	41
Animations	14 1 feature-length		2	1		18
		73	32	1	17	122

Film projects, supported by Bulgarian National Film Center in 2022

Films, supported by Bulgarian National Film Center, completed in 2022

	Production		Minority coproduction	Total
Features	11	3 first films	6	20
Documentaries	8		-	8
Animations	9	2 first films	3	14
	33		9	42

INTERNATIONAL CO-PRODUCTION SCHEME

The following activities in the field of co-production are eligible for funding by the Bulgarian National Film Center:

- minority co-production of feature films, short features, short and featurelength documentaries and animation;
- local theatrical distribution of Bulgarian movies (including supported minority co- productions);
- cross-border production of series (features, documentaries, and animation).

Selection criteria

State aid is granted on a competitive basis to film projects selected by a National Commission of experts. A project shall be considered in accordance with the competition procedures, in sessions held by the Art Commission and the Financial Commission, respectively, within three months of the date of its submission.

Applicants shall be rated according to the following set of criteria:

- artistic potential in the European context of cultural diversity;
- commercial potential and prospects for international recognition;
- economic justification for the proposed budget;
- comprehensiveness of the strategic plan submitted by the producer;
- professional experience of the producer and director; viewers' recognition of their earlier works; recognition of those works at international festivals, and nominations by professional organisations and associations.

Eligibility

Only production companies registered under the Bulgarian Commerce Act *and* with the Bulgarian National Film Center shall be eligible for funding.

- cross-border productions and films produced under conditions of coproduction with countries—parties to the Convention of the Council of Europe on Cinematographic Co-production (revised) 30 January 2017, Rotterdam—and other countries with which The Republic of Bulgaria has concluded agreements in the field of the film and audio-visual industry may receive public funding, following an application by the Bulgarian producer;
- cross-border productions of series with a duration of 6–14 episodes per season with a duration per episode exceeding 40 minutes of pure programme time, and for Bulgarian animated series with a total series duration of not less than 24 minutes, which are produced by independent producers at the conditions of co-production with countries—parties to the Convention on cinematographic co-production—and other countries with which the Republic of Bulgaria has concluded agreements in the field of the film and audio-visual industry;
- state support for projects may not exceed 50 per cent of the eligible costs;
- at least 75 per cent of the allocated state funding for the production of series according to the scheme is to be spent within the territory of the Republic of Bulgaria;
- the contribution of a foreign coproducer to the project shall be facilitated by an international, national, or regional fund or institution, and/or a national TV broadcaster within the territory of the foreign coproducer's country;
- the share of the Bulgarian producer in the project budget shall be not less than 10 per cent for a bilateral co-production, and not less than 5 per cent for a multilateral co-production.

Deadlines and total amounts

The Bulgarian National Film Center schedules **four deadlines on an annual basis for minority co-productions**.

Funding for 2023, amounting to BGN 2.8 million*, shall be granted at extraordinary sessions on international co-production and cross-border productions of series as follows:

Deadline	Amount (EUR)
20.01.2023	350,000
31.03.2023	350,000
21.07.2023	350,000
01.09.2023	350,000

* (in BGN; BGN1 = €0,511)

For more information and forms, please visit our website at www.nfc.bg

THE 25 PER CENT CASH REBATE SCHEME

The scheme allows for the reimbursement of expenses in the amount of 25 per cent of all eligible costs incurred for the production of a work, related to services provided in the Republic of Bulgaria by natural persons registered under the legislation of a member state of the European Union, or of another state that is a party to the Agreement on the European Economic Area, or of the Swiss Confederation; whose income, generated from a source in the Republic of Bulgaria, is subject to final taxation under Bulgarian legislation. Eligible costs shall not exceed 80 per cent of the total production budget.

- feature film with a duration of over 70 minutes;
- documentary longer than 60 minutes;
- documentary series with a duration of each episode of over 40 minutes;
- animated film of over 24 minutes;
- · animated series with a total duration of over 24 minutes;
- a film intended for broadcast on television or on platforms, with a duration of over 70 minutes;
- series with a duration of each episode of over 40 minutes.

IV. INTERNATIONAL FILM SUPPORT,

CREATIVE EUROPE MEDIA

The Creative Europe programme 2021–2027 has a budget of EUR 2.44 billion, compared with the EUR 1.47 billion of the previous programme (2014–2020). Creative Europe invests in actions that reinforce cultural diversity and respond to the needs and challenges of the cultural and creative sectors. The main objectives of the programme are to safeguard, develop and promote European cultural and linguistic diversity and heritage, increase the competitiveness and economic potential of the cultural and creative sectors, particularly the audiovisual sector. The novelties of the programme will contribute to the recovery of these sectors, reinforcing their efforts to become more inclusive, digital, and environmentally more sustainable.

The Creative Europe programme is composed of three strands:

- MEDIA,
- Culture,
- Cross-sectorial.

The MEDIA strand of the Creative Europe programme supports the European film and audiovisual industries to develop, distribute and promote European works, while taking into account today's digital environment. In addition, it:

- encourages cooperation across the value chain of the audiovisual industry and at EU level to scale up enterprises and European content on a global scale;
- nurtures talents—wherever they come from—and facilitates knowledgesharing;
- supports innovative solutions to meet market demands and trends;
- engages with audiences of all ages, especially the younger generations.

CREATIVE EUROPE MEDIA AND BULGARIA

Bulgaria has been part of the MEDIA family since 2002. The MEDIA information desk in Bulgaria opened in 2003. The Creative Europe Desk Bulgaria has two offices: MEDIA and Culture. The desk's official website is: *www.creativeeurope.bg*

Year	Support (EUR)
2014	625,982
2015	361,082
2016	423,979
2017	580,479
2018	645,555
2019	664,457
2020	812,016
2021	933,128
Total:	5,046,678

Bulgarian projects, supported by MEDIA (2014-2021)

Source: CED MEDIA - Bulgaria

EURIMAGES

Eurimages is a cultural support fund established in 1989 within the framework of the Council of Europe with 38 member states, plus Canada.

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

Since its establishment, EURIMAGES has provided an approximate total of **EUR 668 million** in support of **2,344 international co-productions**.

As globalisation and the digital era necessarily bring changes, the course of the future development of Eurimages lies in moving towards opening up to edgier movies, and expanding beyond European borders.

Following an external evaluation, the Fund has embarked on an in-depth reform of its governance and decision-making process, as well as a review of its working procedures. This reform particularly affects the co-production support programme, the modalities of which changed on **1 January 2022.**

The governance and decision-making arrangements of the Fund are structured as follows:

• The **Board of Management**, composed of representatives from each of the Member States, defines the Fund's policy and strategic orientations, decides on the conditions for granting financial support, and adopts and monitors the Fund's budget;

- The **Executive Committee**, composed of one third of the national representatives on a rotating basis, is mandated to take decisions on any matter, including the adoption of recommendations for financial support developed by the working groups on the different support programmes;
- Independent external experts from the film, audiovisual and cultural industries are responsible for assessing applications for support and making recommendations for the allocation of financial assistance in accordance with the selection criteria and guidelines defined by the Board of Management.

EURIMAGES AND BULGARIA

Bulgaria has been a member of Eurimages since 1993. The state signed the European Convention of Cinematographic Coproduction in 2003, and the revised Council of Europe Convention on Cinematographic Co-production in 2021.

Projects supported by the Fund in the last 2 years for a total of approximately EUR 2.5 million:

- KAYMAK by Milcho Manchevski,
- LUKA by Jessica Woodworth,
- HELLO by Stefan Komandarev, WINDLESS by Pavel Vesnakov,
- STRANDZA by Pepa Hristova,
- IRENA by Giedre Zickyte,
- THE HERD by Milko Lazarov,
- ARCADIA by Yorgos Zois,
- LUST by Ralitza Petrova,
- TRIUMPH by Krystina Grozeva and Petar Valchanov,
- ANIMAL by Sophia Exarchou,
- ONE MORE DROP by Stefan Toltz,
- THE SWEET BITTERNESS OF RIPE POMEGRANATES by Andrey Volkashin,
- SILENT OBSERVERS by Eliza Petkova,
- GURIA by Levan Koguashvili.

The Eurimages official site is to be found at: www.coe.int/eurimages



In the year in which the world gradually began to emerge from the pandemic situation declared in early March 2020, Bulgarian film distribution and screenings have been recovering in sync with developments throughout the European Union. Against the background of the nearly 63 per cent increase in cinema audience attendance in 2022 compared with the previous year, (as reported by the European Audiovisual Observatory), the results in Bulgaria are even slightly better, with a growth of 64.5 per cent. In fact, Bulgaria is one of the countries where cinema screenings and film distribution are recovering the fastest, approaching the average box office levels-prior to Covid-19, achieving in 2022 some 77 per cent of the number of tickets sold on average for the period between 2017 and 2019. Denmark was the EU country showing the highest degree of recovery when set against pre-pandemic attendance levels, as admissions reached as much as 82 per cent of the 2017–2019 average. Denmark was followed by Czechia (81%), Austria and France (73%).

Year	Total admissions	Total revenue (EUR)	Admissions to Bulgarian films	Revenue from Bulgarian films (EUR)
2015	5,335,073	23,407,592	94,804	301,809
2016	5,532,490	24,706,209	177,647	608,776
2017	5,573,812	25,867,552	512,889	2,052,899
2018	4,900,408	23,487,772	388,006	1,563,931
2019	5,016,079	25,004,857	448,777	1,902,385
2020	1,337,951	6,472,036	136,974	595,370
2021	2,553,845	12,589,295	410,883	1,792,343
2022	3,957,349	21,373,641	644,238	3,039,503

Admissions and box office revenues at Bulgarian cinemas, 2015-2022

The table clearly shows that, during the 2022–21 Covid-19 period, Bulgarian films performed successfully on the Bulgarian market. Cinema admissions throughout the 2021 crisis period are comparable to the normal years before 2020. Again, in 2022, audience attendance in Bulgarian cinemas reached the highest level of revenues and admissions for national films for the entire period post-1990. This proves, on the one hand, the increased need of the national audience, particularly during this difficult period, to experience newly created Bulgarian film content. On the other hand, the results testify to the

ability and capacity of Bulgarian producers, distributors, and cinemas to use different, non-standard distributive and exhibitory methods (particularly in these problematic times) to satisfy the audience's desire for exposure to contemporary Bulgarian films. The Bulgarian film sector was taking advantage of disruption in the supply of major American titles, as well as of European films, and its productions were first to be released in those brief periods when cinemas could function during the long pandemic. At the same time, the producers and distributors of Bulgarian films were much more expeditiously developing the almost-forgotten models of drive-in cinemas and open-air screenings, while stimulating audiences to seek out contact with film art at any time when this was allowed by the health authorities.

Title	Distributor	Studio	Release date	Total admissions	Box Office (EUR)			
AVATAR: THE WAY OF WATER	FORUM	DIS	16.12.2022	281,525	1,997,831			
MINIONS: THE RISE OF GRU	FORUM	UIP	01.07.2022	240,926	1,218,637			
SPIDER-MAN: NO WAY HOME	ALEXANDRA	COL	17.12.2021	141,333	808,744			
DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS	FORUM	DIS	06.05.2022	125,600	798,799			
THOR: LOVE AND THUNDER	FORUM	DIS	08.07.2022	126,296	775,702			
IN THE HEART OF THE MACHINE	SILVER NOISE FRAME	Forward Pictures	18.03.2022	121,010	637,083			
SONIC THE HEDGEHOG 2	FORUM	UIP	01.04.2022	129,324	629,157			
TOP GUN MAVERICK	FORUM	UIP	27.05.2022	100,806	583,874			
TICKET TO PARADISE	FORUM	UIP	16.09.2022	96,042	538,275			
BLACK ADAM	ALEXANDRA	WB	21.10.2022	82,392	512,089			
BLACK PANTHER: WAKANDA FOREVER	FORUM	UIP	11.10.2022	72,101	502,868			

Top 25 cinematic releases in Bulgaria (31.12.2021 - 01.01.2023)

NB: Bulgarian films are emphasised in bold.

Title	Distributor	Studio	Release date	Total admissions	Box Office (EUR)
THE BATMAN	ALEXANDRA	WB	04.03.2022	85,033	493,056
BAI IVAN 2	ALEXANDRA	Crash Films	09.09.2022	93,908	459,109
REUNION 2	SILVER LIGHT	Silver Light	14.02.2022	88,503	443,478
PETYA OF MY PETYA	BUFF PICTURES	Buff Pictures	21.01.2022	95,620	442,741
BAI IVAN: THE MOVIE	ALEXANDRA	Crash Films	03.12.2021	72,338	415,536
UNCHARTED	ALEXANDRA	SONY	11.02.2022	69,282	383,776
THE LOST CITY	FORUM	UIP	25.03.2022	67,721	371,304
PUSS IN BOOTS: THE LAST WISH	FORUM	UIP	23.12.2022	64,838	367,328
BULLET TRAIN	ALEXANDRA	SONY	05.08.2022	58,857	327,996
DC LEAGUE OF SUPER-PETS	ALEXANDRA	WB	29.07.2022	69,276	326,687
FANTASTIC BEASTS: THE SECRETS OF DUMBLEDORE	ALEXANDRA	WB	15.04.2022	50,319	299,595
SMILE	FORUM	UIP	30.09.2022	59,300	296,584
DEATH ON THE NILE	FORUM	DIS	18.02.2022	46,979	250,262
ELVIS	ALEXANDRA	WB	24.06.2022	44,534	238,354

In total, the films in the 2022 Top 25 accounted for 2,483,863 admissions, representing 62 per cent of entire attendance over the year. In that period, 130 new titles were commercially distributed in cinemas, approximately half the number of premiere films (on average) before the pandemic. The average admission price, calculated from the revenues of those 25 most successful titles shown during the year in which the Covid-19 situation began to normalise, was approximately EUR 5.68—marginally higher than the average price (EUR 5.41) of the total admissions in 2022. At the same time, the 25 most watched films stand for almost 20 per cent of all titles, and the revenues from these most successful films amount to EUR 14,118,965, which is some 65 per cent of the total revenues for that year.

These data show that, during the pandemic and immediately afterwards, the concentration of viewers on a minimal number of the most watched titles continued to increase, which may also explain the significant decrease in the total number of films distributed. This tendency reflects the massive reorientation of audiences during the pandemic to other means of film consumption mostly streaming platforms and various kinds of TV delivery. It was from this audience migration to watching films away from cinemas that productions lacking in blockbuster potential and the chance of becoming a smash hit, suffered most. It is in this sector that box office performance has declined most significantly, because, as viewers prefer to watch such films at home or on various mobile devices.

Box office Release Title Distributor Admissions date (EUR) IN THE HEART OF SILVERNOISE 18.03.2022 121.010 635.725 THE MACHINE FRAME BOF PETYA OF MY PETYA 21.01.2022 95,620 441,798 PICTURES ALEXANDRA 09.09.2022 **BAI IVAN 2** 93,850 457,895 SILVER LIGHT **REUNION 2** 14.02.2022 88,503 442,534 PICTURES SAMSARA YELLOW OLEANDER 01.04.2022 32,210 173,631 BOTEV DEMA FILM 03.03.2022 25,411 93,017 SPECULATORS KORUND-X 20.05.2022 13,537 72,454 MORALITY IS THE **AFFLATUS** 07.11.2022 10,921 41,969 **GOOD documentary** TO PUT IT MILDLY PRO FILMS 16.09.2022 40,849 8,615 animation GALA FILM 11.05.2022 ESCAPE 8,497 40,073 PHI 1.618 14.10.2022 6,729 36,864 CINELIBRI THE CARS WE DROVE INTO CAPITALISM AGITPROP 23.09.2022 6,554 13,097 documentary

Bulgarian premiere films in cinemas, 2022

NB: Films not emphasised in bold were produced with no state funding.

Title	Distributor	Release date	Admissions	Box office (EUR)
BG MONSTERS	ALEXANDRA	29.04.2022	3,953	20,429
SHORT STRAW	BS Films	28.01.2022	3,508	17,519
SISTER	FRONT FILM	11.11.2022	3,274	7,997
FISHBONE	KLAS	04.11.2022	3,142	12,429
THE BLESSED	A PLUS FILMS	03.06.2022	2,811	11,387
OCCUPATION OR LIBERATION documentary	OMEGA FILMS	11.03.2022	2,343	6,801
TILL THE FINAL CAPRICE	A PLUS FILMS	27.05.2022	1,418	5,926
LUDISEYA	SPASOV BROTHERS	28.10.2022	845	4,610
THEODORE USHEV: UNSEEN CONNECTIONS documentary	CINELIBRI	28.10.2022	645	2,782
SHIP IN A ROOM	FRONT FILM	12.06.2022	519	1,596
GIRI	BS Films	14.10.2022	371	1,772
TANGO IN THE TUNNEL	NEW ACTORS	08.04.2022	263	621
NO PLACE FOR YOU IN OUR TOWN documentary	KINO Kosmos	23.09.2022	46	94

Meanwhile, the 20 most watched films in 2022 include 5 Bulgarian titles, an unprecedented result for the three decades that weekly box office statistics have been kept in Bulgaria. This is the outcome of the consistent increase in the number of national films in cinemas that began after 2015, when their number was only 7, only to reach 18 premieres (both feature films and documentaries) in 2016. The following year, the number of new Bulgarian films in cinemas of all categories dropped slightly to 16, with the same number in 2018. In 2019, they increased to 26, of which 20 were Bulgarian majority productions of feature films with premieres in cinemas, (more than in 1988, when they totalled 14;

then, in 1989, there were 19, while in 1990 their number reached 16). In 2022, their number again went up to 25 full-length premiere films in cinemas, of which 19 were feature films, with 5 documentaries and one animation. The tendency for about half of the national films distributed during a given year to be produced with no state financial support, continues. The share of the most successful Bulgarian films in cinemas over the three decades following the changes of the early 1990s has remained fairly constant.

Top 40 most successful Bulgarian feature films in cinemas post-1990

NB. Films not emphasised in bold were produced with no state runding.				
Title	Distributor	Release date	Admis- sions	Box office (EUR)
MISSION LONDON	A PLUS FILMS	16.04.2010	376,809	1,339,875
BAI IVAN: THE MOVIE	ALEXANDRA	03.12.2021	175,246	778,880
THE NAKED TRUTH ABOUT THE ZHIGULI BAND	CONCEPT STUDIO	16.04.2021	155,687	722,090
LOVE.NET	ALEXANDRA	01.04.2011	207,122	702,243
IN THE HEART OF THE MACHINE	SILVER NOISE FRAME	18.03.2022	121,010	635,727
OPERATION SHMENTI CAPELLI	GOLD CHAIN	07.10.2011	181,461	616,686
WILDLINGS	BS FILMS	29.11.2019	123,090	584,882
HEIGHTS	A PLUS FILMS	10.11.2017	130,470	545,037
TILT	A PLUS FILMS	11.02.2011	142,799	476,335
BAI IVAN 2	ALEXANDRA	09.09.2022	93,908	458,132
ATTRACTION	BS FILMS	23.02.2018	112,934	443,382
REUNION 2	SILVER LIGHT PICTURES	14.02.2020	88,503	442,534
REUNION	BTV STUDIOS	18.10.2019	96,571	426,319
DOSE OF HAPPINESS	BTV STUDIOS	08.11.2019	99,830	416,832
GASOLINE	BS FILMS / LENTA	19.05.2017	98,862	405,583
11 'A'	BTV STUDIOS	29.01.2016	97,905	366,875
COZINESS	BS FILMS	22.03.2019	74,995	350,697

NB: Films not emphasised in bold were produced with no state funding.

Title	Distributor	Release date	Admis- sions	Box office (EUR)
VOEVODA	BS FILMS / LENTA	13.01.2017	87,604	346,555
LIVING LEGENDS	BTV STUDIOS	14.02.2014	91,447	337,603
UNCLE CLAUS	URBAN MEDIA	22.11.2021	51,884	236,753
REVOLUTION X	BTV STUDIOS	11.05.2018	54,575	229,945
12 'A'	A PLUS FILMS	15.09.2017	57,593	226,205
LAST CALL	URBAN MEDIA	04.06.2021	62,890	202,914
THE FOREIGNER	A+ CINEMA	16.03.2012	56,651	196,133
OMNIPRESENT	BS FILMS / LENTA	13.10.2017	45,782	202,911
BUBBLEGUM	BS FILMS / LENTA	08.12.2017	44,773	190,548
UNCLE CLAUS	URBAN MEDIA	22.11.2021	38,516	179,845
ALL SHE WROTE	BTV STUDIOS	05.01.2018	41,836	177,937
BAD GIRL	A PLUS FILMS	12.04.2019	40,378	175,830
YELLOW OLEANDER	SAMSARA	01.04.2022	32,210	173,631
FOOTSTEPS IN THE SAND	PRO FILMS	28.01.2011	54,674	174,491
PISTOL, BRIEFCASE AND THREE STINKING BARRELS	ALEXANDRA	14.09.2012	45,898	166,813
DIRECTIONS	PURPLE RAIN	26.01.2018	37,623	160,342
RAPID RESPONSE CORPS	PRO FILMS	02.03.2012	44,200	158,236
YATAGHAN	A PLUS FILMS	21.02.2020	37,883	164,003
SMART CHRISTMAS	BS FILMS	30.11.2018	37,846	153,342
DEACON LEVSKI	ART ETERNAL	20.02.2015	39,783	151,193
LILLY THE LITTLE FISH	A PLUS FILMS	09.02.2018	35,095	138,530
BALGAR: THE MOVIE	PRO FILMS	28.11.2014	33,144	137,787
SNEAKERS	A PLUS FILMS	28.10.2011	41,380	134,688



It is gratifying to observe that a continued increase in the number of cinemas in all towns across Bulgaria persisted throughout the last decade. The opening of one-two screen cinemas is on the rise and the number of cinema theatres (excluding multiplexes) in Bulgaria in early 2023 has increased, reaching 54 cinemas with 18,789 seats in 38 towns. In early 2023, out of a grand total of 68 cinemas, there are now 25 single-screen cinemas (with 4,453 seats), or almost one third of the total number of cinemas across the country.

Significantly, the recent increase in the number of cinemas is due to some of the latest amendments to the Film Industry Act (FIA) in 2018, under which cinema screens in Bulgaria are subject to registration and data regulations. Revised rules and conditions were introduced concerning the application of Regulation (EU) No. 651/2014 (GBER)—for financing the production and distribution of films—and Regulation (EU) No. 1407/2013 on the financing of promotion and screening of films, expiring on 31.12.2020. In August that year, Regulation (EU) No. 2020/972 was adopted, regarding an extension of the expiry date of the existing state aid schemes Regulation (EU) No. 651/2014 and Regulation (EU) No. 1407/2013, to 31.12.2023. State aid for screening can be obtained by cinemas that have held no fewer than 150 indoor commercial screenings or 30 outdoor screenings in the previous 6 months.

In addition, cinemas are entitled to state aid for the screening of Bulgarian or European productions, and exhibitors may apply for funding of projects that include up to 10 films.

In 2022, a total of 70 projects applying for financial support for showing Bulgarian and European films in 32 cinemas in the country were reviewed, approved, and supported. That is why a curious trend has become discernible in the last couple of years: interest in outdoor cinemas has made a comeback, through drive-ins and open-air cinemas operating at the seaside in summer. These are meant to provide easier access to Bulgarian and European productions in places that lack established theatres, or to offer free showings of innovative features and documentaries unavailable at multiplexes. These functions are important, because two new cinema chains have been introduced nationally: Latona Cinema and Cineland have 11 cinema theatres each in towns and cities across Bulgaria. It was a good idea on the part of their owners to bring movies back to audiences after a prolonged period of having no cinemas at all in some towns.

Unfortunately, the Covid-19 pandemic and the measures to bring it under control on the territory of Bulgaria severely affected the film screening sector,

and primarily the large exhibitors. Twenty years ago, the first multiplex opened its doors in Sofia and over the years the Arena Cinemas chain, part of the Alexandra Group, evolved into the biggest exhibitor in Bulgaria. For economic reasons, due to an outflow of audiences in 2020, two of the Arena Cinemas multiplexes in Sofia closed. Some seventeen years ago, the first IMAX screen made its appearance as part of the Israeli Cinema City International chain. Nowadays, Cinema City maintains its position as the leading innovative exhibitor in this country, with 7 multiplexes and 13,376 seats. The third largest exhibitor on the Bulgarian market, where the Alexandra Group and Cinema City are the main competitors, is the Cine Grand chain.

Founded in France around two decades ago, Europa Cinemas was the first network to focus on European cinema productions. It contributes operational and financial support to cinemas that commit to screening a substantial number of European, non-national films, and to offering events and initiatives as well as organising promotional activities targeted at young audiences. In Bulgaria, there are now 14 members of Europa Cinemas in six cities, providing a total of 6,644 seats.

Overall, cinema theatres in Bulgaria in early 2023 totalled 68, with 207 screens and seating for 40,365 cinemagoers.

Cinema City, Mall Paradise Center, Sofia, was the best performer in 2022 among multiplexes, with 409,697 admissions; while Kino Arena, Panorama Mall, Pleven returned the best results (70,606 admissions) in the single-screen cinema category.

CINEMAS, 2023			
Cinemas	Number of cinemas	Number of screens	Seats
1 screen	42	42	11 147
2 screens	7	14	2212
3-5 screens	5	17	5430
	54	73	18 789
6-7 screens	3	19	3494
8-11 screens	8	76	11 149
12-15 screens	3	39	6 933
	14	134	21 576
	68	207	40 365

CINEMAS IN BULGARIA 2023

SCREENS, 2002–2022				
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	
2016	196	193	34 485	
2017	209	205	37 587	
2018	215	215	37 705	
2019	218	217	38 257	
2020-2021	n.a.	n.a.	n.a.	
2022	207	201	40 365	

MULTIPLEXES, 2008–2022				
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
2016	15	152	25 595
2017	16	158	26 326
2018	16	158	26 366
2019	16	157	26 352
2020-2021	n.a.	n.a.	n.a.
2022	14	134	21 576

MULTIPLEXES, 2023			
Town	Multiplex Chanes	Number of screens	Seats
Sofia, Paradise Mall	Cinema City	14	2166
Sofia, Mall of Sofia	Cinema City	13	2855
Varna, Delta Planet	Cinema City	12	1912
Plovdiv, Mall of Plovdiv	Cinema City	11	1585
Ruse, Mall of Ruse	Cinema City	10	1886
Burgas, Mall Galleria	Cinema City	10	1665
Stara Zagora, Mall Galleria	Cinema City	7	1307
	7	77	13 376
Sofia, The Mall	Cinema Arena	10	1819
Varna, Grand Mall	Cinema Arena	9	1468
Varna, Mall of Varna	Cinema Arena	8	1113
Sofia, Bulgaria Mall	Cinema Arena Deluxe	8	998
Plovdiv, Markovo tepe Mall	Cinema Arena	6	887
	5	41	6285
Sofia, Ring Mall	Cine Grand	10	615
Sofia, Park Center Mall	Cine Grand	6	1300
	2	16	1915
6	14	134	21 576

Town	Cinemas	Screens	Seats
Sofia	6	11	5179
Veliko Tarnovo	3	8	1894
Varna	3	4	2350
Shumen	3	3	529
Pleven	2	5	537
Razgrad	2	3	139
Popovo	2	2	1580
Kozloduy	2	2	723
Pernik	2	2	646
Targovishte	1	2	277
Plovdiv	1	2	275
Botevgrad	1	2	107
Gabrovo	1	2	100
Kiten	1	1	1150
Primorsko	1	1	350
Isperih	1	1	317
Troyan	1	1	281
Lovech	1	1	262
Svishtov	1	1	247
Blagoevgrad	1	1	234
Vratsa	1	1	165
Byala Slatina	1	1	159
Ahtopol	1	1	155
Vidin	1	1	139
Kavarna	1	1	100
Kardzhali	1	1	100
Silistra	1	1	99
Dobrich	1	1	79
Mezdra	1	1	76
Smolian	1	1	74
Yambol	1	1	72
Gorna Oriahovitsa	1	1	70
Karlovo	1	1	70
Dupnitsa	1	1	61
Kazanlak	1	1	49
Kyustendil	1	1	49
Sevlievo	1	1	49
yala (Ruse region)	1	1	46
38	54	73	18 789

Europa Cinemas network, 2023				
Town	Cinemas	Screens	Seats	
Sofia, Ring Mall	Cine Grand	10	615	
Varna, Mall of Varna	Cinema Arena	8	1113	
Sofia, Park Center	Cine Grand	6	1300	
Veliko Tarnovo	Palace	3	250	
Sofia	G8 Cinema	3	150	
Varna	Festival & Congress Center	2	1250	
Plovdiv	Lucky Cinema House	2	275	
Sofia	Euro Cinema	2	104	
Varna	AutoCinema	1	400	
Sofia	Cinema Lumiere	1	370	
Sofia	Cinema House	1	284	
Targovishte	Cinemagic	1	277	
Sofia	Odeon Theatre	1	156	
Kavarna	Cinema Petar Slabakov	1	100	
6	14	42	6644	

5 most successful Multiplexes according to attendance in 2022				
Town	Multiplex Chanes	Seats	Admissions	
Sofia, Paradise Mall	Cinema City	2166	409 697	
Sofia, Mall of Sofia	Cinema City	2855	330 952	
Sofia, Ring Mall	Cine Grand	615	284 240	
Plovdiv, Mall of Plovdiv	Cinema City	1585	260 300	
Burgas, Mall Galleria	Cinema City	1665	239 785	
		ADM	1 524 974	
		GBO (in BGN)	18 294 533	

5 most successful Cinemas according to attendance in 2022				
Town	Cinemas	Seats	Admissions	
Pleven, Mall Panorama	Cinema Arena	470	70 606	
Blagoevgrad	Cinemax	234	70 278	
Pernik, Mall Pernik	Cineland	96	69 580	
Veliko Tarnovo	Palace	250	49 174	
Veliko Tarnovo	Cineland Iskra	175	46 852	
	·	ADM	306 490	
		GBO (in BGN)	2 604 165	

(in BGN; BGN1 = €0,511)

Source: Bulgarian National Film Center, up to April 2023



BULGARIAN NATIONAL TELEVISION

The Radio and Television Act (Art. 71(3) stipulates that Bulgarian National Television (BNT) should allocate for Bulgarian film television production not less than 10 per cent of the state budget subsidy it receives, in addition to obtaining finance from the Radio and Television Fund. Unfortunately, this fund is non-operational in Bulgaria.

According to BNT, the amount of the subsidy voted and approved under **Article 71(3)** at the beginning of each year for the period 2019–2022 was:

- 2019 EUR 3,152,429
- 2020 EUR 3,314,936
- 2021 EUR 3,833,657
- 2022 EUR 3,808,388

Expenditure on film production, including co-production with the National Film Center for the period 2019–2022 was as follows:

2019 - EUR 1,231,474, including:

- External film production EUR 969,876
- Internal film production EUR 124,556
- Other expenditure EUR 137,041

The BNT report for the period shows that the balance remaining amounted to EUR 1,920,954. Owing to the lack of active formats, these funds were used to cover the cost of ceded broadcasting rights for programmes.

2020 - EUR 986,789, including:

- External film production EUR 857,548
- Internal film production EUR 101,951
- Other expenditure EUR 27,288

2021 - EUR 1,176,560, including:

- External film production EUR 985,890
- Internal film production EUR 103,891
- Other expenditure EUR 23,548

Given the pandemic situation of Covid-19 in the period 2019–2021 and the bans imposed by the Ministry of Health on activities involving groups of people, numerous film projects in various stages of production were postponed. As a result, the funds allocated for the period 2019–2021 were not fully spent.

2022 - EUR 3,337,798, including:

- External film production EUR 3,162,371
- Internal film production EUR 145,957
- Other expenditure EUR 29,470

BNT's report for the period 2019–2022 shows "films produced under coproduction conditions, including "pre-sale" (pre-emption of broadcasting rights) between BNT and independent producers, with state financial support of the National Film Centre." It is worth noting that, in the list of films (made in coproduction or presale) by BNT as presented below, individual works are at various stages of production.

BNT is also an effective **distribution channel for Bulgarian films**. For the period 2018–2022, almost half a billion (484,446,346) viewers watched Bulgarian films broadcast on BNT–features, documentaries, and animations.

Year	Feature films	Documentaries	Animated films
2018	19,985,903	53,035,566	92,793
2019	16,471,624	77,918,622	2,091,583
2020	21,359,290	93,498,609	2,888,455
2021	24,115,192	78,088,486	3,744,168
2022	19,422,688	71,263,567	1,469,800
Total	101,354,697	372,804,850	10,286,799

Viewers of Bulgarian films on BNT, 2018–2022

Source: Bulgarian National Television

AUDIOVISUAL MEDIA SERVICES DIRECTIVE, DIRECTIVE 93/83, DIRECTIVE 2019/789 (IN AUDIOVISUAL INDUSTRY): IMPLEMENTATION AND PROBLEMS

In connection with the application of Articles 13, 16 and 17 of the Audiovisual Media Services Directive and Articles 19 and 19a of the Radio and Television Act, the Council for Electronic Media (CEM) shall draw up annual reports on

the share of European works in television programmes of national scope and in audiovisual non-linear media services. According to the data of the providers¹ of linear media services, the 50 per cent quota for the share of European works in annual programming time is met by most of them—for 2022, it is an average of 68.88 per cent. The quota for independent producers (fixed in the RTA at a minimum of 12 per cent) is also met on average, with 30.22 per cent in 2022.

The information for 2022 supplied by some of the non-linear media service providers also shows a relatively high percentage of European production in the catalogue content and compliance with the 30 per cent requirement. The average percentage of European production for 2022 is 68.71.

The table shows the implementation of Article 19 and Article 19a of the Radio and Television Act for the period 2019–2022. The data are derived from the annual report on CEM's activities in 2022.

Implementation of Article 19 and Article 19a of the Broadcasting Act, 2019–2022

Year	Share of European works, cf. Art. 19a, 1 of the RTA %	Share of works by independent producers, according to Article 19a, 2 of the RTA %	Share of European works in the catalogues of on-demand services %
2020	60.00	29.00	54.00
2021	65.17	29.35	67.28
2022	68.88	30.22	68.71

Source: Annual report 2022, Council for Electronic Media

According to the CRC, the number of companies providing retail broadcasting services (and respectively distributing creative content included in them) in 2021 increased by 1.7 per cent compared to the previous year and reached 246 companies. Pay-TV subscribers also grew by 2.3 per cent to reach 2.07 million subscribers. As a result, the reported volume of total pay-TV revenues (including revenues from bundled services) grew significantly compared to 2020, and amounted to EUR 213,366 in 2021, an increase of 6.5 per cent. Among the companies with the largest market share are Bulsatcom with 31.3 per cent of subscribers, BTC with 30.2 per cent, and A1 with 25.3 per cent of subscribers. The data cited are according to the CRC Annual Report 2021.

¹According to the information (supplied only by the providers of linear and non-linear media services who responded to CEM letters), it is possible to derive average indicators that show the fulfilment of the quotas under the Radio and Television Act.

Meanwhile, Bulgarian cable and satellite operators that carry audiovisual works as part of their television packages do **not pay royalties to the authors and producers of these works.** The compulsory collective management of retransmission rights stipulated in Directive 93/83 and confirmed by Directive 2019/789 in the audiovisual field **is not operational** in Bulgaria.

THE FILM INDUSTRY AND TV BUSINESS IN A CONVERGENT ENVIRONMENT – NEW DISTRIBUTION CHANNELS AND FINANCING OPPORTUNITIES

Over the past few decades, the audiovisual content market has been evolving in a convergent media environment, where we see the emergence of new distribution channels—pay-TV, video on demand, OTT (over the top) services.²

Global streaming platforms have established themselves as an additional distribution channel for the European film industries. Bulgaria is no exception—in addition to the national distribution and exhibition platforms, Netflix (200,000 subscribers), HBO Max (150,000), Disney+ (75,000), Amazon Prime (40,000) are present in this country. HBO Max (36 films) and Netflix (16 films) also have a section offering Bulgarian film content—feature films and documentaries. Only HBO Max has Bulgarian localisation (menu, navigation, subtitles in Bulgarian). This streaming platform is available with most telecom plans. HBO Max also participates in the financing of national film production through the pre-sale of broadcasting rights.³

² Delivery of content (voice, picture, data) over the internet, but without a system operator, using the internet only as the delivery medium with content produced by a third party. Skype, Viber, Spotify and Netflix are the first such options for Bulgarian users, which includes all other media services we can receive through Facebook, Linkedin, and YouTube.

³ Anecdotal evidence suggests that the funds vary widely, depending on the type and genre of the film, the reputation of the production company, the director, and anticipated commercial success.



In order to meet the goals and objectives of the cultural policy in the film industry at the national level and for Sofia: UNESCO Creative City of Cinema, the Observatory of Cultural Economics is measuring the economic contribution in the period 2010–2021 through the study, Sofia: City of Creative Economy.

The period of observation is 2008–2021, including, in the last two years of that period, measurement of the effect of the Covid-19 crisis and post-Covid-19 recovery on the film industry at national level and for Sofia City.

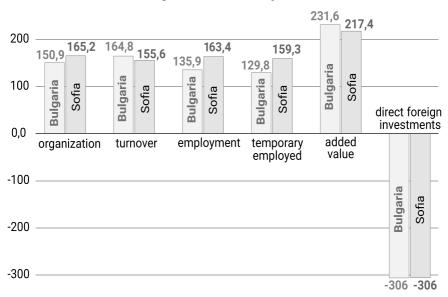
The observational methodology was designed using the NACE classification of economic activities codes and is compatible with that of other European Union member states.

The main objective of the study in relation to the global Sustainable Development Goals (SDG) is to measure the dynamics of processes and indicators in relation to three of the goals, specifically:

- Goal 8: Decent work and economic growth;
- Goal 9: Innovation and infrastructure;
- and Goal 11: Sustainable cities and communities.

Economic growth data for the film industry at the national level for the period 2008–2021 show elevated levels of growth in the main indicators, as follows:

- Number of organisations-growth of 150.9%
- Turnover-growth of 164.8%
- Employment-growth of 135,9%
- Employed—growth of 129.8%
- Value added-growth of 231.6%
- Foreign direct investment-down by -306.0%



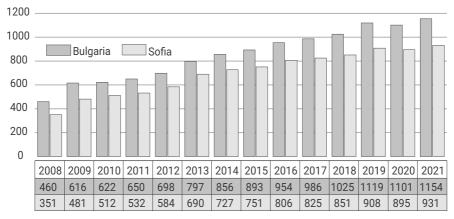
Growth of the Bulgarian film industry in Sofia, 2008-2020

Source. Observatory of Cultural Economics, Sofia: City of the Creative Economy. Diana Andreeva-Poyordanova, Bilyana Tomova, author's methodology, according to NSI data, 2008–2021.

Aggregated data for the period 2008–2021 and the growth of the film industry in the following indicators, prove the sustainability of the three major global SDGs, which are the focus of observation in Sofia: UNESCO Creative City of Cinema:

- Number of organisations-growth of 165.2%
- Turnover-growth of 155.6%
- Employment-growth of 163.4%
- Employed-growth of 159.3%
- Value added-growth of 217.4%
- Direct foreign investment (DFI)-decrease of -306.0%

The economic contribution to the film industry was analysed through 4 submarkets: Film production; Technical activities related to the production of films and television programmes (post-production); Film distribution; Film screening.

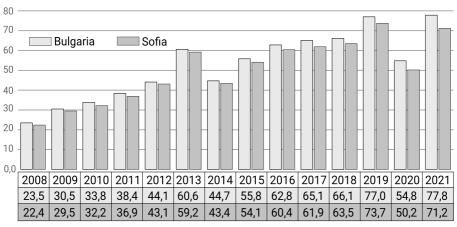


Number of organisations in the film industry in Bulgaria/Sofia, 2008-2021

Source. Observatory of Cultural Economics, Sofia: City of the Creative Economy, Diana Andreeva-Poyordanova, Bilyana Tomova, author's methodology, according to NSI data, 2008–2021.

At the national level, the dynamics of the number of organisations for the period 2008–2021 shows an increase of more than two and a half times from 460 in 2008 to 1154 in 2021. During the Covid-19 crisis in 2020, the number of organisations decreases by 18, highlighting a trend in the Film Production submarket. The largest growth is seen in the submarket of Technical activities related to the production of films and television programmes (post-production), from 102 in 2008 to 437 organisations in 2021. The second submarket in terms of growth is Film Production, up from 102 organisations in 2008 to 437 in 2021–a more than a two-and-a-half-fold increase. In Film distribution, we see an incremental growth from 51 organisations in 2008 to 63 organisations in 2021. In the final submarket, Film screening, there is a two-and-a-half times growth, from 20 organisations in 2008 to 48 in 2021.

The data on organisations in the film industry in Sofia for the period 2008-2021 show a nearly two-and-a-half-fold increase—from 351 in 2008 to 931 in 2021. The largest number of organisations is seen in Film and TV production—506 in 2021, or more than double the 2008 figure of 215. The largest growth in the number of organisations is in Technical activities related to the production of films and television programmes (post-production)—from 90 organisations in 2008 to 362 in 2021, an increase of almost three-and-a-half times. As for the Distribution of films and television programmes, the dynamics of the numbers remain more or less the same, with an increase from 34 organisations in 2008 to 52 in 2021. Film screening has seen a more than a doubling of the number of participating organisations, from 4 in 2008 to 11 in 2021.

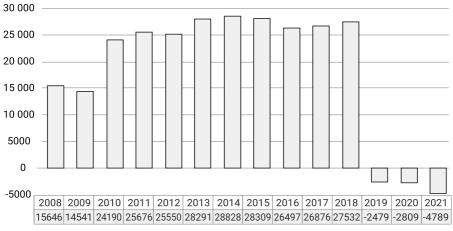


Value added in the film industry in Bulgaria/Sofia, 2008-2021

Source. Observatory of Cultural Economics, Sofia: City of the Creative Economy, Diana Andreeva-Poyordanova, Bilyana Tomova, author's methodology, according to NSI data, 2008–2021.

At the national level, the data on value added by factor costs in the film industry for the period 2008–2021 show a more than threefold increase, from EUR 23.5 million in 2008 to EUR 77.8 million in 2021, and a decline to EUR 54.8 million in the first year (2020) of the Covid-19 crisis. The highest value added is again in the submarket of Technical activities related to the production of films and television programmes (post-production), around EUR 40 million in 2021, up from EUR 5.6 million in 2008. In Film production, value added increases from EUR 14 million to over EUR 28.5 million in 2021. In the Distribution of films and television programmes, we see a weaker dynamic, or from EUR 1.8 million in 2008, peaking at EUR 5.3 million in 2021. In Film screening, we see a relatively weak dynamics of added value, from EUR 1.4 million in 2008 to EUR 7 million in 2021.

Data on the value added in the film industry in Sofia for the period 2008-2021 shows a more than threefold increase – from EUR 22.4 million in 2008 to EUR 71.2 million in 2021, and in the first year of the Covid-19 crisis, a drop to EUR 50.2 million. The highest value added is in Technical activities related to the production of films and television programmes (post-production)–EUR 35 million in 2021, or almost a six-fold increase on the 2008 figure of EUR 5.6 million. The production of films and television programmes is the second largest in terms of relative value added in the film industry, rising from EUR 14 million in 2008 to EUR 35 million in 2021, or almost double. In the Distribution of films and television programmes, the dynamics of the figures show EUR 1.6 million in 2008, increasing in 2020 to EUR 5.5 million. In the Film screening category, there is a relatively weak dynamics of added value, from EUR 0.9 million in 2008 to EUR 2.2 million in 2020.



Foreign direct investment in the film industry in Bulgaria/Sofia, 2008–2021

Source. Observatory of Cultural Economics, Sofia: City of the Creative Economy, Diana Andreeva-Poyordanova, Bilyana Tomova, author's methodology, according to NSI data, 2008–2021.

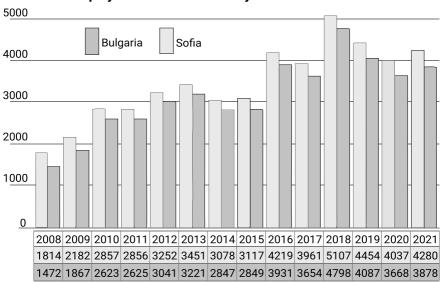
The data on foreign direct investment in the film industry show a complete concentration on the territory of Sofia for the period 2008–2021 and an almost one-and-a-half times increase from EUR 15,646 thousand in 2008 to EUR 27,532 thousand in 2018.

For 2019–2021, there is a trend of outflow of foreign direct investment amounting to between EUR 2.5 million and EUR 4.8 million on an annual basis.

National employment in the film industry for the period 2008–2021 shows an almost two-and-a-half-fold increase from 1,814 in 2008 to 4,280 in 2021. The largest number of employees is employed in Technical activities related to film and television production (post-production), from 357 in 2008 to 1,457 in 2021. In Film production, employment increases from 859 in 2008 to 2,404 in 2021. In the Distribution of films and television programmes submarket, employment declines from 357 in 2008 to 132 in 2021, while in the submarket of Film screening, growth is modest—from 193 employees in 2008 to 229 in 2021.

An analysis of the city's film industry employment data for the period 2008-2021 also increases almost two-and-a-half times, from 1,472 in 2008 to 3,878 employees in 2021. The largest number of employees is found in Film and television production—2,249 in 2021, an almost threefold increase from the 2008 total of 793. The largest increase in employment is in Technical activities connected with the production of films and television programmes (post-production)—from 331 employees in 2008 to 1,337 in 2021, approximately

three and a half times. In the Distribution of films and television programmes, the dynamics of the figures show a post-employment decrease from 173 in 2008 to 159 in 2021. In Film screening, there is a decrease in the number of employees from 144 in 2008 to 132 in 2021.



Employees in the film industry in Sofia 2008-2021

Source. Observatory of Cultural Economics, Sofia: City of the Creative Economy, Diana Andreeva-Poyordanova, Bilyana Tomova, author's methodology, according to NSI data, 2008–2021.

The dynamics of the processes and the consequences that are related to Covid-19 still affect the film industry in Sofia. One of the characteristics of Sofia is that it concentrates more than 90% of film production on its territory; another feature that favours suppression of the negatives of the pandemic and post-pandemic situation, is that Sofia has a distinct cluster in the audiovisual sphere, of which the film industry is an integral part. If we analyse the study of the economic processes and use the approach of the Global Production Chain in the film industry, we may observe that radio and television, and new media and software and video games on the territory of Sofia Municipality are bound by the common creative process; they represent different parts of the value chain in the creation and distribution of cultural goods and services, they share some related activities, and use common resources that overlap. These characteristics of production create elements of the so-called network structure. At a certain technological level (entry of new technologies, innovations of different kinds), such structures can create

vertical and horizontal links, and even integration, whereby a cluster is created. Geographical concentration-the distinctiveness of the area-is a prerequisite. Considering the above characteristics, we may assume that there is a distinct cluster in Sofia, and it is in the audiovisual sector. The city accounts for 97 per cent of the turnover of the film industry, 80 per cent of radio, television, and new media, and 85 per cent of software and video games. In terms of added value of the audiovisual sector, the concentration in Sofia is 95 per cent; 76 per cent for radio, television, and new media, and 85 per cent for software and video games. But what is of great importance for the audiovisual cluster. is the linkage with activities such as audio recording, photography, design, new media, computer games (which also show a high concentration in Sofia), and it is a technological industry linked with television, the performing arts, the music business, advertising, digital media, book publishing, and education. All these activities and industries are linked both horizontally and vertically, meaning that they create network relationships with film production concentrated in Sofia.

To summarise: the created cluster is located in the field of audiovisual industry. Another trend is the increasing number of co-productions, a tendency also characteristic of the development of European film production. Bulgarian coproductions are also proof of professional production values, quality creative ideas that attract investment and, last but not least, cheaper specialised labour in favourable production conditions. These, then, are the European dimensions of the Global Production Chain in the Bulgarian film industry.



SOFIA INTERNATIONAL FILM FESTIVAL

Sofia International Film Festival is the leading event of its kind in Bulgaria and one of the key film occasions in Central and Eastern Europe. It aims to promote significant 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. Described by Variety as one of the world's top 50 unmissable film events, it is accredited by FIAPF as a competitive, specialised, feature film festival. Since 2004, the Sofia Meetings coproduction market (pitching for debut, sophomore and third-feature film projects while showcasing Bulgarian and regional films) has contributed significantly to its activities.

Venue and dates: Sofia, 15-25 March 2024

Sofia Meetings: Sofia, 21-25 March 2024

Sofia IFF early film submission deadline: 1 October 2023; regular: 30 November 2023.

Sofia Meetings project application deadline: 1 December 2023.

IN THE PALACE INTERNATIONAL SHORT FILM FESTIVAL

Founded in 2003, the IN THE PALACE International Short Film Festival is dedicated to short films, new media and digital arts. IN THE PALACE has been recognised since 2017 as an Academy Awards/Oscar[®] qualifying festival in the categories of Best Animation, Best Fiction and Best National Film, and as a Student Academy Awards® qualifying festival. IN THE PALACE ISFF is a member of the international network of festivals and institutions serving the short film sector—the Short Film Conference.

Traditionally, the festival takes place over one week and offers a wide range of events, activities, and programmes for both local and international short film industry and audience. IN THE PALACE is a cultural meeting place for the film industry, artists, students, educational institutions, and the general public, providing access to the latest trends, developments and learning in the arts and culture through screenings, training and interdisciplinary exchange.

Venue and dates: Pernik, The Palace of Culture, 22–29 April 2023.

Submission deadline for 2024: 1 October 2023.

LOVE IS FOLLY INTERNATIONAL FILM FESTIVAL

This event is a competitive international film festival held annually in the coastal city of Varna. In terms of genre, the festival is oriented towards dramas and comedies, melodramas and romances.

Venue and dates: Varna, Festival and Congress Centre, 25 August – 3 September 2023.

Submission deadline: 31 May 2023.

CINEMANIA WORLD FILM PANORAMA

Cinemania, launched back in 1987, is the earliest and most popular international film event in Bulgaria. The main programme accentuates the best of the new Italian and French films, music, documentaries, children's films, classical pleasures. Cinemania usually succeeds in presenting one or two future Oscar contenders, months before the official nominations have even been announced.

Venue and dates:

Sofia: National Palace of Culture, Cinema House, Cinema Odeon, Cinema Vlaykova, G8 Cultural Center, Euro Cinema, French Institute;

Plovdiv: Lucky Cinema House;

Varna: Festival and Congress Centre.

16 November-3 December 2023; non-competitive

GOLDEN KUKER INTERNATIONAL ANIMATION FILM FESTIVAL, SOFIA

The Golden Kuker International Animation Film Festival was first held in Sofia in October 2010. It is the first twenty-first century animation festival, awarding the Golden Kuker top prize and a Special Mention named after the iconic Bulgarian cartoonist Proyko Proykov. Its mission is to contribute to the development of Bulgarian art, to help Bulgarian and foreign animators make contact, and to support young professionals and students. The festival has succeeded in delivering a high-level, professional performance, has made a large number of international appearances, and produced a variety of great animations. Throughout the year, the public has the opportunity to attend master classes conducted by world known directors and animators, to visit contemporary art seminars and exhibitions, and to join interactive lectures. The festival itself is competitive in design, with 10 categories of films.

The festival is on the cultural calendar of the Bulgarian capital, Sofia, and in other major cities in Bulgaria, with the travelling festival visiting over 37 towns between 2019 and 2023.

Venues and dates: Sofia, JOY STATION, Ligna Creative Hub, Arena – Sofia West, National Academy for Theatre and Film Arts, Cine Grand, Odeon Cinema, Lumiere Cinema, House of Cinema, History Museum of Sofia, Summer Cinema in National Palace of Culture, Betahaus, Park Bobby & Kelly, at NATFA, 25–29 May 2023. Website: *http://natfiz.bg/en*

Submission deadline: 7 March 2023.

Entry forms are available at: https://filmfreeway.com/GoldenKukerSofia and https://2023.animationfest-bg.eu/en/festival/register/

THE WORLD FESTIVAL OF ANIMATED FILM

2023 marks the 19th edition of the World Festival of Animated Film, held in beautiful Varna, the maritime capital of Bulgaria! Welcome aboard!

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

Any frame-by-frame or computer-assisted animated films completed after 1 January 2021, and that have not featured in a previous edition of the festival, will be considered eligible.

Submission of films is free of charge.

Films may compete in the following categories: Shorts; Features; Children's; Students'; Horror movies; and Erotic films.

For inquiries and further information, please do not hesitate to contact varnafest@gmail.com

Entry forms are available at *https://filmfreeway.com/WorldFestivalofAnimatedFilm*

Venue and dates: Varna, Festival & Congress Center, Graffiti Gallery, 6–10 September 2023.

Submission deadline: 1 June 2023.

CINELIBRI INTERNATIONAL BOOK TO FILM FESTIVAL

CineLibri is an extraordinary international festival inspired by the fruitful intersection of two major arts—cinema and literature. Held on an annual basis in the capital city of Sofia and other Bulgarian towns, CineLibri brings the best and most recent film adaptations, based on literary works, to diverse and wide audiences. Featuring acclaimed filmmakers and renowned creators from all

over the world, CineLibri's line-up includes exclusive live meetings; official selection of full-length, short and documentary films through competition; a parallel roster of curated screenings; and a vast number of industry meetings, discussion panels, educational events, including but not limited to lectures, workshops, and masterclasses.

Highlighting a particular focal theme every year, CineLibri's parallel programme includes classics and retrospectives; contemporary film productions and co-productions; biopics of significant writers, poets, and playwrights; anniversaries of and tributes to prominent directors and screenwriters; milestone documentaries, short movies and other relevant film works.

Venues and dates: Sofia, Plovdiv, Varna, Burgas, Veliko Tarnovo, Gabrovo, Stara Zagora, 6–29 October 2023.

Submission deadline: 28 August 2023.

MASTER OF ART INTERNATIONAL FILM FESTIVAL

Master of Art is the first international film festival in the Balkans for art documentaries. Presenting the best documentaries produced and released after 1 January 2017 and encompassing Music and Dance, Theatre and Cinema, Fine Art and Photography, Architecture and Design, Literature, Video Art and Advertising, Art in Video Games, MofA seeks to introduce contemporary trends to the Bulgarian audience.

The mission of the MofA Film Festival is to provide an alternative that defies pop culture content by presenting documentaries—independent films and television productions—to create a venue for professionals and to establish itself as a forum that provides an opportunity for young art school talents to further stimulate and develop their creative performance.

Venues and dates: Lumiere Cinema, Sofia; Odeon Cinema; Euro Cinema; Culture Centre G8; Cinema House; Lucky Cinema House, Plovdiv; Festival and Congress Centre, Varna.

10 February-8 March 2023.

Submission deadline: January 2024.

GOLDEN LINDEN INTERNATIONAL FILM FESTIVAL

The aim of the Golden Linden is to promote European cinema in Bulgaria and to show the latest and most interesting films from other European countries. The festival organises two programmes: competitive, and additional. Films selected for the competitive programme are evaluated by an international jury. The intention is that, each year, the additional programme showcases films from different parts of Europe. There is a dedicated section that features new Bulgarian movies, presented by their producers and actors. The festival takes place in Stara Zagora with the support of the local municipality.

Venue and dates: Stara Zagora, State Opera, 27–31 May 2023.

Material (screeners and info-packs) to be sent to office@thegoldenlinden.com

Submission deadline for the 11th edition, 2024: mid-February 2024.

GOLDEN ROSE FESTIVAL OF BULGARIAN FEATURE FILMS

The Golden Rose is held in the Festival and Congress Center in the coastal city of Varna. Founded in 1961, it is the oldest film festival in Bulgaria. The event is organised by the Bulgarian National Film Center, and its competitive format caters specifically for Bulgarian fictional films.

Venue and dates: Varna, Festival and Congress Center, 20–28 September 2023.

Submission deadline: 30 June 2023.

GOLDEN RHYTON NATIONAL FILM FESTIVAL

The Golden Rhyton is hosted in December by Lucky House of Cinema in the city of Plovdiv. It is a competitive Bulgarian documentary and animated film festival, organised by the Bulgarian National Film Center.

Venue and dates: Plovdiv, Lucky House of Cinema, 14-21 December 2023.

Submission deadline: 31 August 2023.



Higher film education began as early as 1973, with the establishment of the Department of Cinema at the Higher Institute of Theatrical Arts (now the National Academy of Theatre and Film Arts).

Since then, there have been a few schools specialising in photography. Today, the opportunity to study the theory and practice of cinema is much more accessible, with one private and two state universities offering similar Bachelor's or Master's curricula.

KRASTYO SARAFOV NATIONAL ACADEMY FOR THEATRE AND FILM ARTS, SOFIA

- Department of Film and TV Direction and Animation;
- Department of Film and TV Cinematography and Photography;
- Department of Film Studies and Dramaturgy.

The listed departments are part of NATFA's Faculty of Screen Arts and offer the following Bachelor's degree programmes: Film and TV Direction, Film and TV Cinematography, Film and TV Editing, Film and TV Sound, Film and TV Production, Film and TV Design, Film and TV Journalism, Dramaturgy, Photography, and Animation.

The academy also includes five Master's degree programmes: Management of Screen Arts, Screen Direction, Screen Dramaturgy, Photographic Art, and Animation Direction. Moreover, a new programme focusing on the theory of cinema, titled Contemporary Cinema in World Culture, is currently under development.

Admission to the academy is by selection. Participants must demonstrate theoretical knowledge and a solid understanding of the field in which they wish to develop. After passing practical exams and attending a colloquy at the end of the first year, (a process applicable to all students), they are then grouped according to their chosen speciality.

The faculty is a member of CILECT, with its own representative and executive board. The teaching staff comprises prominent Bulgarian directors, screenwriters, cameramen, editors, designers, photographers and film critics with proven high achievements both in the country and abroad.

NEOFIT RILSKI SOUTHWEST UNIVERSITY, BLAGOEVGRAD

• Department of Television, Theatre and Film Arts

The department was established in 1991 and offers the specialities of Film and TV Direction, Film and TV Cinematography, and Film and TV Editing.

The department boasts modern television, film and editing equipment. In 2019, its Film and TV studio was launched, with state-of-the-art facilities, an auditorium with 180 seats, a chamber hall and a rehearsal room. The complex gives students the opportunity to acquire the knowledge and skills necessary for their future creative career. Throughout the students' training, there is a significant emphasis on enhanced practical application.

NEW BULGARIAN UNIVERSITY, SOFIA

• Department of Cinema, Advertising and Show Business

The Department of Cinema, Advertising and Show Business brings together professors, artists and scholars from the fields of dramaturgy, film direction and production, film and TV cinematography, fine arts, graphic design, advertising, animation, and photography. The department is the initiator, organiser and participant in scholarly fora, conferences and seminars in its field of study.

At present, the Department of Cinema, Advertising and Show Business offers five Bachelor's degree programmes: Animation, Graphic Design, Cinema and Television, Advertising, and Photography; five Master's programmes: Animation Direction, Graphic and Spatial Design, Advertising Management and Visual Branding, Film and Television Art, and Photographic Art; and a postgraduate programme in Film Studies, Film Art and Television.

ST. KLIMENT OHRIDSKI SOFIA UNIVERSITY, SOFIA

At the oldest institution of higher educational in Bulgaria, a single programme relating to film is offered as an extension to a Master's degree—Literature, Cinema and Visual Culture. As the second optional Master's programme at the Faculty of Slavic Studies, it is oriented towards students with an interest in literary studies, film studies, theatrical studies, visual arts and media, introducing them to current issues in contemporary culture, namely, the interactions between word and image.

The transformation of a literary text into the visual arts, especially the cinema, is scrutinised in theoretical and historical terms. The programme offers courses introducing students to the theory of film art and film language, as

well as others dedicated to individual genres in cinema and the visual arts. Particular attention is paid to the specifics of literary adaptation and film translation.

KINO KLAS, SOFIA

The cinema classes are divided into three categories (for the youngest, for beginners, and the advanced), and target a specific group of viewers—pupils. Classes are based on a new educational approach: a person-centred method where the passive listener becomes an active participant and is placed at the centre of the educative interaction. Innovative methods of learning and perceiving the art of cinema are applied—through teamwork, project-oriented teaching and learning, and conducting in-depth discussions, including critical reflection and analysis. The curriculum, developed and implemented over the past two years by established film and cinema professionals, aims to attract and introduce children and young people to the unknown domain of world, European and Bulgarian cinema.



INSTITUTIONS

MINISTRY OF CULTURE

17, Stamboliiski Blvd. 1040 Sofia, Bulgaria +359 (2) 940 09 00 (switchboard) info@mc.government.bg www.mc.government.bg

BULGARIAN NATIONAL FILM CENTER

Head: Mr Petar Todorov 2A, Dondukov Blvd. 1000 Sofia, Bulgaria +359 (2) 915 08 11 nfc@nfc.bg www.nfc.bg

BULGARIAN NATIONAL FILM ARCHIVE

Head: Ms Antonia Kovacheva 36, Gurko Str. 1000 Sofia, Bulgaria tel: +359 (2) 987 02 96 filmoteka@bnf.bg www.bnf.bg

NATIONAL CULTURE FUND

Head: Mr Sava Dragunchev 7, Lachezar Stanchev Str. 1756 Sofia, Bulgaria +359 876 880 992 office@ncf.bg; www.ncf.bg

BULGARIAN NATIONAL TELEVISION

Head: Mr Emil Koshlukov 29, San Stefano Str. 1504 Sofia, Bulgaria +359 (2) 814 22 14 +359 (2) 944 49 99 (switchboard) www.bnt.bg

STATE INSTITUTE FOR CULTURE MINISTRY OF FOREIGN AFFAIRS

Head: Ms Snezhana Yoveva-Dimitrova 2, Alexander Zhendov Str. 1113 Sofia, Bulgaria +359 (2) 807 64 30 culturalinstitute@mfa.bg snezhana.yoveva@mfa.bg www.culture-mfa.bg

CREATIVE EUROPE DESK – BULGARIA OFFICE MEDIA

Head: Mr Kamen Balkanski 2A, Dondukov Blvd., BNFC 1000 Sofia, Bulgaria tel: +359 (2) 915 08 25 info@mediadesk.bg www.creativeeurope.bg

EURIMAGES NATIONAL REPRESENTATIVES

Ms Irina Kanousheva, Ms Gergana Dakovska 2A, Dondukov Blvd., BNFC, Floor 7 1000 Sofia, Bulgaria +359 (2) 915 08 19 irina@nfc.bg, gergana@nfc.bg www.nfc.bg

OBSERVATORY OF CULTURAL ECONOMICS

Head: Ms Diana Andreeva, Ms Bilyana Tomova 65, Iskar Str. 1527 Sofia, Bulgaria +359 2 846 35 34 info@culturaleconomics.bg www.culturaleconomics.bg



ABRAXAS

Mrs. Kristina Grozeva, Mr. Peter Valchanov + 359 886 927 785 abraxasfilm@abv.bg www.abraxasfilm.com Activities 2020-2022: feature

ACTIVIST 38

Mrs. Vesela Kazakova, Mrs. Mina Mileva + 359 887 856 383 vesela@activist38.com www.activist38.com Activities 2020-2022: feature, animation

ADELA MEDIA

Mrs. Adela Peeva, Mr. Slobodan Milovanovich + 359 887 630 111 adelamedia@adelamedia.net www.adelamedia.net Activities 2020-2022: documentary

AGITPROP

Mrs. Martichka Bozhilova + 359 888 579 959 producer@agitprop.bg www.agitprop.bg Activities 2020-2022: feature, documentary

ANIMADOCS

Mrs. Maria Stanisheva +33 677 525 125 maria@animadocs.com www.animadocs.com Activities 2020-2022: animation

A PLUS FILMS

Mr. Christo Dermendzhiev + 359 899 822 929 christo@a-plusfilms.com Activities 2020-2022: feature

APORIA FILMWORKS

Mrs. Ralitza Petrova + 359 893 385 791 petrova.ralitza@gmail.com Activities 2020-2022: feature

ARGO FILM

Mr. Stephan Komandarev + 359 878 308 238 komandarev@abv.bg www.argofilm.eu Activities 2020-2022: feature

ARS DIGITAL STUDIO

Mr. Ivan Tonev + 359 888 436 145 office@arsdigital.org www.arsdigital.org Activities 2020-2022: feature, documentary

ART 47

Mrs. Mariana Pavlova + 359 889 454 848 art47@abv.bg Activities 2020-2022: feature, animation

ART FEST

Mr. Stefan Kitanov + 359 887 289 190 kita@sofiaiff.com; www.sofiaiff.com Activities 2020-2022: feature

ARTHOUSE BLOCKBUSTERS

Mr. Boris Despodov + 359 899 838 693 borisdespodov@yahoo.com Activities 2020-2022: feature, documentary, animation

A.S. FILM

Mr. Andrey Slabakoff + 359 887 807 668 slabakoff@yahoo.com Activities 2020-2022: animation

AURIS FILM

Mrs. Nadezhda Koseva + 359 898 552 388 filmauris@gmail.com nadykoseva@yahoo.com Activities 2020-2022: feature

BOF PICTURES

Mr. Nikolay Urumov + 359 886 843 583 bofpictures21@gmail.com Activities 2020-2022: feature

B PLUS FILM

Mr. Plamen Gerasimov + 359 888 723 416 bplusfilm@gmail.com Activities 2020-2022: documentary

BUL DOC

Mr. Hristo Bakalski + 359 877 359 920 buldoc@mail.bg Activities 2020-2022: documentary

BUFO

Mr. Phillip J. Roth + 359 887 599 256 kristina@ufo-ufo.com arsis96@yahoo.com Activities 2020-2022: feature

CHACONNA FILMS

Mr. Ilian Metev + 359 896 730 295 ilianmetev@gmail.com Activities 2020-2022: feature

CHICKEN MILK FARM

Mrs. Elitza Katzarska + 359 885 107 533 elitza@chicken-milk.com Activities 2020-2022: feature

CHOUCHKOV BROTHERS

Mr. Borislav Chouchkov + 359 888 233 007 office@ch-bros.com www.ch-bros.com Activities 2020-2022: feature

CINEASTE MAUDIT

Mr. Svetoslav Draganov + 359 888 370 839 kinosvet@gmail.com www.cine-ma.com Activities 2020-2022: feature

CINEMASCOPE

Mr. Ivan Nichev + 359 888 398 702 nichev@gmail.com Activities 2020-2022: feature, documentary

CINEMAQ

Mr. Ivaylo Penchev + 359 888 545 075 studio@cinemaq.bg www.cinemaq.bg Activities 2020-2022: documentary

COMPOTE COLLECTIVE

Mrs. Vessela Dantcheva + 359 899 131 962 vessela@compote-collective.com www.compote-collective.com Activities 2020-2022: animation

CONCEPT STUDIO

Mr. Krastyo Lambev + 359 889 443 330 k.lambev@conceptstudio.tv www.conceptstudio.tv Activities 2020-2022: feature

CONTRAST FILMS

Mrs. Katia Trichkova + 359 898416772 contrastfilms@gmail.bg; katya. trichkova@yahoo.com Activities 2020-2022: documentary, fiction

CRYSTAL FRAME

Mr. Lyubo Yonchev + 359 886 564 538 info@crystal-frame.com www.crystal-frame.com Activities 2020-2022: feature

DEKIDIS FILMS

Mrs. Eleni Dekidis + 359 888 041 421 dekidisfilms@gmail.com Activities 2020-2022: feature, documentary

DOLI MEDIA STUDIO

Mr. Dobromir Chochov + 359 879 544 812 luybomir.chochov@dolimediastudio. com; d.chochov@gmail.com Activities 2020-2022: documentary, feature

DREAM TEAM FILMS

Mr. Evtim Miloshev + 359 887 551 818 evtim@dreamteam-bg.com www.dreamteamfilms.com Activities 2020-2022: feature

DYNAMIC ARTS

Mr. Stanislav Donchev + 359 897 971 616 dynamicarts@abv.bg; stambata_ donchev@abv.bg Activities 2020-2022: feature, documentary

FABRIKATA

Mrs. Vera Chandelle + 359 899 990 787 verachandelle@gmail.com Activities 2020-2022: feature, documentary

FRONT FILM

Mrs. Svetla Tsotsorkova + 359 888 325 022 frontfilm@abv.bg Activities 2020-2022: documentary

FOUR ELEMENTS

Mr. Lyubomir Yonchev + 359 886564538 lubo.yonchev@fourelements.com www.fourelements.com Activities 2020-2022: documentary and fiction

FOUR HANDS

Mr. Sotir Gelev + 359 889 622 141 sotirgelev@gmail.com penkogelev@datacom.bg Activities 2020-2022: animation

FULL MOON WOLF

Mr. Pavel Pavlov + 359 89 832 9190 fullmoonwolfllc@gmail.com Activities 2020-2022: feature, documentary, animation

GALA FILM

Mrs. Galina Toneva, Mr. Kiril Kirilov + 359 888 451 632 galafilm95@gmail.com Activities 2020-2022: feature, documentary, animation

GEOPOLY FILM

Mrs. Pavlina Jeleva + 359 888 605 350 geopolyfilm@gmail.com Activities 2020-2022: feature, documentary, animation

I FILM

Mrs. Irina Gurova + 359 876 145 441 i.gurova@ifiImproduction.com Activities 2020-2022: feature

INCOMS PROJECT Mr. Plamen Yordanov

+ 359 888 220 978 plam.yordanov@gmail.com Activities 2020-2022: feature

INVICTUS

Mr. Kalin Kalinov + 359 897 818 203 kalin_kaboal@abv.bg Activities 2020-2022: feature

KAMEN VO STUDIO

+ 359 888 556 253 kamenvo@yahoo.com www.kamenvo.com Activities 2020-2022: documentary

KANCELARIA FILM

Mrs. Svetla Ganeva + 359 888 614 884 svekolka@rocketmail.com Activities 2020-2022: animation

KLAS FILM

Mrs. Rossitsa Valkanova + 359 898 503 702 klasfilm@spnet.net www.klasfilm.com Activities 2020-2022: feature

KORUND – X

Mr. Hristo Hristov + 359 888 303 879 korundx@gmail.com Activities 2020-2022: feature, animation

KOTVA FILMS

Mrs. Izabella Tzenkova + 359 888 351 062; +33 6 08 84 72 83 izabella@kotvafilms.com www.kotvafilms.com Activities 2020-2022: feature, documentary

KOULEV FILM

Mr. Anri Koulev + 359 888 614 884 anrikoulev@gmail.com Activities 2020-2022: feature, documentary, animation

LEMA FILM

Mr. Todor Matsanov + 359 888 518 967 lemafilm@gmail.com Activities 2020-2022: feature

MAGIC SHOP

Mr. Georgi Nikolov + 359 888 217 340 action.nikolov@gmail.com Activities 2020-2022: documentary

MENCLIPS

Mrs. Gergana Stankova + 359 888 732 320 gstankova@gmail.com Activities 2020-2022: feature

MERISTEM FILM

Mr. Nayden Nikolov + 359 988 874 773 naydentn@gmail.com Activities 2020-2022: animation

METAMORPHOZA N

Mrs. Neli Gesharova + 359 885 691 710 animiter@gmail.com neli_g@hotmail.com Activities 2020-2022: animation

MIRAMAR FILM

Mr. Ilian Djevelekov, Mr. Matey Konstantinov + 359 888 619 578 office@miramarfilm.com www.miramarfilm.com Activities 2020-2022: feature

MOVIMENTO

Mr. Orlin Ruevski + 359 888 336 784 orlin.ruevski@gmail.com Activities 2020-2022: documentary

MQ PICTURES

Mrs. Zornitsa Sofia + 359 897 334 505 zornitsa.sophia@gmail.com Activities 2020-2022: feature

NIKE I

Mr. Iliya Kostov + 359 888 815 148 iliyakos@abv.bg Activities 2020-2022: feature, documentary

NU BOYANA FILM STUDIOS

Mr. Yariv Lerner + 359 2 933 25 00 info@nuboyana.com www.nuboyana.com Activities 2020-2022: feature production and post-production

OMEGA FILMS

Mr. Svetoslav Ovcharov + 359 896 658 056 omega_films@abv.bg Activities 2020-2022: documentary

PORTOKAL

Mrs. Vania Raynova + 359 887 916 692 vanya.portokal@gmail.com Activities 2020-2022: feature

POST SCRIPTUM 2

Mr. Petar Popzlatev + 359 898 599 364 ps2.films@yahoo.com Activities 2020-2022: feature

PREMIERSTUDIO PLUS

Mr. Nikolay Mutafchiev + 359 877 600 028 info@premierstudio.eu Activities 2020-2022: feature

PRO FILM

Mr. Assen Vladimirov + 359 887 250 323 profilm1@datacom.bg Activities 2020-2022: documentary

PROJECTOR

Mrs. Maria Landova + 359 888 148 715 projectorbg@gmail.com Activities 2020-2022: documentary

RED CARPET

Mrs. Vessela Kiryakova + 359 898 610 764 redcarpetfilms.bg@gmail.com Activities 2020-2022: feature

RFF INTERNATIONAL

Mr. Stefan Kitanov + 359 887 289 190 kita@sofiaiff.com www.siff.bg Activities 2020-2022: feature

SCREENING EMOTIONS

Mrs. Pavlina Angelova + 359 894 700 869 screening.emotions@gmail.com Activities 2020-2022: feature, documentary

SILVER LIGHT PICTURES

Mr. Bashar Rahal + 359 888 700 787 bashorahal@gmail.com Activities 2020-2022: feature

SMARTY PANTS SHOOTER

Mrs. Ralitsa Golemanova + 359 888 360 806 ralitsa@smartypantsshooter.com Activities 2020-2022: documentary

SOFIA FILM PRODUCTIONS

Mrs. Meglena Shkodreva-Barbier + 359 894 770 259 meglena@sofiafilmproductions.com www.sofiafilmproductions.com Activities 2020-2022: feature

SOUL FOOD

Mr. Tonislav Hristov + 359 888 995 851 tonislavhristov@gmail.com Activities 2020-2022: documentary

THE FLYING AGENCY

Mr. Yasen Grigorov + 359 895 426 008 yassen@theflyingagency.com www.vimeo.com/channels/ ygrigorovdirectorreel Activities 2020-2022: feature

TRIVIUM FILMS

Mr. Kostadin Bonev + 359 888 465 735 bonevkost@abv.bg www.trivium-films.com Activities 2020-2022: feature, documentary

URBAN MEDIA

Mr. Stoyan Stoyanov + 359 888 601 616 office@urbanmedia.bg Activities 2020-2022: feature

VAIK

Mr. Valeri Kostov + 359 889 596 745 vaik95@abv.bg Activities 2020-2022: animation

VICTORIA FILMS

Mrs. Maya Vitkova-Kosev + 359 884 905 220 mayvitkovitz@yahoo.com Activities 2020-2022: feature

VIZAR PRODUCTION

Mrs. Natalia Gyurova natalia.gyurova@gmail.com Activities 2020-2022: animation

WATERFRONT FILM

Mr. Kamen Kalev, Mr. Philip Todorov + 359 885 107 533 info@waterfrontfilm.net www.waterfrontfilm.net Activities 2020-2022: feature, documentary

ZOGRAPHIC FILM

Mr. Lachezar Velinov + 359 888 697 715 velinov@zographic.com www.zographic.com Activities 2020-2022: animation



ARS DIGITAL STUDIO

Mr.Ivan Tonev, CEO 19, Popova Shapka Str., 1505 Sofia + 359 2 846 83 61/62; + 359 888 436 145 office@arsdigital.org i_tonev@arsdigital.org www.arsdigital.org Activities: Audio & Video production, post production.

AUDIOVIDEO CONSULT

Mrs. Ekaterina Vladimirova, General Manager 251, Okolovrasten Pat Blvd., Delta Center, 1000 Sofia + 359 2 988 95 55; + 359 888 561 269 office@avc.bg www.avc.bg Activities: Technical equipment distribution.

AUDIOVIDEO ORPHEUS

Mr. Martin Minchev – contact person 60, Samokov Blvd., 1113 Sofia + 359 2 866 00 48; + 359 877 849 222 rental@audiovisual-bg.com www.audiovisual-bg.com Activities: Soundstages, equipment rental, post production, feature and TV films, documentaries, animation, DVD distribution.

BUFO

Mr. Philip Roth, Managing Director Bulgarian Unified Film Organization/UFO Film and Television Studios 247, Botevgradsko Shosse Blvd. 1517 Sofia + 359 2 942 46 92; + 359 887 791 613 phil@ufo-bg.com www.ufofilmstudios.com Activities: Feature films facilities, visual effects.

CEE TV / TV BIZZ

Mr. Iliyan Stoychev, Marketing Manager P.O.Box 239, 2700 Blagoevgrad office@ceetv.net; Iliyan.stoychev@tvbizz.net www.ceetv.net; www.tvbizz.net Activities: TV market intelligence in the CEE region.

CHOUCHKOV BROTHERS STUDIO

Mr. Borislav Chouchkov, CEO + 359 884 842 365 filmproduction@ch-bros.com www.ch-bros.com Activities: Service production for films, TV and commercials, shooting equipment rental, post production studio.

CINEMAQ

Mr. Stoyan Stoyanov, General Manager 51-55, Krum Popov Str., 1421 Sofia + 359 2 963 30 31 studio@cinemaq.bg www.cinemaq.bg Activities: Cinema and video productions. Post production services like video editing, computer animation, special effects.

DOLI MEDIA STUDIO

Mr. Dobromir Chochov 47 Levski-G, Sofia 1836 + 359 879 544 812 luybomir.chochov@dolimediastudio.com d.chochov@gmail.com www.dolimediastudio.com Activities: Cinema and video productions. Post production services like video editing, computer animation, special effects.

GALA FILM

Mrs. Galina Toneva, CEO/Producer 1 b, Strumitza Str., Ap.11, 1000 Sofia + 359 2 981 42 09 + 359 888 451 632 galafilm95@gmail.com Activities: Production, co-production and full range of services for the film production process.

GEOPOLY

Mrs. Pavlina Jeleva, Artistic Director 16, Kapitan Andreev Str., 1421 Sofia + 359 2 963 06 61 + 359 888 605 350 geopoly@gmail.com www.geopoly-film.com Activities: Organization and execution of all kind of shootings formats on the territory of Bulgaria.

FILMMAKER

Mrs. Christopher Bojilov, Executive Producer 20B, Slavovitsa Str., Office B2, 1404 Sofia + 359 2 869 08 70 + 359 888 455 737 info@film-maker.org www.film-maker.org Activities: Full production service coverage for TV commercials and feature films.

MONO COLLECTIVE

Mr. Simeon Tsonchev, Director/Producer 141 Evlogi i Hristo Georgievi Blvd. 1000 Sofia + 359 898 472 844 info@monoco.eu; www.monoco.eu Activities: Flexible production services for films, music videos, TV adverts and photo shoots.

NU BOYANA FILM STUDIOS

Mr. Yariv Lerner, CEO 84, Kumata Str., Kinocenter, 1616 Sofia + 359 2 933 25 00 + 359 886 600 041 production@nuboyana.com 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 85, Tsar Boris III Blvd., 1612 Sofia + 359 888 736 822 office@revivevision.com www.revivevision.com Activities: Realization of TV & Viral commercials, music videos and films. HD and 4K production and post production. Cinema equipment rental.

SIF 309 FILM AND MUSIC PRODUCTIONS

Mr. Vladimir Dimitrov 51, Ekzarh Yosif Str. 1000 Sofia, Bulgaria + 359 888 996021 office@sif309.com www.sif309.com Activities: Music production service for films and commercials.

TV1

Mr. Rumen Kovachev, Owner 1517 Sofia, 28 Milen Tsvetkov Str. manager@tv1-bg.com +359 888 627 313 www.tv1.bg, www.tv1-bg.com Activities: National coverage tv channel, high level live events, concerts, TV shows, sport events, DSNG services, high grade streaming services

WORLDWIDE FX

Mr. Jordan Markov, Managing Director 84, Kumata Str., 1616 Sofia + 359 2 933 20 00 vfx.office@wwfx.net; www.wwfx.net

ZOGRAPHIC FILM

Mrs. Alexandra Lopez, Production Manager 27, Svetoslav Terter Str., 1124 Sofia + 359 2 443 80 00; + 359 886 190 560 zographic@zographic.com www.zographic.com Activities: production, post production, editing, animation, VFX, rendering, compositing

ZOOM DESIGN

Mr. Stanislav Evstatiev, Manager 4, Petko Karavelov Str., Fl.4, Ap.14, 9000 Varna + 359 52 60 30 61 zoom@zoomdesign.bg www.zoomdesign.bg Activities: Post production, editing, 3D animation, VFX



ACTIVIST 38

Mrs. Vesela Kazakova, Mrs. Mina Mileva + 359 2 986 75 56 + 359 887 856 383 vesela@activist38.com www.activist38.com

AFFLATUS

Mr. Veselin Dimanov + 359 898 777 818 afflatus.office@gmail.com

AGITPROP

Mrs. Martichka Bozhilova + 359 2 983 14 11 + 359 888 579 959 producer@agitprop.bg www.agitprop.bg

ALEXANDRA FILMS

Mr. Stefan Minchev + 359 2 817 99 99 stefanm@alexandragroup.com

A PLUS FILMS Mr. Christo Dermendzhiev + 359 899 822 929 christo@a-plusfilms.com

ART FEST

Mr. Stefan Kitanov +359 887 289 190 office@sofiaiff.com; www.sofiaiff.com

BOF PICTURES Mr. Nikolay Urumov + 359 886 843 583 bofpictures21@gmail.com

BS Films Mrs. Tony Dobrinska + 359 888 965 055 tony.dobrinska@bsfilms.bg

CINELIBRI Mrs. Jacqueline Wagenstein + 359 887 726 952 jwagenstein@colibri.bg; www.cinelibri.com

DEMA FILM Mrs. Desislava Kovacheva + 359 876 393 950 demafilm@abv.bg

FORUM FILM BULGARIA Mrs. Dona Tsvetkova + 359 2 981 44 41 dona@forumfilm.bg

FRONT FILM Mrs. Svetla Tsotsorkova, Mrs. Nadezhda Koseva + 359 898 552 388; + 359 888 325 022 frontfilm@abv.bg; www.frontfilm.eu

GALA FILM Mrs. Galina Toneva, Mr. Kiril Kirilov + 359 2 981 42 09; + 359 888 451 632 galafilm95@gmail.com

KINO KOSMOS Mr. Tsvetomir Matev + 359 887 930 582 contact@kinokosmos.bg KLAS FILM Mrs. Rossitsa Valkanova + 359 2 981 53 43 + 359 898 503 702 klasfilm@spnet.net www.klasfilm.com

KORUND – X Mr. Hristo Hristov + 359 888 303 879 korundx@gmail.com

NEW ACTORS Mrs. Zlatka Keremidchieva + 359 884 838 744 zlateto@gmail.com

OMEGA FILMS Mr. Svetoslav Ovcharov + 359 896 658 056 omega_films@abv.bg

PRO FILMS Mr. Emil Simeonov + 359 886 602 703 office@profilms.bg www.profilms.bg

SAMSARA Mrs. Mira Boyadzhieva + 359 883 332 918 info@samsaraltd.com

SILVER LIGHT PICTURES Mr. Bashar Rahal + 359 888 700 787 bashorahal@amail.com

SILVERNOISE FRAME Mr. Alexander Sano + 359 897 888 802 movies@silvernoise.net

SPASOV BROTHERS Mr. Ivaylo Spasov + 359 885 195 274 spasov.brothers@gmail.com



NATIONAL ACADEMY FOR THEATRE & FILM ARTS, SOFIA

Screen Arts Faculty Dean: Assoc. Prof. Lubomir Hristov 108 A, Rakovski Str., Sofia 1000, Bulgaria + 359 2 923 12 91 rector.office@natfiz.bg www.natfiz.bg

SOUTH-WEST UNIVERSITY, BLAGOEVRAD

Television, Theatre and Cinema Department Head: Assoc. Prof. Clavdia Kamburova, 66, Ivan Michailov Str., room 4503; Blagoevgrad 2700, Bulgaria + 359 73 88 78 44 cinema_tv@swu.bg www.swu.bg

NEW BULGARIAN UNIVERSITY, SOFIA

Cinema, Advertising and Show Business Department, room 404; Building 1, 21 Montevideo Str., Sofia 1618, Bulgaria Head: Prof. Liudmil Christov + 359 2 811 04 04 Ichristov@nbu.bg; www.nbu.bg

SCREEN ARTS COLLEGE, SOFIA

Head: Mr. Slav Edrev 7, Panayot Hitov Str., Sofia 1510, Bulgaria + 359 2 945 41 79 artcollege@mail.orbitel.bg, www.artcollege-bg.com

KINO KLAS

For contacts: Mr. Mario Tomchev 2A Georgi Valkovich Str., Sofia 1000, Bulgaria +359 884 839841 www.kinoklas.com



SOFIA INTERNATIONAL FILM FESTIVAL

Director: Mr Stefan Kitanov 20, Serdika Str., Sofia 1000, Bulgaria +359 800 18 110 programme@siff.bg www.siff.bg

IN THE PALACE INTERNATIONAL SHORT FILM FESTIVAL

Director: Mr Tsanko Vasilev 12, Trepetlika Str. 1407 Sofia, Bulgaria +359 (2) 441 03 02 mail@inthepalace.com www.inthepalace.com

LOVE IS FOLLY INTERNATIONAL FILM FESTIVAL (Varna)

Director: Prof. Alexander Grozev 2-6, Slivniza Blvd., Varna 9000, Bulgaria Festival and congress centre +359 (52) 685 251 +359 899 943 001 agrozev@techno-link.com loveisfolly@gmail.com www.loveisfolly.org

CINEMANIA WORLD FILM PANORAMA

c/o National Palace of Culture 1 Bulgaria Sq., Sofia 1463, Bulgaria +359 (2) 916 6841 kinomania@ndk.bg www.kinomania.bg

GOLDEN KUKER SOFIA INTERNATIONAL ANIMATION FILM FESTIVAL

Director: Ms Nadezhda Slavova Zone B-5, Bl. 8, Entr. A, Apt. 46 1303 Sofia, Bulgaria +359 887 301 207 +359 887 603 470 info@animationfest-bg.eu www.animationfest-bg.eu https://filmfreeway.com/ GoldenKukerSofia

WORLD FESTIVAL OF ANIMATED FILM VARNA (WFAF)

Director: Mr Anri Koulev P.O.Box 1453, 31 Alabin Str., Fl. 4, Ap.10, Sofia 1000, Bulgaria varnafest@gmail.com www.varnafest.org

CINELIBRI INTERNATIONAL BOOK TO FILM FESTIVAL

Director: Ms Jacqueline Wagenstein 64, Tsar Asen Str., 1463 Sofia, Bulgaria + 359 887 726 952 jwagenstein@colibri.bg www.cinelibri.com

MASTER OF ART FILM FESTIVAL

Artistic Director: Mr Nayo Titzin nayo_titzin@hotmail.com +359 898 626 212 Manager: Ms Lilia Atanasova lilia.atanassova@yahoo.com +359 899 907 715 info@masterofartfilmfestival.com www.masterofartfilmfestival.com

GOLDEN LINDEN IFF (Stara Zagora)

International film festival of new European cinema 10 Bogatitsa Str., Yuzhen Park, Sofia 1421, Bulgaria +359 882 502 277 office@thegoldenlinden.com www.thegoldenlinden.com

GOLDEN ROSE

Bulgarian Feature Film Festival c/o National Film Center Director: Mr Peter Todorov 2-A, Dondukov Blvd., Floor 7 Sofia 1000, Bulgaria +359 (2) 915 08 11 nfc@nfc.bg www.nfc.bg www.zlatnaroza.bg

GOLDEN RHYTON

Bulgarian Documentary and Animated Film Festival c/o National Film Center Director: Mr Peter Todorov 2-A, Dondukov Blvd., Floor 7 Sofia 1000, Bulgaria +359 (2) 915 08 11 nfc@nfc.bg www.nfc.bg www.zlatenriton.bg



UNION OF BULGARIAN FILM MAKERS

Chairman: Mr. Milko Lazarov 67, Dondukov Blvd. 1504 Sofia, Bulgaria + 359 2 946 10 68 sbfd@sbfd-bg.com www.filmmakersbg.org

FILMAUTOR

Head: Mrs. Maria Palaurova-Cholakova 2, Louis Leger Str. 1000 Sofia, Bulgaria + 359 2 987 32 34 office@filmautor.org www.filmautor.org

UNION OF BULGARIAN ACTORS

Chairman: Mr. Hristo Mutafchiev 12, Narodno Sabranie sq. 1000 Sofia, Bulgaria + 359 2 988 04 40 office@uba.bg www.uba.bg

ASSOCIATION OF FILM PRODUCERS

Chairman: Mrs. Galina Toneva 1B, Strumitsa Str. 1000 Sofia, Bulgaria + 359 2 981 42 09 galafilm95@gmail.com

ASSOCIATION OF BULGARIAN FILM PRODUCERS

Chairman: Hristo Hristov 77, Dimitar Hadjikotsev Str., fl.5 1421 Sofia, Bulgaria + 359 888 303 879 korundx@gmail.com

COMPANY OF FILM AND TV DIRECTORS

Chairman: Iliya Kostov 92, Maria Luisa Blvd., ap.22 1000 Sofia, Bulgaria + 359 888 815 148 iliyakos@abv.bg

BULGARIAN ASSOSIATION OF FILM DIRECTORS

Contact person: Mr. Pavel Vesnakov +359 878889283 pavelgvesnakov@gmail.com

ASSOCIATION OF CINEMATOGRAPHERS

Chairman: Mr. Ivan Tonev 19, Popova shapka Str. 1505 Sofia, Bulgaria + 359 2 846 83 61 i_tonev@arsdigital.org www.bac.hit.bg

ASSOCIATION OF FILM, TV AND RADIO SCRIPT-WRITERS

Chairman: Prof. Stanislav Semerdjiev 108A, Rakovski Str., NATFA 1000 Sofia, Bulgaria + 359 887 646 370 stanislav.semerdjiev@gmail.com www.baftrs.com

ACADEMICA 21 ASSOCIATION

Chairman: Prof. Emilia Stoeva 108A, Rakovski Str., NATFA 1000 Sofia, Bulgaria + 359 2 923 12 25 stoeva.emi@gmail.com

BULGARIAN FILM SOUND COMPANY

Chairman: Mr. Boris Trayanov + 359 888 208 087 boris@uvt.com info@bgfilmsound.org www.bgfilmsound.org

ASSOCIATION OF INDEPENDENT ANIMATORS

Chairman: Mrs. Nadejda Slavova Zone B5, bl.14, entr. B, ap.15 1303 Sofia, Bulgaria + 359 2 929 45 00 office@baicaa.org www.baicaa.org

BALKAN DOCUMENTARY CENTER

Director: Mrs. Martichka Bojilova 72, Rakovski Str 1000 Sofia, Bulgaria + 359 2 983 14 11 email@bdcwebsite.com www.bdcwebsite.com

ASSOCIATION OF FILM AND TELEVISION PRODUCERS

Chairman: Krasi Vankov Episkop Protogen Str, bl. 53 1000, Sofia, Bulgaria +359 887551818 office@atp.bg www.aftp.bg

ASSOCIATION OF BULGARIAN ANIMATION PRODUCERS

Chairman: Lachezar Velinov 27 Svetoslav Terter Str., ap.10 + 359 2 4438000 office@abap.bg www.abap.bg

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Published by: BULGARIAN NATIONAL FILM CENTER Whit the support of CREATIVE EUROPE Desk – Bulgaria, office MEDIA

Provided by: Alexander Donev (V), Aneliya Alexandrova (II), Bilyana Tomova (I, VII), Diana Andreeva (I, VIII), Gergana Dakovska (IV), Irina Lubenova (III, VI, XI), Irina Kanousheva (IX, XI), Kamen Balkanski (IV, XI), Vasil Nikolov (IV), Simeon Alexandrov (X) Compiler: Kamen Balkanski Translation: Nigrita Davies, Phillip Davies Graphic Design: Milena Valnarova Preprint: Vladimir Lubenov Sofia, 2023 ©

Editorial Board: Assoc. Prof.Alexander Donev, PhD; Assoc. Prof. Bilyana Tomova, PhD; Dr Diana Andreeva-Popyordanova; Dr Mila Petkova, PhD



BULGARIAN NATIONAL FILM CENTER 2A, Dondukov Blvd., 7th floor, Sofia 1000, Bulgaria tel. +3592 915 0811 nfc@nfc.bg www.nfc.bg

CREATIVE EUROPE MEDIA Desk – Bulgaria

2A, Dondukov Blvd., 8th floor, Sofia 1000, Bulgaria tel. +3592 915 0825 info@mediadesk.bg www.creativeeurope.bg

OBSERVATORY OF CULTURAL ECONOMICS

65, Iskar Str. 1527 Sofia, Bulgaria tel: +3592 846 3534 info@culturaleconomics.bg www.culturaleconomics.bg





НАЦИОНАЛЕН ФИЛМОВ ЦЕНТЪР BULGARIAN NATIONAL FILM CENTER



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От 1991 подкрепяме европейско кино





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The Creative Europe Programme of the European Union is of great importance for the promotion of Europe's cultural diversity, as well as the competitiveness of the cultural and creative sectors.

It strengthens the sustainability of the audiovisual sector, its digitization and accessibility throughout the EU.

The MEDIA and Culture offices of the Creative Europe Programme in Bulgaria are available for further information and consultations.



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Офис МЕДИА

Национален филмов център бул. "Дондуков" 2А, ет. 8 София 1000 тел.: 02 915 08 25 info@mediadesk.bg www.creativeeurope.bg



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