

BULGARIAN CINEMA 2010

FACTS / FIGURES / TRENDS

EDITORIAL

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

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

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

I LEGISLATION

The system of administrative structure of management and the existing legislation, regulation and procedures form the institutional and legal environment for development of the Bulgarian film industry.

Regulatory framework at national level

Two periods of building the current national institutional framework are distinguished:

- The 1990s, when the legal framework of the sector has been amended on more than one occasion, partially though: for example automatic subsidizing of coproductions was introduced at the time (1994).
- This decade, when an integral specialized regulatory framework started being developed. Over the decade, Bulgarian culture obtained its own sector law, the *Law on Protection and Development of Culture* (1999, in force as of 2000), while in 2003 a special law on Bulgarian cinema was passed: the *Film Industry Act*.

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

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

- *The Law on Protection and Development of Culture (1999)*, where for the first time ever the term “producership in culture” has been introduced and all forms of funding have been provided, as well as the equality of public and private subjects in regard to state support.
- *The Film Industry Act (2003, recently amended in 2009)*, which provides for a stable environment of development of the national film industry through projects and indirect measures, facilitating the overall process of making a film production, from the idea to the promotion. The financial stability is guaranteed by the mechanism set in Article 17, under which the amount of the annual subsidy shall not be less than the total of the previous-year average budgets of 7 feature films, 14 full-length documentaries and 160 minutes

animation respectively. Under the Film Industry Act the Bulgarian National Film Center was transformed into an Executive Agency with an information office under the MEDIA program as well as seven public registers.

- *The Radio and Television Law (1998)* regulates the functioning of public and commercial radio and TV broadcasters. As regards the national audiovisual policy, here a framework is set of several important regulatory and protectionist measures: the share of broadcasting time of European works and those made by independent producers, as well as the obligation of the public broadcaster, the Bulgarian National Television (BNT) to support the making and exhibition of national audiovisual production with no less than 10% of the subsidy for the (BNT) slated for making of Bulgarian TV films. In 2009, changes and amendments to the Radio and Television Law were passed along with such to the related to it
- *Electronic Communications Act (2007)*. The amendments are related to the development of a new regulatory framework, indispensable for the introduction of digital television in Bulgaria. As a result, in the early 2010, the Council for Electronic Media (a national regulator) launched a procedure to issue digital licenses for TV channels with national coverage.
- *The Copyright and Neighboring Rights Act (1993)* recently amended in 2009, sets the framework for the market of intellectual products and the non-property and property rights relating to these. Film industry is a chain of authors, creating value on a number of differentiated, though related markets and this Act protects and unites the creators also through the opportunity to establish collective bodies of managing the rights, both copyright and neighboring rights (Filmautor, Artistautor, ProPhon, etc.).
- A natural and important extension of the previous law is *The Act on Administrative Regulation of the Manufacture and Trade in Optical Disks, Stampers and Other Storage Media Loaded with Subject Matter of Copyright and Neighboring Rights (2005, recently amended in 2009)*, which sets the reproducing, distribution, import and export of disks, stampers and other storage, loaded with subject matter of copyright and neighboring rights. The Act establishes a certificate regime pertaining to the commissioning of production of stampers with recordings and reproducing on optical or other storage loaded with subject matter of copyright and neighboring rights, as well as to the deals in acquiring rights to reproduce and/or distribute, all of these being activities relating to the distribution channels of audiovisual media products and accounting for the modern technological changes in the distribution of audiovisual services.

The **indirect** regulatory framework of Bulgaria's film industry is related to: *The Commerce Act (1991, recently amended in 2009)*, under which the legal entities, engaged in the producing, distribution, exhibition, promotion of film production are registered; *The Protection of Competition Act (1998)*, which is of growing importance in the context of the European single market, moreover, because of the specifics of film products, which are a „cultural exception”, but equally are part of a liberal economic environment. Indirectly regulatory are also the laws related to social security and the payment of those working in the sector.

The national audiovisual industry and the *acquis communautaire*

Being part of the EU, the Bulgarian audiovisual sector is also influenced by a regulatory framework at a supranational level, even though the principle of subsidiary is the leading one in the field of culture. Through the EU primary legislation (for example, the *Establishing Treaty of the Union*, under which cinema is identified as a “cultural exception” and rules are set for all the sectors) as well as through the main instruments of the EU secondary legislation, such as directives and recommendations, national harmonization at a community level is obtained. In fact, audiovision is a projection of the entire economic infrastructure (which falls also within the scope of liberalization of the exchange of goods and services on the single European market) and the European legislation related to the uniting of the market and the fisc, encouraging of new technologies, but, equally, retaining the cultural specifics of the product, is best developed in this field. The institutional framework at an European level, major to Bulgarian national audiovisual industry as well, contains as follows: *The Audiovisual Media Services directive (2007)*, which came to replace the *TV Without Frontiers*, the *European Convention on Cinematographic Co-production (1992)* ratified in Bulgaria in 2004 and the *European Convention for the Protection of Audiovisual Heritage (2001)*.

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

THE NATIONAL ACADEMY FOR THEATRE & FILM ARTS, SOFIA

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

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

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

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

The departments have developed the following programs: *Bachelor Programs* Film and TV Directing, Film and TV Editing, Animation, Film and TV Cinematography, Photography, Film & TV Critical Studies, and Playwriting and Screenwriting; *Master Programs* Screen Arts Management and Film and TV Arts

SOUTH-WEST UNIVERSITY, BLAGOEVGRAD

- Television and TV Arts Department

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

The department has developed the following *Bachelor and Master Programs*: Film and TV Editing, Film and TV Directing and Film and TV Cinematography.

NEW BULGARIAN UNIVERSITY, SOFIA

- Cinema, Advertising and Show Business Department

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

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

The department has developed the following programs: *Bachelor Program* Visual Arts, modules: Cinema and television, Animation cinema, Advertising, Photography, Graphic design; *Master Programs* Film and Television Art, Animation Directing, Graphic and Spatial Design; Cinema Dramaturgy; *Doctoral Program* Graphic design.

SCREEN ARTS COLLEGE, SOFIA

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

State support is provided by the Bulgarian National Film Center for development of scripts of fiction, documentary and animated works, for film projects, for production, distribution and promotion at international festivals of feature-length and short fiction, documentary and animated films, as well as for holding film festivals and other film events. The support is allocated to film projects, selected by a National Commission of experts on a competitive basis. The state support for the film industry secures at least 30% of the average budget and no more than 50% of the budget of the respective work (up to 80% for low-budget films), while in the field of distribution and promotion, up to 50% of the budget of the project.

International coproductions with Bulgarian participation are also eligible to state support. The amount of the state support for projects, which is spent in the territory of Bulgaria, shall be no less than 75% of the slated funds, provided by the Bulgarian National Film Center. The National Film Council is authorized to set annually a higher expenditure rate, but no more than 80%. The persons, who have been granted state support for projects, render accounts to the Bulgarian National Film Center by virtue of the contracts concluded under the Obligations and Contracts Act.

Each year, two competition sessions are held to allocate support to fiction, documentary and animated films and four sessions to allocate support for international coproductions.

Pursuant to the Film Industry Act, the funds from the budget of the Bulgarian National Film Center are distributed as follows: 80% for film production; 10% for distribution; 5% for international promotion and holding of film festivals; 5% for special projects, assigned to the Ministry of Culture.

With the Bulgarian National Film Center's financial support in 2009, 5 feature films, 11 feature documentaries, 17 middle-length documentaries (up to 58 min), 6 animation shorts, 1 short fiction, 1 four-part TV series, 3 minority feature film coproductions were made. There are 3 feature films financed independently.

The Bulgarian National Film Center financed in 2009 the production of 12 new feature films, 1 animation feature, 19 documentaries, 12 animation shorts, 1 short fiction, 1 TV movie, 1 six-part documentary TV series, 5 minority feature film coproductions, 4 minority documentary feature-length coproductions.

Public funding for Bulgarian film industry (in BGN; 1 BGN=0.51129 euros)

Film projects by category	2007	2008	2009
Distribution & exhibition	178 542	229 142	312 620
Festivals & promotion	244 031	548 737	706 172
Film production	6 177 447	10 122 121	10 784 120
National film production	4 232 806	8 752 160	7 593 850
• Feature films	3 149 406	7 631 800	5 022 400
• Documentaries	824 600	907 800	1 741 280
• Animation	258 800	212 560	830 170
Minority coproductions	640 000	606 300	686 230
TV Coproductions	639 641	272 511	221 480
Project Development	168 000	148 950	544 560
First movies	497 000	342 200	1 738 000
TOTAL	6 600 020	10 900 000	11 802 912

Source: Bulgarian National Film Center, 2010.

Average film budgets (in BGN; 1 BGN=0.51129 euros)

	2007	2008	2009
Feature film	1 773 034	1 970 157	1 692 673
Documentary	147 958	151 246	131 230
Animation per minute	10 121	10 617	11 605

Source: Bulgarian National Film Center, 2010.

Non-national feature film productions shot in Bulgaria (2009)

Title of the film	Producer	Director	Nationality	BG Expenditures (in Euro)
CRUSEADS	Battle Production LLC	Lorenzo Senatore	US/BG	566 010
UNIVERSAL SOLDIER – A NEW BEGINNING	New Image Bulgaria	John Hyams	US	7 953 373
THE WAY BACK	Spitfire Pictures LLC	Peter Weir	US/BG	7 841 671
UNDISPUTED 3	New Image Bulgaria	Isaac Florentine	US	1 948 981
FROST GIANT	Arctic Production LLC	Victor Garcia	US/BG	551 016
ANDRE MATHIEU-LE DERNIER DES ROMANTIQUES	Film Mathieu INC.	Luc Dionne	Canada	202 073
AO LE DERNIER NEANDERTAL	UGC YM	Jacques Malaterre	France	2 427 364
LAKE PLACID 3	LP3 Productions LLC	Steven First	US/BG	712 198
FOSSILS	Imprint Productions LLC	Kolin Ferguson	US/BG	461 054
MORLOCKS	Humanoid Productions LLC	Matt Laurence Codd	US/BG	573 506

Source: Bulgarian National Film Center, 2010.

IV FILM DISTRIBUTION

Over the first decade of the 21st c., a steady upward trend in the Bulgarian cinema box office has been witnessed. But strikingly even at first sight, this rise is not due to a growing number of viewers. In fact, the number of Bulgarian viewers has reached its highest level over the recent decade (some 3.12 million) in 2004. The reason for the slump by some 20% in the attendance during the next year was in the closure of 14 movie theatres that have been run by the privatised in 2001 *Sofia Film* company, which was declared insolvent in 2004. In the same year, however, the receipts were down by less than 10%. The main reason is in the ever-growing average price of cinema tickets. The most serious argument about this is that the old single-screen theatres have been replaced by modern multiplexes. Designed with far better standards of comfort, these, most naturally, necessitate higher prices.

Thus, against a backdrop of stagnation in the number of viewers, who both in the early and late first decade of the 21st c. amount to some 3 millions, the rise in the receipts is due, mostly, to an increase in the average price of the tickets. Over this period it has doubled: from some 2 euros in the early first decade of the 21st c. up to an average of 4 euros in 2009. Thus, the total receipts in 2009 as compared to those in 2002 have risen three times higher.

A significant factor for the continuous growth in the number of viewers and the receipts of the theatres has also to be taken into consideration: the gradual annual increase in the number of the distributed films: from 98 in 2002 to 143 film premieres in 2009. This is a result of the improved conditions in the theatres, while in order to attract more spectators they programme more different titles on their bills. The second reason for the significant growth in the receipts, especially over the recent couple of years, is in that an ever-increasing part of the tickets are sold for premieres of 3D works. The number of such tickets is rising continuously, while their prices are by 30 to 40% higher. For example, the Top 20 films of 2009 include 7 exhibited in 3D, which are ranked first, second, seventh, tenth, twelfth, thirteenth and fifteenth respectively. This is also the main reason for the disproportion between the increase in the audiences and that in the receipts in 2009 as compared to 2008. If the spectators saw an increase by little more than 20%, the box office grew by 42%.

As early as the first quarter of 2010 this trend is furthered by the triumphant march of *Avatar* and the brilliant results of the 3D *Alice in Wonderland*.

Top 20 Bulgarian releases of non-Bulgarian films (1998–2010)

	Film	Distributor	Admission	Box Office (in BGN)	Date of Release
1	AVATAR	ALEXANDRA	471 139	5 322 300	18 Dec 09
2	ICE AGE 3	ALEXANDRA	237 589	2 551 156	03 July 09
3	TITANIC	DUGA	431 219	1 865 269	27 Mar 98
4	ALICE IN WONDERLAND	FORUM FILM BULGARIA	112 341	1 228 131	05 Mar 10
5	2012	ALEXANDRA	160 547	1 180 339	13 Nov 09
6	TROY	ALEXANDRA	289 708	1 172 371	14 May 04
7	THE LORD OF THE RINGS: THE RETURN OF THE KING	ALEXANDRA	223 622	951 151	09 Jan 04
8	INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL	PROOPTIKI	133 237	924 810	23 May 08
9	EPISODE I	DUGA	222 208	913 352	17 Sept 99
10	CLASH OF THE TITANS	ALEXANDRA	76 096	860 433	09 Apr 10
11	ANGELS AND DEMONS	ALEXANDRA	115 975	845 300	15 May 09
12	ARMAGEDDON	SUNNY	215 886	842 807	28 Aug 98
13	MATRIX RELOADED	ALEXANDRA	212 909	836 652	23 May 03
14	THE MATRIX	ALEXANDRA	197 963	830 467	03 Sept 99
15	STAR WARS: EPISODE 3	ALEXANDRA	150 298	777 152	19 May 05
16	PIRATES OF THE CARIBBEAN: AT THE WORLD'S END	SUNNY	132 462	771 503	24 May 07
17	DA VINCI CODE	ALEXANDRA	144 253	759 061	19 May 06
18	PIRATES OF THE CARIBBEAN: DEAD MAN'S CHEST	SUNNY	146 326	748 916	12 July 06
19	GLADIATOR	SUNNY	182 402	727 263	04 Aug 00
20	300	ALEXANDRA	119 482	688 487	23 Mar 07

Source: Bulgarian National Film Center, 2010.

*1 BGN=0.51129 euros

Top 20 Bulgarian releases of Bulgarian films (1998–2010)

	Film	Distributor	Admission	Box Office (in BGN)	Date of Release
1.	MISSION LONDON	A +	46 291	355 120	16 Apr 10
2.	DZIFT	ALEXANDRA	35 166	255 896	28 Sept 08
3.	THE WORLD IS BIG AND SALVATION LURKS AROUND THE CORNER	ALEXANDRA / ART FEST	30 589	168 087	10 Oct 08
4.	EASTERN PLAYS	MVM INTER- NATIONAL	19 567	113 298	16 Oct 09
5.	FORECAST	ALEXANDRA	12 425	88 722	17 Apr 09
6.	FLY WITH ROSSINANT	ALEXANDRA	13 668	84 983	10 Nov 07
7.	MILA FROM MARS	ALEXANDRA	20 563	83 295	28 Jan 05
8.	SEAMSTRESSES	BDK	9 506	52 645	12 Oct 07
9.	TIME FOR WOMEN	NIKE I	13 574	38 781	23 Mar 07
10.	L'S REVOLT	PRO FILMS	9 544	36 616	22 Sept 06
11.	STOLEN EYES	KANINA FILM	10 005	35 193	09 Sept 05
12.	SPANISH FLY	DUGA ART	11 751	31 898	30 Jan 98
13.	HINDEMITH	BDK	4 426	29 011	21 Nov 08
14.	LETTER TO AMERICA	FX CINEMA	6 156	20 202	02 Mar 01
15.	DAN KOLOV	TORNADO PICTURES	4 498	16 021	23 Jul 99
16.	EMIGRANTS	FX CINEMA	4 229	15 541	21 Feb 03
17.	LADY Z	BOROUGH FILM	4 305	14 847	02 Dec 05
18.	DEVIL'S TALE	DUGA ART FILM	3 062	13 342	23 Nov 01
19.	MONKEYS IN WINTER	VAN KRIS	2 368	12 751	09 Feb 07
20.	WAGNER	DUGA ART/ SOFIA FILM	3 960	12 474	19 Mar 99

Source: Bulgarian National Film Center, 2010.

*1 BGN=0.51129 euros

2009 Theatrical distribution

	Distributor	2009 Releases	Admissions	Box Office (in BGN)	2009 Releases share (%)	Admission share (%)	Box Office share (%)
1	ALEXANDRA	52	1 640 771	13 929 798	36.4	54.9	57.2
2	PROOPTIKI	29	539 068	4 049 702	20.3	18.0	16.6
3	SUNNY FILMS	16	277 738	2 310 952	11.2	9.3	9.5
4	TANDEM	11	231 099	1 890 699	7.7	7.7	7.8
5	FORUM FILM	13	183 802	1 419 530	9.1	6.2	5.8
6	A+ FILMS	5	51 628	399 167	3.5	1.7	1.6
7	PRO FILMS	4	13 637	99 191	2.8	0.5	0.4
8	MVM INTERNATIONAL	1	15 599	98 414	0.7	0.5	0.4
9	ART FEST	4	25 564	97 266	2.8	0.9	0.4
10	RADIVISION	4	4 113	29 879	2.8	0.1	0.1
11	BIG BANG	1	1 497	9 412	0.7	0.1	0.0
12	BOROUGH FILMS	1	1 398	8 945	0.7	0.0	0.0
13	BDK	2	697	7 200	1.4	0.0	0.0
	TOTAL	143	2 986 611	24 350 153			

Source: Bulgarian National Film Center, 2010.

*1 BGN=0.51129 euros

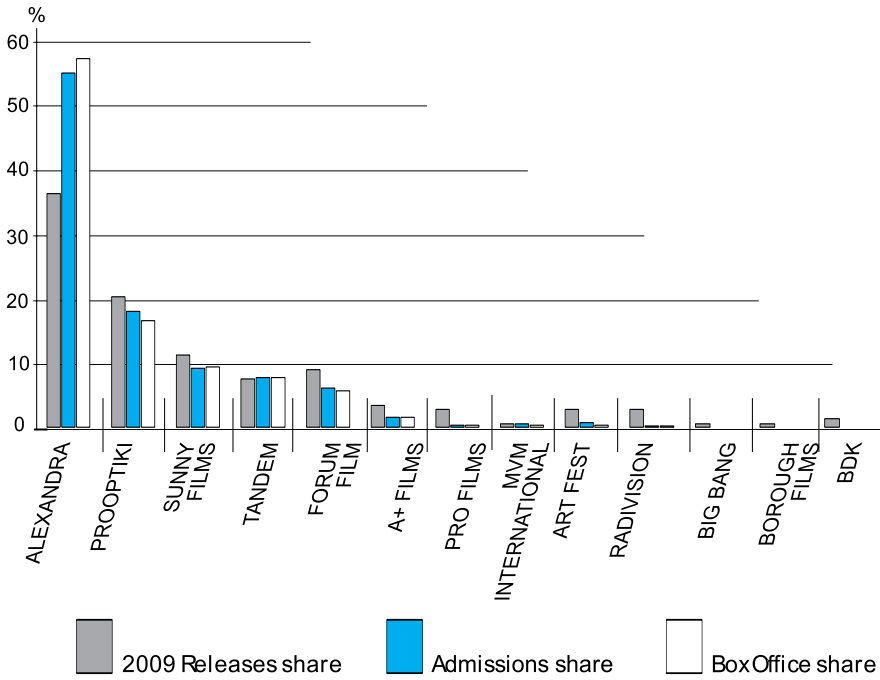
Theatrical industry trend

Year	Releases	Admissions	Box Office (in BGN)	Average ticket price (in BGN)	+/-
2002	98	2 015 735	8 717 074	4.32	+2.7
2003	117	3 045 451	12 005 343	3.94	+37.7
2004	118	3 120 088	12 592 151	4.04	+4.7
2005	125	2 421 871	11 661 250	4.81	-7.4
2006	157	2 362 149	11 956 716	5.06	+2.5
2007	137	2 398 193	14 020 755	5.85	+17.3
2008	137	2 434 530	17 120 941	7.03	+22.1
2009	143	2 986 611	24 350 153	8.15	+42.2

Source: Bulgarian National Film Center, 2010.

*1 BGN=0.51129 euros

2009 Theatrical Distributor Shares



Over the last decade, the number of cinema theatres in Bulgaria has significantly decreased. In 2002 there were 202 screens with 71313 seats, but in 2009 the number of screens went down to 104 with 22657 seats (including 7 Multiplexes with 74 screens and 14042 seats) or the cinema theaters totaled 27. The real number of cinema theaters in Bulgaria in 2009, excluding these in the Multiplexes, reached a historical low of 20 cinemas with 8615 seats, situated in 14 towns.

By the beginning of this decade most of the cinema theaters in Bulgaria (90%) were state-run. With the privatization of the *Sofia Film*, Bulgaria's biggest cinema chain, most of the state-run cinema theatres were acquired by private companies or owners. Among the reasons for the slump in the number of cinema theaters in 2004 (56 screens with 19076 seats) is the closure of the *Sofia Film* cinema chain, being declared insolvent in the same year, and the snowballing closure of cinema theatres in a number of smaller towns for economic reasons.

Interestingly, in the second half of the decade, starting from 2005 (104 screens with 21350 seats) a relative increase in the number of cinema halls was witnessed. It is not due to the fact that new cinema theatres have opened doors, rather because the closed old single-screen cinemas have been replaced by modern multiplexes with 6, 8 or more screens. It was in 2005, when most of the small cinema theatres closed for good, that, in Sofia, the second Multiplex of the Alexandra Group, the Arena Cinemas chain opened doors with 15 screens each (a total of 5992 seats). Over the following years, the Arena Cinemas chain expanded with two other multiplexes: in the Mall of Varna with 8 screens (1177 seats), in the Mall of Stara Zagora with 6 screens (946 seats), one Arena Cinema in Veliko Tarnovo with 3 screens (309 seats) and another one Arena Cinema in the Central Mall of Pleven with 1 screen (133 seats).

Though almost no public investments have been made in the opening of new cinemas and the number of cinemas has decreased by half, in the recent years a growing number of new multiplexes with more than 8 screens opened doors as well as new cinemas with several screens.

In Plovdiv two cinemas were closed down, renovated and reopened by a new operator in the early 2005 under new names *Lucky* with 3 screens (348 seats) and *Flamingo* with 4 screens (377 seats). By the end of 2006, a new 6-screen Cineplex theatre opened doors in the Sofia City Center shopping center (1367 seats). At the same time the first IMAX screen (404 seats) was opened in the Mall of Sofia as part of the Cinema City chain with still other 12 screens (2470 seats).

In 2009, yet another multiplex opened doors: the second Cinema City in the Mall of Plovdiv with 11 screens and 1686 seats. Two new cinemas started functioning in the country with one of them belonging to the Arena Cinemas chain. Now there are only 14 single-screen cinemas left. There are still 6 cinemas in small towns, all of which do not yet have the necessary scanners for the new analogue track (Cyan Dye Track), which has, since January 1st 2005, been used in 90% of the released films.

On the other hand, the number of Digital screens increases reaching 40 in the early 2010.

In April 2010, two new multiplexes of the Arena Cinemas are expected to open doors: in The Mall (Sofia) with 10 screens (1794 seats) and in the Grand Mall of Varna with 8 screens (1897 seats). In this way, the cinema theatres in Bulgaria in the beginning of 2010 reached a total of 29 cinemas with 122 screens (26348 seats).

In 2009, Bulgarian Multiplexes were visited by 2204639 viewers, which is 73.82% of all the viewers, who have paid admission fees totaling 18895124 BGN (9660923 euros). This amount represents almost 77.60% of the GBO in all cinemas. In 2009, the viewers in cinema theaters in Bulgaria totaled 2986611 with 24350153 BGN (12450035 euros) in revenues.

There are five Bulgarian cinemas that are members of the Europa Cinemas network. These are Cinema Lumiere, Sofia (352 seats); Cinema House, Sofia (284 seats); Euro Cinema, Sofia (84 seats) and the 6-screen Cineplex in Sofia (1367 seats); Hall Europe (230 seats), located in the Festival Complex in Varna. The Europa Cinemas network seats total 2317.

Screens, *including* those in multiplexes (2002–10)

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	26 348

Source: Bulgarian National Film Center, 2010.

Cinemas, *including* multiplexes, 2010

Cinemas with	Number of cinemas	Number of screens	Seats
1 screen	14	14	2 472
2 screens	3	6	5 109
3-5 screens	3	10	1 034
6-7 screens	2	12	2 313
8-11 screens	4	37	6 554
12-15 screens	3	43	8 866
	29	122	26 348

Source: Bulgarian National Film Center, 2010.

Cinemas, *excluding* multiplexes, 2010

Screens	Cinemas	Town	Seats
5	4	Sofia	4 662
2	1	Varna	980
2	1	Gabrovo	85
1	1	Shumen	750
1	1	Targovishte	52
9	4	Plovdiv	871
1	1	Blagoevgrad	234
1	1	Burgas	293
1	1	Sevlievo	49
3	1	Veliko Tarnovo	309
1	1	Yambol	78
1	1	Dimitrovgrad	49
1	1	Mezdra	70
1	1	Pleven	133
30	20	14	8 615

Source: Bulgarian National Film Center, 2010.

Multiplexes with 6 and more screens (2008 – April 2010)

Year	Number of multiplexes with 8 and more screens	Number of screens	Seats
2008	6	63	12 356
2009	7	74	14 042
2010	9	92	17 733

Source: Bulgarian National Film Center, 2010.

Multiplexes with 6 and more screens, 2010

Screens	Site	Town	Seats	Opening date
15	Cinema Arena Zapad	Sofia	3 020	4 Apr 03
15	Cinema Arena Mladost	Sofia	2 972	19 May 05
13	Cinema City (Mall of Sofia)	Sofia	2 874	13 July 06
11	Cinema City (Mall of Plovdiv)	Plovdiv	1 686	3 Sept 09
10	Cinema Arena (The Mall)	Sofia	1 794	21 Apr 10
8	Cinema Arena (Mall of Varna)	Varna	1 177	12 June 08
8	Cinema Arena (Grand Mall)	Varna	1 897	tbd 2010
6	Cineplex (Sofia City Center)	Sofia	1 367	5 Dec 06
6	Cinema Arena (Mall of Stara Zagora)	Stara Zagora	946	11 Jan 08
92	9	4	17 733	

Source: Bulgarian National Film Center, 2010.

5 most successful cinemas according to attendance in 2009

Multiplex	Town / Screen	Admissions
Cinema Arena Zapad	Sofia/15 screens	687 506
Cinema Arena Mladost	Sofia/15 screens	512 954
Cinema Arena (Mall of Varna)	Varna/8 screens	487 261
Cinema City (Mall of Plovdiv)	Plovdiv/11 screens	264 200
Cinema City (Mall of Sofia)	Sofia/13 screens	252 718
TOTAL		2 204 639
TOTAL GBO (in BGN)		18 895 124

Source: Bulgarian National Film Center, 2010.

*1 BGN=0.51129 euros

VI FESTIVALS

Several national and international festivals are held on a yearly basis (except for the *Golden Rose* and the *Golden Rhyton*, which are held on a biennial basis).

SOFIA INTERNATIONAL FILM FESTIVAL

Sofia International Film Festival is the leading film event in Bulgaria and one of the most high-profile festivals in Central East Europe. It is accredited by FIAPF as competitive festival for first and second films. The SIFF familiarizes the local audiences with the best recent works of the world cinema and presents new Bulgarian and regional films to international audiences.

Since 2004 significant part of the festival is the **Sofia Meetings** coproduction market (pitching for feature film projects and showcasing Bulgarian and regional films).

Venue place and date: *Sofia, March*; Submission deadline: *mid November*

FILM PALACE FEST

Film Palace Fest is the biggest and the most high-profile event, presenting max. 45-minute films of all genres in Bulgaria. It is organized in collaboration with and the support of the Ministry of Culture, the Bulgarian National Film Center, the Municipality of Balchik and the Palace in Balchik.

This is the first single event featuring short films in Bulgaria, which is financed under the EU MEDIA program and under the EC Youth in Action program.

Venue place and date: *Balchik, June*; Submission deadline: *March*

FILMINI

FILMINI International Short Film Festival is a competitive festival of short films. It aims to contribute to the promotion and production of arthouse short films, and to develop a spirit of friendship and cooperation among filmmakers from all over the world.

The festival program includes several competitions of short films as well as non-competitive film programs, retrospections.

Venue place and date: *Sofia, October*; Submission deadline: *late July*

LOVE IS FOLLY INTERNATIONAL FILM FESTIVAL

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

Venue place and date: *Varna, late August – early September*; Submission deadline: *early June*

FESTIVAL OF EUROPEAN CO-PRODUCTIONS

A non-competitive international film festival held on a yearly basis both in Sofia, at the National Palace of Culture and in another city, which is different each year. The festival promotes new works made by at least two countries of which one is necessarily a EU member state.

Venue place and date: *Sofia, late May – early June*; Submission deadline: *mid April*

THE CINEMANIA WORLD FILM PANORAMA

The Cinemania started in 1987 as a World Film Panorama. The main program presents leading European cinemas. Part of the program includes the most interesting events in the field of the independent American cinema. Significant film titles of national cinematographies that are less popular in Bulgaria prevail. The Cinemania presents also retrospections (of Yasudjiro Ozu, Milos Forman, Miroslav Ondricek, Krzysztof Kieslowski, Jacques Demy, etc.), portraits of celebrities of the present and the past (Sven Nykvist, Robert Altman, Carlos Saura, Mormarev Bros., prominent Bulgarian scriptwriters). On the sidelines of the fest, other events are held, such as premieres of books by popular filmmakers, round-table-talks and seminars.

The main purpose of the fest is rendered obvious in the very phrasing of the event: Cinemania International Film Panorama. The accent is put on the selection and geography of the offered films. The idea is the Bulgarian spectators to get familiarised in a fortnight with the most essential of the films that have been made in the last 2 or 3 years, winners at European and world film festivals.

Venue place and date: *Sofia, November – December*; Submission deadline: *non competitive*

GOLDEN CHEST INTERNATIONAL TELEVISION FESTIVAL

The *Golden Chest* International TV Festival is a competitive event. The works compete in four categories.

The *Golden Chest* International Television Festival is one of the earliest and most prestigious international festivals in Europe. It was founded in 1968 on the initiative of “Television Drama” Department of the Bulgarian National Television.

The festival focuses on the genre of television drama, which has changed in terms of form and contents over the years, from the specific character of television drama to television films and serials.

The *Golden Chest* International Television Festival is one of the few venues in South-East Europe, where international artists can meet and discuss their ideas and experience.

Venue place and date: *Plovdiv, September/October*; Submission deadline: *to be confirmed*

GOLDEN ROSE

The *Golden Rose* Festival of Bulgarian Feature Films is held at the Festival and Congress Centre in the coastal city of Varna. The Festival is a competitive one for Bulgarian fiction films. The event is organized by the *Bulgarian National Film Center* and the Bulgarian National Television with the support of the Bulgarian Ministry of Culture and the Municipality of Varna.

Venue place and date: *Varna, October*; Submission deadline: *mid-August*

GOLDEN RHYTON

The *Golden Rhyton* is a biennial national film festival, hosted by the Novotel-Plovdiv in the city of Plovdiv, in September/October. It is a competitive documentary and animation film festival, organised by the *Bulgarian National Film Center*, the Bulgarian National Television with the support of the Bulgarian Ministry of Culture and the Municipality of Plovdiv.

Venue place and date: *Plovdiv, December*; Submission deadline: *mid-October*

VII AWARD-WINNING BULGARIAN FILMS AND FILMMAKERS ABROAD

Bulgarian films take part in a number of international festivals and film events. The pictures that have won prestigious awards over the last couple of years are given below.

2009

THE WORLD IS BIG AND SALVATION LURKS AROUND THE CORNER (feature), directed by Stephan Komandarev, 2008

- Academy Awards – Bulgarian entry for Foreign Language Oscar (*shortlisted*)
- Festroia International Film Festival – competition; *Awards*: Best director, Audience award, SIGNIS award
- Vilnius International Film Festival – competition; *Awards*: Best film, Best actor (Miki Manojlovic)
- Minsk International Film Festival – competition; *Award*: Best film
- Taipei International Film Festival; *Award*: Audience award

EASTERN PLAYS (feature), directed by Kamen Kalev, 2009

- Cannes International Film Festival – “Directors’ Fortnight”
- Tokyo International Film Festival – competition; *Awards*: Best film, Best director, Best actor (Hristo Hristov),
- Warsaw International Film Festival – “1 & 2 competition”; *Award*: Best film
- Sarajevo Film Festival – competition; *Award*: CICA Award
- International Thessaloniki Film Festival – Balkan Survey
- Tallinn ‘Black Nights’ International Film Festival – competition
- Bratislava International Film Festival – competition
- Haifa International Film Festival – competition
- Munich International Film Festival
- CineFest International Film Festival, Canada

OMELETTE (short), directed by Nadezhda Koseva, 2009

- Sundance Film Festival – competition; *Award*: Special Jury Award
- Sarajevo Film Festival – competition
- International Thessaloniki Film Festival – Balkan Survey
- Ro – International Film Festival, Romania; *Award*: Best short film
- Expression En Corto International Film Festival, Mexico; *Award*: Best short feature film, made by Woman director

DZIFT (feature), directed by Yavor Gardev, 2008

- Sofia International Film Festival – competition
- International Istanbul Film Festival – competition
- Transilvania International Film festival – competition
- Go East International Film Festival Wiesbaden – competition
- Vilnius International Film Festival – competition; *Award*: Best director
- Melbourne International Film Festival – official selection
- Seoul International Film Festival; *Award*: Best actor (Zakhari Bakharov)
- International Film Festival Wiesbaden; *Award*: Jury award

THE GO-BETWEEN (short feature), directed by Dragomir Sholev, 2008

- Go East International Film Festival Wiesbaden – competition; *Award*: Second award for feature student film, BHF BANK foundation award – best short film
- International Film Festival „Etuida&Anima”, Krakow; *Award*: *Golden dinosaur* Grand prix

DIVORCE ALBANIAN STYLE (documentary), directed by Adela Peeva, 2006

- Melbourne International Film Festival – official selection
- SEE Film Festival, Los Angeles; *Awards*: Best film, Audience award

THREE SISTERS AND ANDREY (animation), directed by Boris Despodov, 2008

- International Film Festival BALKANANIMA, Bucharest; *Award*: Grand Prix

SMALL TALKS (feature), directed by Ivan Pavlov, 2007

- International Film Festival “Zolotoy Vitjaz”, Moscow; Awards: Best director – special diploma, Best supporting actor (Yuri Angelov)

PLAN FOR REVENGE (short fiction), directed by Konstantin Burov, 2008,

- International Film Festival “Zolotoy Vitjaz”, Moscow; *Award*: Diploma

THE AIR ACE (animation), directed by Svilen Dimitrov, 2008

- Go East International Film Festival Wiesbaden – competition; *Award*: Best experimental and animation film

MY WEE NOTHING (feature), directed by Docho Bodjakov, 2007

- International Film Festival Berdjansk; *Award*: Best actress (Yoanna Bukovska)

HINDEMIT (feature), directed by Andrey Slabakov, 2008

- International Film Festival Kluj; *Award*: Best comedy script

GOLESHOVO (documentary), directed by Ilian Metev, 2008

- International Film Festival „Etuida&Anima”, Krakow; Awards: Special diploma, Student jury award

CRAYFISH (feature), directed by Ivan Cherkelov, 2009

- Karlovy Vary International Film Festival – East of the West competition
- Moscow International Film Festival – competition

THE GOAT (feature), directed by Georgi Djulgerov, 2009

- International Film Festival Cottbus

BIRDS OF HEAVEN (short feature), directed by Kristina Grozeva, 2009

- International Film Festival Cottbus

WITH EXTREME CRUELTY (documentary), directed by Rosen Elezov, 2006

- Festival of European Documentary, London

MOSQUITO PROBLEM AND OTHERS STORIES (documentary), directed by Andrey Paounov, 2007

- International Film Festival "Zolotoy Vitjaz", Moscow

CRAZY DAY (feature), directed by Silvia Pesheva, 2004

- ASEM International film festival, Hanoi

2010

EASTERN PLAYS (feature), directed by Kamen Kalev, 2009

- Palm Springs International Film Festival
- Trieste International Film Festival; *Awards*: CEI Award
- Vilnius "Ecrans d'Hiver" IFF
- Miami International Film Festival
- International Sofia Film Festival; *Awards*: Best Bulgarian picture, Special Jury Award
- Anger International Film Festival, *Award*: Grand Prix
- Mons International Film Festival; *Award*: Best European film

THE WORLD IS BIG AND SALVATION LURKS AROUND THE CORNER (feature), directed by Stephan Komandarev, 2008

- Palm Springs International Film Festival; *Awards*: runner-up for the audience award
- Fajr International Film Festival; *Awards*: Crystal Simorgh Special Jury Prize

BULGARIAN NATIONAL FILM CENTER

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

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

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

The Bulgarian National Film Center is the organizer of *Golden Rose* Festival of Bulgarian Feature Films (Varna), and the *Golden Rose* Documentary and Animation Film Festival (Plovdiv). Under its initiative and with the efforts of its team since 1996 the Festival of European Co-productions is held in Sofia.

The most popular recently made films:

- EASTERN PLAYS, directed by Kamen Kalev
- DZIFT, directed by Yavor Gyrdev
- THE WORLD IS BIG AND SALVATION LURKS AROUND THE CORNER, directed by Stefan Komandarev (the Bulgarian entry for foreign language Oscar)

The Bulgarian National Film Center is an EFP member since May 2005.

NATIONAL FILM ARCHIVE

The Bulgarian National Film Archive is a Member of the International Federation of Film Archives (FIAP) since 1959. It holds the national film archive, which consists of about 15000 titles with more than 40000 copies. There are 9528 Bulgarian films (including features, documentaries and animations) and

4348 foreign films from 54 countries. The absolute priority of the Bulgarian Film Archive is to preserve “the moving pictures” for the posterity.

UNION OF BULGARIAN FILM MAKERS

The Union of Bulgarian Filmmakers is a creative professional organization with its own contribution to the development of film art and audiovision in Bulgaria as an active party in the process of devising of all concepts, legislation, models and decisions, which correspond to the problems of audiovisual culture.

The Union represents its structures and members in international organizations: FERA, FIPRESCI, ASIFA, CIFEJ, UNI-MEI (EURO-ME).

With its activities the Union of Bulgarian Filmmakers contributes to the development and protection of Bulgarian cinema; to the development of the film theory and film history; to the aesthetic education of the cinemagoers; to applying of high art criteria.

FILMAUTHOR

Filmautor, established in 1993, is the Bulgarian society for collective management of copyrights and the neighboring rights in the audiovisual field. It is a member of CISAC.

Its members are Bulgarian directors, scriptwriters and cameramen that are copyright holders under the Bulgarian Copyright and Neighboring Rights Act. Members are also Bulgarian producers of the audiovisual works.

Filmautor has reciprocal representation agreements with 25 sister societies from across the world.

NATIONAL CULTURE FUND

The National Culture Fund was established within the framework of the Ministry of Culture and started functioning in November, 2000. The National Culture Fund supports the development of Bulgarian culture through subsidizing different arts, cultural activities and authors. Its main goal is to support the development of culture by raising, managing and allotting funds for the purpose of pursuing the national policy in the field of culture as set forth in the Program of the Government of the Republic of Bulgaria for the respective period and the Law on Protection and Development of Culture.

The priorities in the NCF activity are also in compliance with the criteria set forth in Chapter “Culture & Audio-visual Policy” of the EU Accession Treaty of Bulgaria.

INSTITUTE FOR CULTURE OF THE MINISTRY OF FOREIGN AFFAIRS

The institute supports and works towards priority delivery of national and international cultural projects and programs. It offers assistance to Bulgarian diplomatic missions abroad in their effort to expand the 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. Along with the Diplomatic Institute it delivers training in the area of cultural diplomacy for young diplomats.

OBSERVATORY OF CULTURAL ECONOMICS

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

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

IX INTERNATIONAL FILM SUPPORT

MEDIA PROGRAM

Over the past 16 years, MEDIA, the EU's support program for the European audiovisual industry, has supported the development and distribution of thousands of films as well as training activities, festivals and promotion projects throughout the continent. In the period 2001–06, more than half a billion euros were injected into 8000 projects from over 30 countries.

The new MEDIA 2007 program (2007–13) is the fourth multi-annual program since 1991 (previous programs) and has a budget of € 755 million. It simplifies the program's administration but certainly not its objectives:

- to strive for a stronger European audiovisual sector, reflecting and respecting Europe's cultural identity and heritage;
- to increase the circulation of European audiovisual works inside and outside the European Union;
- to strengthen the competitiveness of the European audiovisual sector by facilitating access to financing and promoting use of digital technologies.

The MEDIA program is implemented via annual work program. MEDIA 2007 is divided into five action lines:

- training of professionals;
- development of production projects and companies;
- distribution of cinematographic works and audiovisual programs;
- promotion of cinematographic works and audiovisual programs, including the support for film festivals;
- horizontal actions/pilot projects.

Independent production and distribution companies can apply for development or distribution funding in the form of grants and interest free loans. Financial assistance is available for training providers and organisers of markets and festivals. Practitioners in the audiovisual industry such as producers of film, television, animation, new media companies, distribution and sales companies and also 'enabling' organisations such as training bodies or film schools, promotional events or festival organisers.

The official site of the MEDIA is available at: www.ec.europa.eu/media

MEDIA and Bulgaria

Bulgaria is part of MEDIA family since 2002. The MEDIA's information desk in Bulgaria was opened in 2003.

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

- DIVORCE ALBANIAN STYLE (documentary), produced by ADELA MEDIA, directed by Adela Peeva
- THE ONLY LOVE AFFAIRE HEMINGWAY DID NOT WRITE ABOUT (feature), produced by PROFILM Ltd., directed by Svetoslav Ovcharov
- THE MOSQUITO PROBLEM AND OTHER STORIES (documentary), produced by AGITPROP Ltd., directed by Andrey Paounov
- CORRIDOR N 8 (documentary), produced by AGITPROP Ltd., directed by Boris Despodov

MEDIA support for Bulgarian projects

Activities	2006 (in Euro)	2007 (in Euro)	2008 (in Euro)	2009 (in Euro)
Training	153 094	80 000	90 000	90 000
Development	260 000	---	---	132 802
Distribution	219 000	276 363	76 000	155 500
Festivals	32 000	35 000	50 000	77 963
Promotion	45 000	55 000	75 000	75 000
MEDIA International	n/a	n/a	n/a	100 000
TOTAL	695 120	446 363	291 000	631 265

Source: MEDIA Desk – Bulgaria, 2010.

EURIMAGES

Eurimages is a cultural support fund established in 1989 within the framework of the Council of Europe. It currently numbers 34 member states.

Eurimages promotes the European audiovisual industry by providing financial support to European cinematographic works. In doing so, it encourages cooperation between professionals established in different European countries.

The Board of Management defines the policy of the Fund and takes the decisions on support. It is composed of representatives of all member states and meets four times a year. Eurimages has four support schemes: cinema coproduction, theatrical distribution, exhibition and digitisation of answer prints.

A main condition of obtaining Eurimages support is the project to be an international coproduction between at least two member states. Every coproducer has to have at least 50% of the financing in place.

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

Eurimages and Bulgaria

Bulgaria has been a member of Eurimages since 1993. The state has signed the European Convention of Cinematographic Coproduction in 2005 and has bilateral coproduction agreements with France, Italy, Canada and Russia.

Some of the most successful coproductions, supported by Eurimages, are:

- **THE WORLD IS BIG AND SALVATION LURKS AROUND THE CORNER** (feature), coproduced by Bulgaria, Germany, Hungary, and Slovenia, directed by Stephan Komandarev; shortlisted as the Bulgarian entry for Foreign Language Oscar'09;
- **EUROPOLIS: CITY ON THE DELTA** (documentary), coproduced by Bulgaria and Austria, directed by Kostadin Bonev; Golden Rhyton'09 award for best documentary;
- **MY ONLY SUNSHINE** (feature), coproduced by Turkey, Greece, and Bulgaria, directed by Reha Erdem;
- **TILT** (feature), coproduced by Bulgaria and Germany, directed by Victor Chuchkov; selected for Cannes IFF's market screening (2010);
- **MISSION LONDON** (feature), coproduced by Bulgaria, Hungary, Macedonia, UK, and Sweden, directed by Dimitar Mitovski; selected for Cannes IFF's market screening (2010). Its premier weekend screening has reached the highest level of admission for a national film.

TV broadcasters, programs, zoning, audiences

- In the period 2000–08, relatively stable dynamism is witnessed in the growing number of TV broadcasters: from 86 in 2000 up to 119 in 2008 with a year-on-year increase by 8 or 9 over the last 3 years (Table 1). While according to the Public Register of the Council for Electronic Media (CEM) by March 2010, the registered TV programs total 124; of them, 69 with nationwide coverage; 33 with regional coverage and 22 with local coverage.
- In terms of hours, the TV program has seen almost double dynamism in the period under review 2000–08: from 395369 in 2000 up to 747036 by the end of the period. Once again, the last three years show the highest dynamism.

Table 1. Licensed and registered TV broadcasters in the period 2000–08

Year	2000	2003	2006	2007	2008
Number of TV broadcasters	86	98	102	110	119
Programs (h)	395 369	498 091	599135	661 872	747 036

Source: National Statistical Institute, 2010.

- The regional distribution of the TV broadcasters is nonequilibrium, being concentrated in the South-western region, part of which is Sofia, with the number of broadcasters amounting to 47 in 2007 and to 55 in 2008, while the TV broadcasting there accounts for 50% of the total of hours (335995 in 2007 and 398927 in 2008), as seen in Table 2.

Table 2. TV broadcasters per statistical regions in the period 2007–08

Statistical regions	2007		2008	
	Number of TV broadcasters	TV Broadcasts (h)	Number of TV broadcasters	TV Broadcasts (h)
Countrywide	110	661 872	119	747 036
Northern and South-eastern Bulgaria				
North-western	9	44 301	9	42 667
Central Northern	10	69 900	8	55 422

North-eastern	13	71 928	13	75 648
South-eastern	14	72 335	16	91 590
South-western and Southern Central Bulgaria				
South-western	47	335 995	55	398 927
Southern Central	14	67 413	18	82 782

Source: National Statistical Institute, 2010.

- According to information of the Council for Electronic Media and of the Ministry of Culture (provided by the TV broadcasters), the distribution of the audiences of the TV broadcasters in 2008 retains a relative stability (Table 3). Slight decrease in the relative share of the three leading channels (nationwide broadcasters) is witnessed with the emerging of TV broadcasters with smaller shares in 2007. Balkan News Corporation (bTV) is the leader with 36.9% in 2007 and 36.7% in 2008 respectively. Second in terms of audience share ranks the Nova TV with its 17.8% in 2007 and 17.1% in 2008. Third, but only in 2007 is the public Bulgarian National Television (BNT) with 14.6%, however in 2008 it went down by 1% and the BNT ranks fourth in terms of its audience share.

Audiovisual Media Services Directive: Broadcasting European works and productions of independent producers

- In conformity with the Directive, encouraging broadcasting of European works, almost all the TV broadcasters have seen a growth over the recent couple of years (according to information of the Council for Electronic Media and of the Ministry of Culture, provided by the TV broadcasters). However, some of them do not meet the requirement that more than half of all programs broadcast ought to be European productions (Article 19a of the Radio and Television Law), maybe because of the wishful nature of the text “where possible”. The Bulgarian National Television is leading with 87.5% in 2007 and 89% in 2008 (Table 4). According to the same information (which does cover just a few of the TV broadcasters), the program time share of European productions, made by independent producers, varies between 1.5% and 22%.

Table 3. TV broadcasters according to the audience share, broadcast European productions and productions of independent producers (%)

Television	2007			2008		
	Audience share	European productions (as a percentage of the total broadcast time)	European productions (independent producer as a percentage of the total broadcast time)	Audience share	European productions (as a percentage of the total broadcast time)	European productions (independent producer as a percentage of the total broadcast time)
Balkan News Corporation (bTV)	36.9	56.5	21.1	36.7	61.0	21.9
Nova TV	17.8	65.1	15.1	17.1	67.1	13.8
Bulgarian National Television (BNT)	14.6	87.5	10.4	13.6	89.0	11.8
Evropa TV	11.4	30.0	0.5	12.6	42.0	1.5
Bulgaria Cable	9.0	85.0	18.0	14.0	84.0	22.0
Diema	2.0	5.5	-	2.8	5.7	-
Diema Family	1.7	13.6	-	3.2	17.3	-
Diema 2	1.0	2.2	-	0.9	3.1	-
TV 7	0.7	55.0	8.0	2.6	52.0	15

Source: Observatory of Cultural Economics, author's table. According to information provided by the CEM and the MoC for the period 2007–08

The Bulgarian National Television and Bulgarian TV filmmaking

- Pursuant to Article 71 (2) of the Radio and Television Law, the Bulgarian National Television supports the making and broadcasting of national audiovisual production, allotting for new Bulgarian TV film production no less than 10 percent of the support allocated from the national budget for television.

Table 4 is indicative of the degree to which these obligations are met, showing: the amount of the state subsidy adopted for the BNT budget, used as a basis for forming funds pursuant to Article 71, paragraph 2 of the Radio and Television Law, as well as the amount of the utilized sum according to the reports on the budget cash performance of the BNT in the period 2007–09.

Table 4. Funds for Filmmaking according to the Budget of the Bulgarian National Television in the period 2007–09

Year	Amount of the subsidy in the BNT budget, used as a basis for forming funds for filmmaking	Funds for filmmaking, adopted for the BNT budget pursuant to Article 71, para 2 of the Radio and Television Law	Budget cash performance on Film-making	Difference between the decreed amount of funds for filmmaking under Article 72, para 2 of the Radio and Television Law and the actual cash performance on budget item Filmmaking
1	2	4	5	(5-4)=6
2007	56 000 500	5 600 050	5 369 384	-230 666
2008	57 766 500	5 776 650	3 217 821	-2 558 829
2009	61 022 880	6 102 288	2 714 032	-3 388 256
			Total:	-6 177 751

Source: Observatory of Cultural Economics, author's table. According to information provided by the Bulgarian National Television in the period 2007–09.

- According to information provided by the BNT, the following productions have been made over the recent two years in conformity with Article 71 (2) of the Radio and Television Law:

In 2008, 15 own film productions were made: Because God Speaks Bulgarian (Hristo Chilingirov), The British and the Climate Change (dir Milan Kuzov), The Basis of the Base (dir Sevda Shishmanova), Lost Neighbours (dir Hrisimir Danev), There Is Only One God for All People (dir Hristo Chilingirov), At the Age of Sixty (dir Damian Serkedjiev), NDE or Stories about Death (dir Damian Serkedjiev), Reserve for Geline (dir Damian Petrov), Bulgarian Heralds: Meeting in Madrid (dir Milan Kuzov), Estonia's Signs (dir Nadezhda Vasileva and Nedialko Danev), The 20th Anniversary of Podkrepa Trade Union (dir Svetoslav Draganov), Mammy (dir Oleg Kovachev), Prosecutors (dir Boris Pankin), Good Night and Sweet Repose, Hero (dir Suny Suninski), Letters from the Balkan Mountains (dir Suny Suninski)

In the same year the following external productions and coproductions have been made:

- *Three documentaries: The Independence Day (dir Hristo Zhivkov), On Dramatic Performances (dir Lilia Abadjieva), The Bulgarian Theatricals (dir Ralitsa Dimitrova, coproduction with the Bulgarian National Film Center), one fiction film: The Holy Family (script, dir Krasimir Krumov);*

- *Six fiction films: Tilt* – (script, dir Victor Chuchkov); *Which Way Today?* (script Georgi Danailov, dir Rangel Valchanov); *Behind the Scenes* (script Hristo Totev, dir Svetoslav Ovcharov); *Desert Runner* (script, dir Grigor Lefterov); *The Glass River* (script Emil Andreev and Krasimir Krumov, dir Stanimir Trifonov) and *The Goat* (script Cristin Dimitrova and Georgi Dulgerov; dir Georgi Dulgerov)

In 2009 the Bulgarian National Television has made 25 own film productions: Ballad of Subaltern Officers (dir Andrei Apostolov); *The Faces of Japan* (dir Hrisimir Danev); *The Warlord* (dir Hrisimir Danev), *Latina* (dir Zoia Kasamakova); *St. Patrick's Day* (dir Miglena Atanasova); *Direct Democracy* (dir Marta Ilieva); *Politics.com* (dir Elenko Kasaliiski); *March 8: Flowers or Problems* (dir Marta Ilieva); *Survival* (dir Marta Ilieva); *Campus or Hell* (dir Marta Ilieva), *The World Is A Small Place* (dir Daniela Kaneva); *Who Is This Kosta Tzonev* (dir Dimiter Sharkov); *Asen Peikov: The Bulgarian from Rome* (dir Mari Traianova). Besides, 12 of these are part of the “Mass Reading” project: *The Lord of the Rings*; *Time of Violence*; *Le Comte de Monte-Cristo*, *The Iron Oil Lamp*, *The Master and Margarita*, *Le Petit Prince*, *East of Eden*, *Doomed Souls*, *Under the Yoke*, *Tobacco*, *Cien Años de Soledad*, *The Hitchhiker's Guide to the Galaxy*.

In 2009 the following external productions and coproductions were made:

- *The documentaries: Beyond the Barrier* (dir. Galina Kraleva), *In Situ* (dir. Atanas Dimitrov); *Saint Ivan of Rila* (dir. Ivan Traikov); *Bulgaria's Cultural Heritage*, Part 2 (dir. Boicho Bozhinovski);
- *Three documentaries in coproduction with the Bulgarian National Film Center: The Rules of Single Life* (dir Tonislav Hristov); *A Stretch of Time: Marin Goleminov* (dir Peter Odadjiev), *Europolis: The Town of the Delta* (dir Kostadin Bonev);
- *Two fiction debuts: Ruth* (working title *Traffic Counter*, script Maria Stankova, dir Vlado Shishkov) and *The Snail's Brother* (script Marin Damianov, dir Ivan Panev);
- *Two fiction coproductions with the NFC: Second Retake* (script Georgi Gospodinov, dir Nadezhda Koseva) and *Shelter* (script. and dir. Dragomir Sholev).

XI CONTACTS OF INSTITUTION, COMPANIES, AND ORGANIZATIONS

FILM SCHOOLS

The National Academy for Theatre & Film Arts, Sofia

Screen Arts Faculty
Dean: Prof. Dr. Sc. Lubomir Halatchev
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