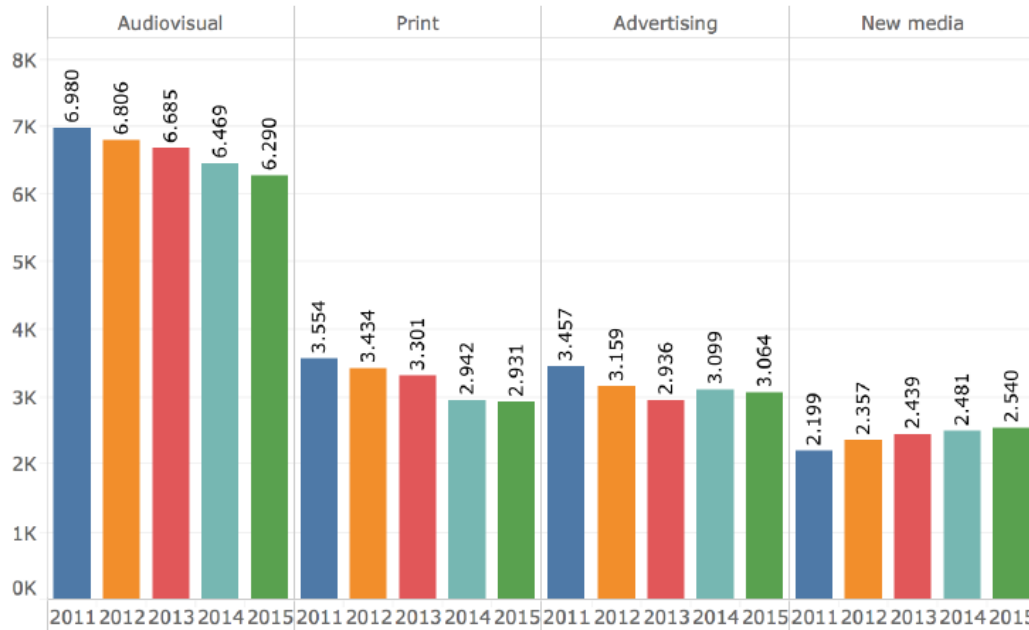




Webinar 26-03-2021

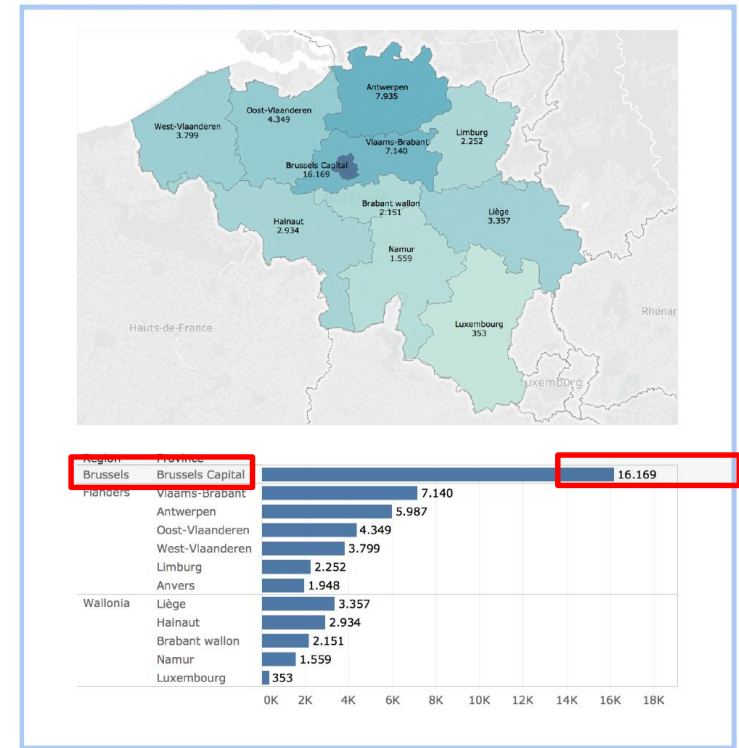


Audiovisual and media sector in Brussels

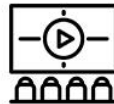


If one takes into account all the various issues of this dataset (some workers of big public broadcasters not registered, data from NISSE only accounting for individuals registered after 2009, impossibility of finding media producers within non-media companies and no available data on producers not (self-)employed), it is possible to assume that more than 20.000 individuals are involved in media production in the city in one way or another, which concur with results of Deliverable 2.3a. The

Figure 12 — Repartition of media workers in the provinces of Belgium in December 2015 (Source: NSSO, NISSE).



ATCATS : Any Type of Content for Any Type of Screen



Purposes

Entertainment
Education
Persuasion
Information

Media

Big screens
Home TV
Monitors
Mobile screens
XR device
Web and streaming
Radio
Podcast

Format

Video/film HR
Video/film LR
XR (VR, AR, MR...)
Gaming
Audio
Linear
Non-linear

Expertise

Content creation
Production
Post production
Dissemination
E-sport
Conservation
Facilities
Hardware
Software
Big data
Services
Sustainability

Enterprise

Media
Cinema
TV
Animation
Advertising
Gaming
Services
Immersive
Interactive

1 brand = 4 solutions

screen.brussels 
the regional audiovisual solution

Finance Audiovisual
Productions

screen.brussels 
fund

Assistance for Shooting

screen.brussels 
film commission

Gather Audiovisual Enterprises

screen.brussels 
cluster

Finance Audiovisual
Enterprises

screen.brussels 
business



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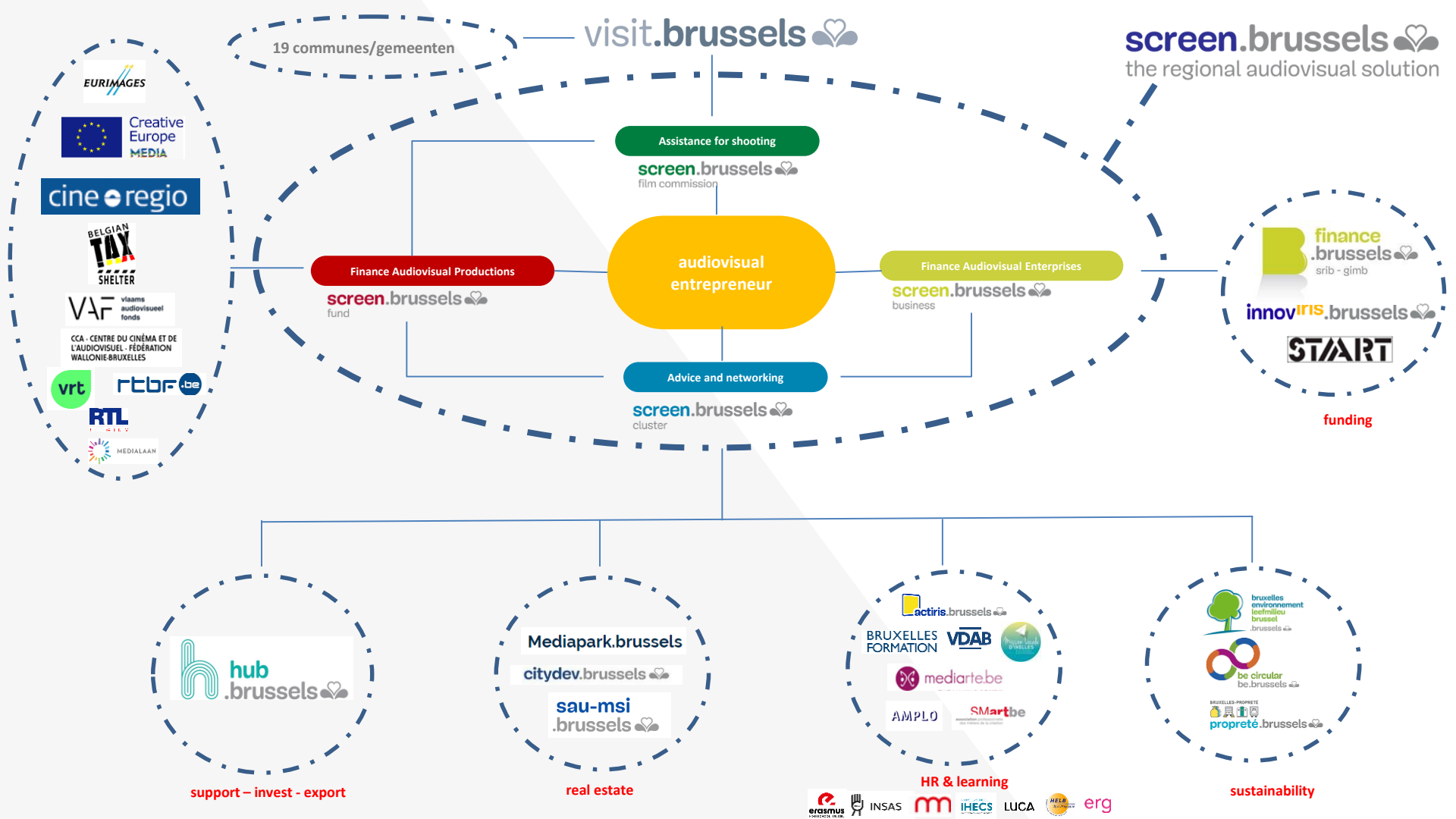
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Annual investment budget in co-production : **3.143.000 €** + 1.000.000 € extra covid in 2020.

Selective scheme based on **audiovisual spend** in the Brussels Capital Region (**Co-production**)

You must spend in Brussels at least:

- **250 000 €** for feature film and tv serie,
- **75 000 €** for documentary, special format (TV format, VR, gaming ...)
- **45 000 €** for webserie
- **30 000 €** for audio content (podcast, audiobook...)

80 % of our investment is **paid cash** when the convention is signed

The project has to be submitted by the **Belgian co-producer** in French or in Dutch BUT synopsis, LOI... can be in **English**.

The film itself can be in **any other language** and the **director does not need to be Belgian**.

You must already have at least:

- **40 %** of the total funding for feature film, tv serie, documentary, animation
- **60 %** of the total funding for special format (TV format, VR, ...) and audio content (podcast, audiobooks...)
- **80 %** of the total funding for webserie.

Above the line:

- Development
- Story, music and others rights
- Directors salary
- Lead roles salary

Below the line:

- Artistic and technical crew
- Production team
- Pay roll taxes limited @ 54 %
- Equipment expenses
- Catering on set
- Post production

Limited eligible expenses:

- **Contingencies @ 10 %** of the below the line expenses
- **Producer's fee** having a head office and operational office in Brussels **@ 7,5 %** below the line expenses



**Eligible
Spendings**

of the above and

Expenses invoiced from company or free-lance **outside** the Brussels Capital Region.

Non audiovisual structuring expenses such as

- Office/administrative computer equipment
- Renting a private premises to private people
- Overhead
- Transport/ freight charge
- Hotel and restaurant
- Promotion and advertising
- Financial and legal costs, insurance



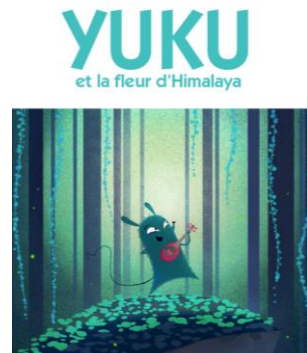
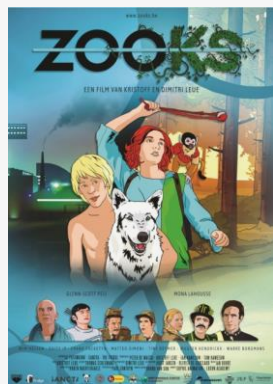
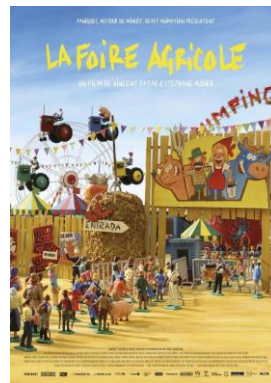
**Non Eligible
Spendings**

Some of our last co-productions

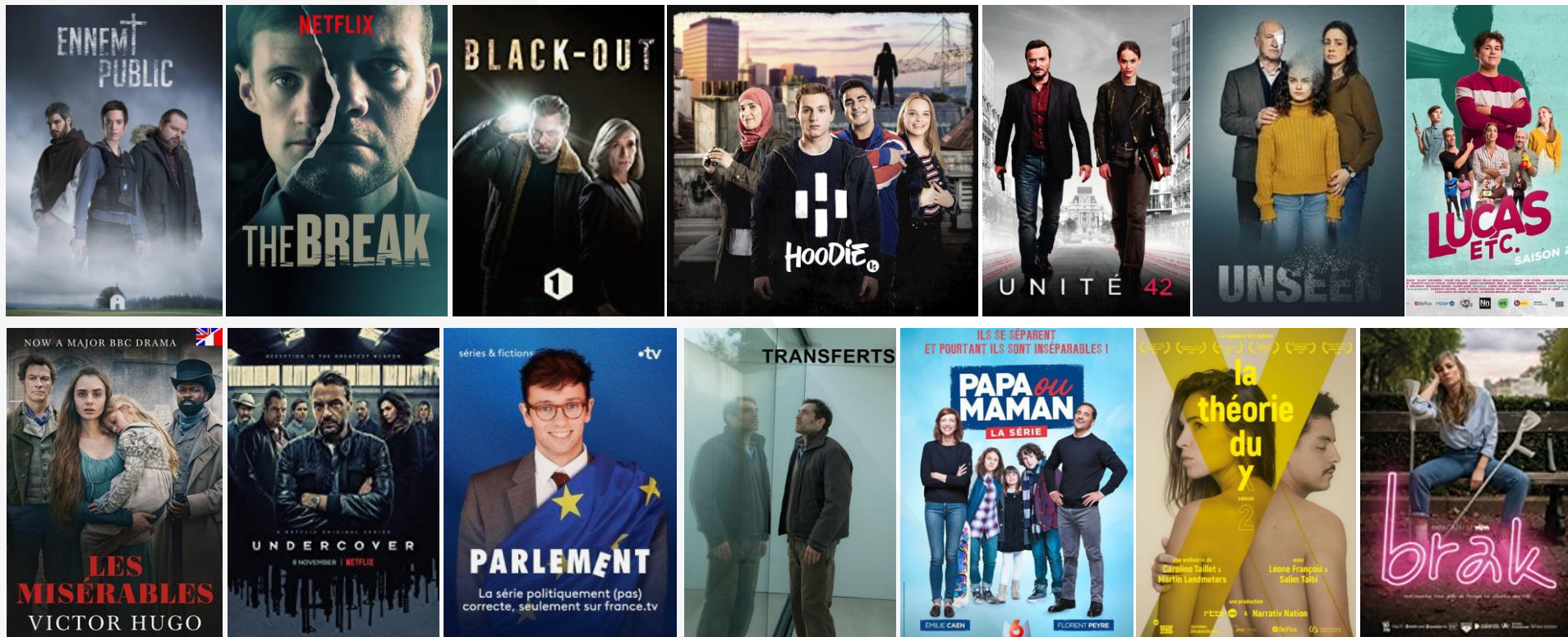
Feature films



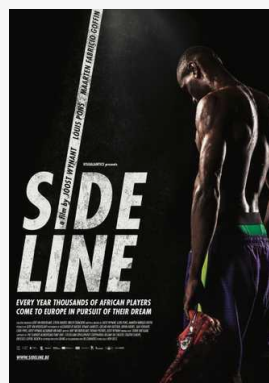
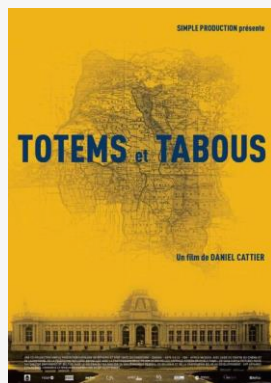
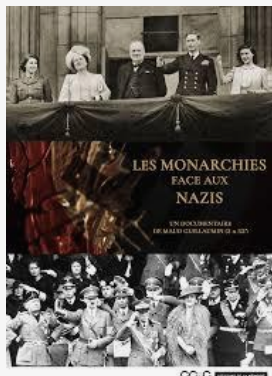
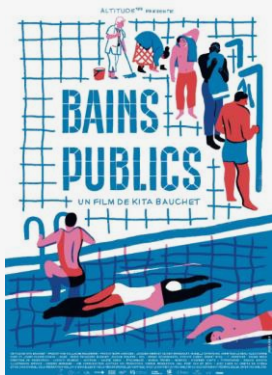
Animation



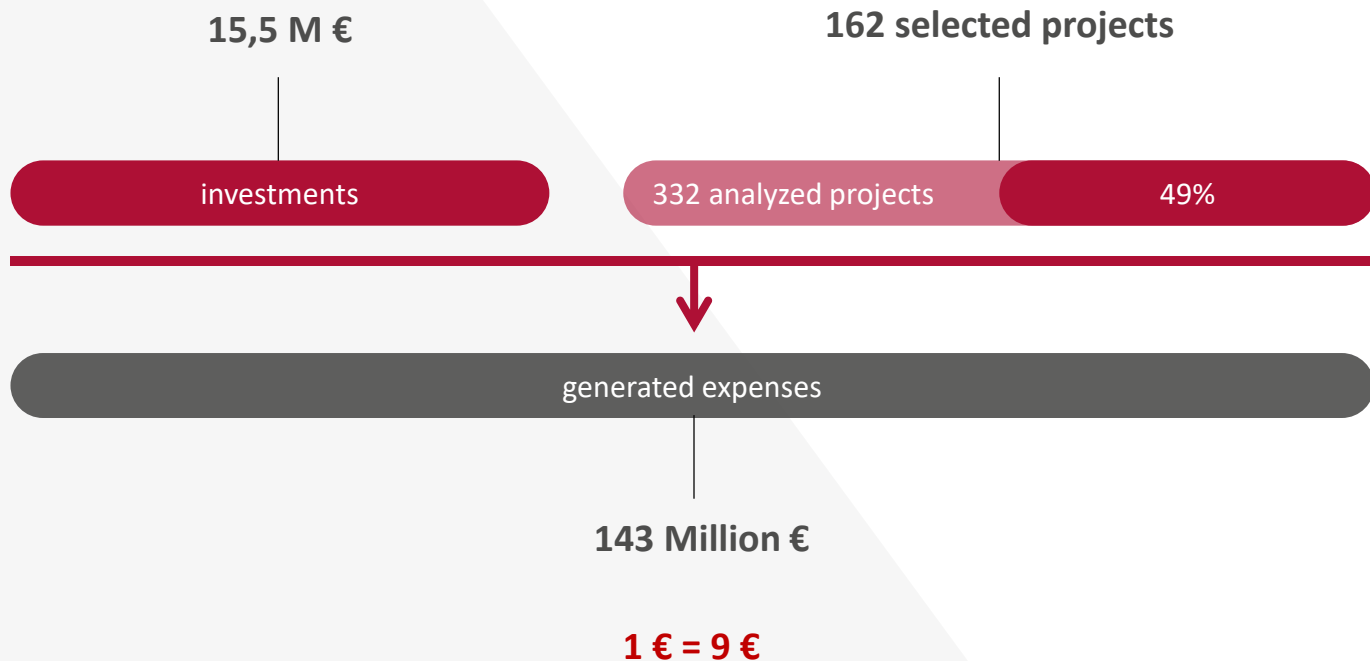
Series



Documentaries

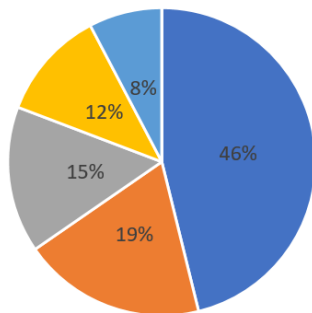


Statistics 2016 – 2020

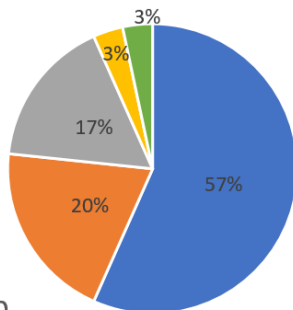


BREAKDOWN OF TYPES OF PROJECTS IN PERCENTAGE

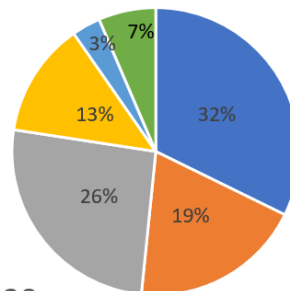
2016



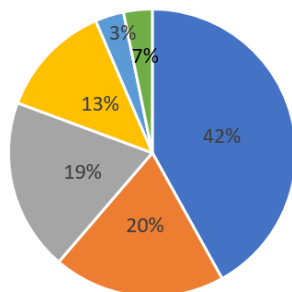
2017



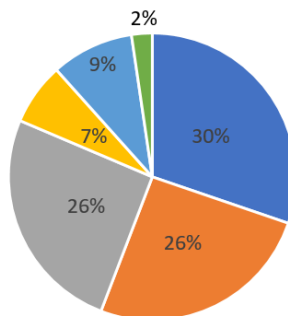
2018



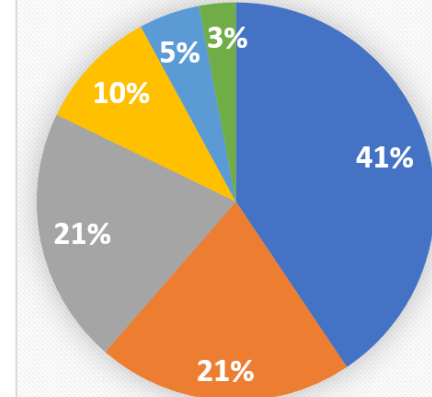
2019



2020

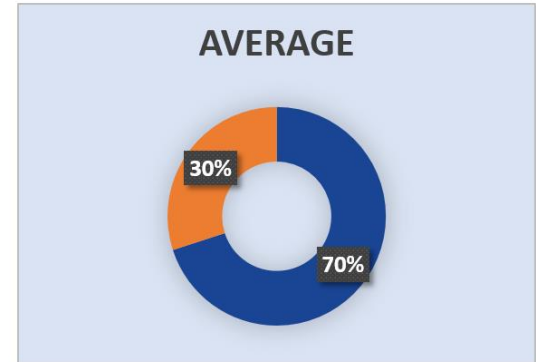
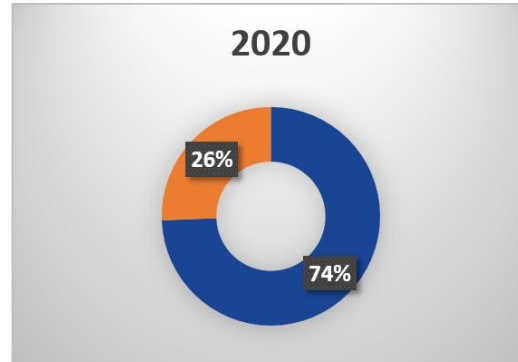
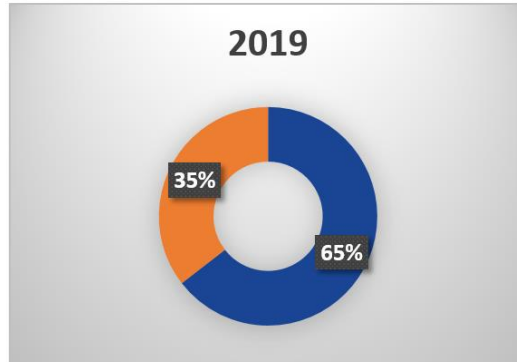
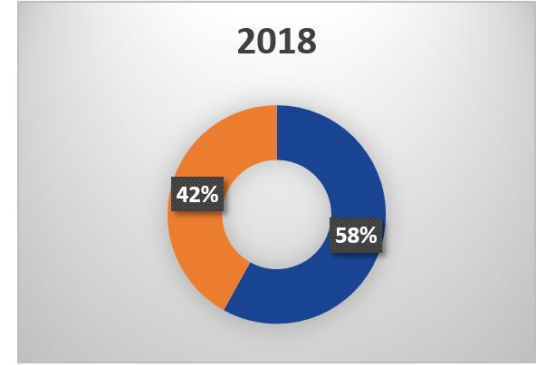
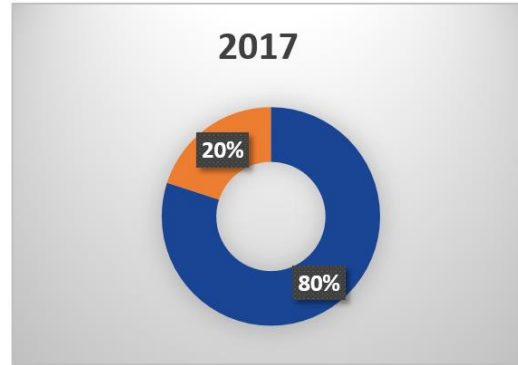
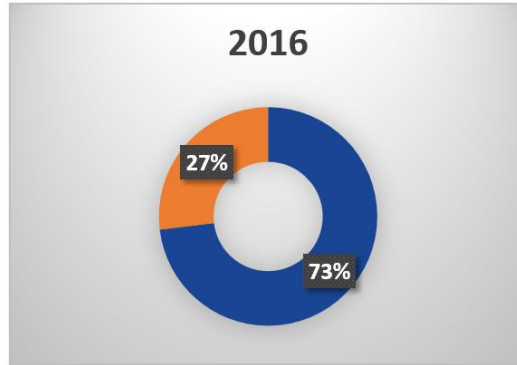


2016-2020

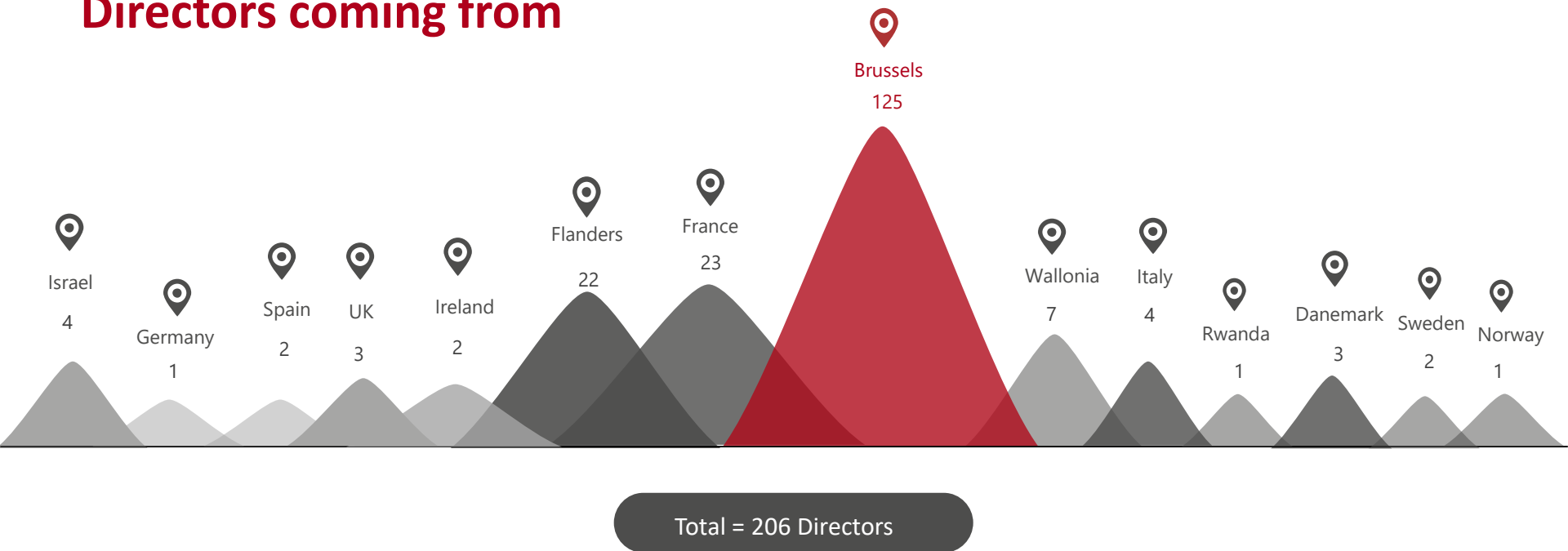


■ Feature film
 ■ Tv series
 ■ Documentary
 ■ Animation
 ■ Webserie
 ■ Special format

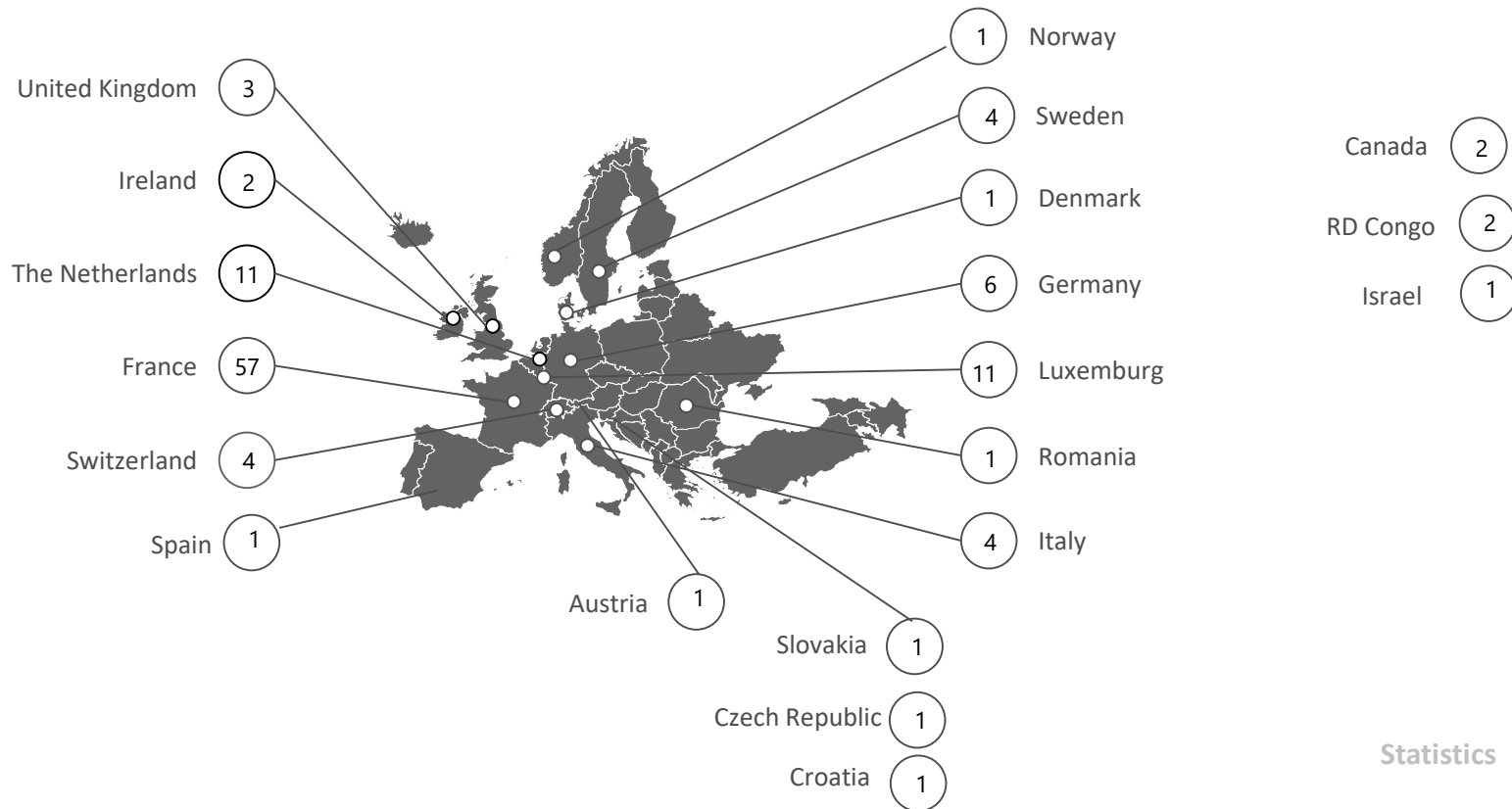
■ BELGIAN MAJ ■ BELGIAN MIN

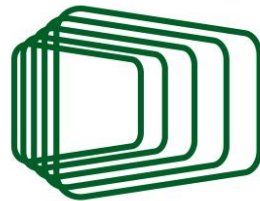


Directors coming from



Belgian co-productions with





screen.brussels 
film commission

Types of projects filmed in Brussels

	2015	2016	2017	2018	2019	2020
Films	37	27	24	23	31	11
Short Film	25	15	15	11	18	8
Advertisements	74	52	38	50	34	40
Student Films	25	34	42	42	45	38
Musical Clips	8	12	5	12	15	23
Photo Shoot	18	15	9	12	14	14
Television programs	108	55	34	41	45	47
TV series & web series	8	20	16	12	20	31
Documentaries	14	10	24	28	23	20
Others	28	40	56	66	64	48
TOTAL	331	270	239	269	309	290

Number of requests

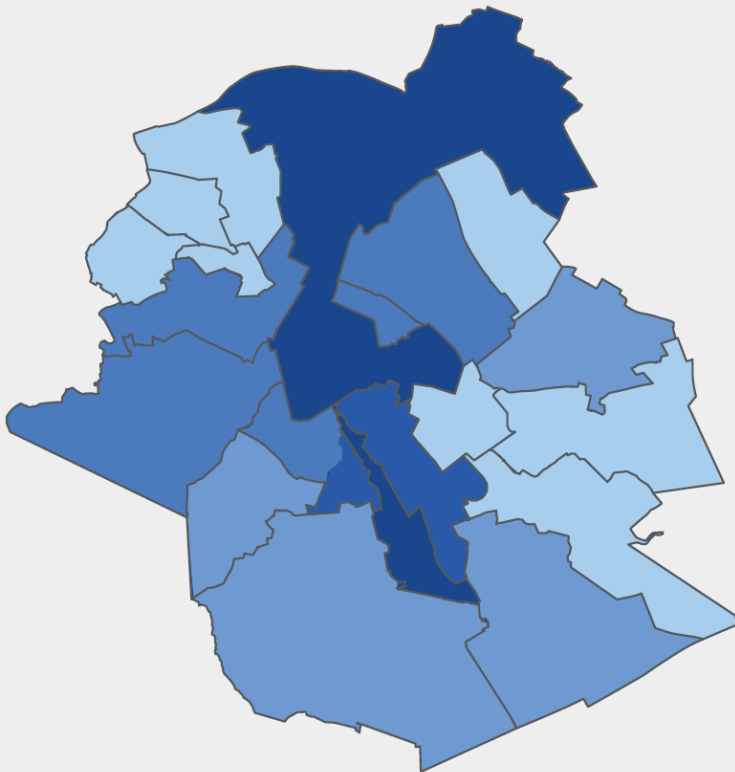
	2015	2016	2017	2018	2019	2020
Belgian	218	203	186	188	211	254
Foreign	113	67	53	81	98	36
TOTAL	331	270	239	269	309	290

Number of shooting days	952	1029	673	978	1311	1065
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Requests by country

Belgium	254	United States	3
France	12	Spain	2
Germany	7	Italy	1
United Kingdom	7	Qatar	1
Japan	3	Malaysia	1

Shooting days for films, series and web series per municipality







85

BUSINESS SUPPORT PROJECTS

- Development strategy and repositioning of the business model following the health crisis
 - Business Plan
 - Public and private financing
- Identification of clients/partners
 - Subsidies



7

INTERNATIONAL MISSIONS

- Presentiel: Rotterdam, Berlin et Atelier Grand Nord XR
- Online: Gamescom, New Images, IDFA et MTL Connect



10

SUPPORT FOR PROFESSIONAL SECTIONS OF AUDIOVISUAL EVENTS IN BRUSSELS

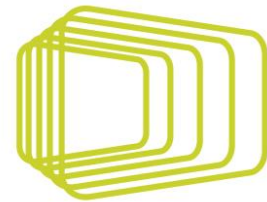
- Presentiel: Brotaru, screen.brussels night, Belgian Games Awards, Anima, BRIFFF et VKRS
- Online: Stereopsia

In 2020, the COVID-19 crisis:



CRISIS SUPPORT

Specific crisis-related support to help recommend innovative solutions for business models, content and services.



screen.brussels 
business

Audiovisual companies funded in 2020

Companies in question	Activities	Amount
Muuselabs	Family tech & medio IoT company	162 500 €
The Photo Academy	Photography / Training	100 000 €
Climax Films	Audiovisual*	250 000 €
Oxalis VOF	Audiovisual	13 000 €
Marco Ranieri	Audiovisual	15 000 €
Castagne Kanka et Cie	Audiovisual	7 000 €
Lapavision Productions	Audiovisual	15 000 €
Frédéric Swennen	Audiovisual	15 000 €
Time Walker	Events and communication	15 000 €
Lunabird	Events and communication	10 000 €
Arletti	Events and communication	15 000 €
Force on Stage	Events and communication	15 000 €
Uptown Studios	Events and communication	7 000 €
Pierard Event	Events and communication	15 000 €
Take Fave	Production company	100 000 €
8 infini	Audiovisual digitization	20 000 €
Parallaxter	Software development	150 000 €
Lucidweb	SaaS platform	175 000 €
Tempora	Event	250 000 €
Total committed in 2020		1 349 500 €

* Agreement signed but not yet released as it is under condition precedent.

Covid crisis management



Het coronavirus (Covid-19) en zijn impact op de audiovisuele sector in het Brussels Hoofdstedelijk Gewest

maandag, 16 maart 2020

UPDATE: De federale regering heeft op 17 maart besloten tot strengere beheersingsmaatregelen, die ten minste tot 5 april van kracht zijn. Zie www.info-coronavirus.be

Het hele screen.brussels-team volgt de situatie dag in dag uit en nodigt u uit om de instructies van de federale overheid op te volgen.

Opnames

Voorlopig, zijn de opnames door de regering van Brussel-Hoofdstedelijk Gewest toegelaten zowel buiten als binnen, op voorwaarde dat de nodige veiligheidsmaatregelen worden genomen.



Nieuwsoverzicht - Covid-19 en de Brusselse audiovisuele sector



Laatst bijgewerkt op Vrijdag 10 juli 2020

Hier vindt u de ondersteunende bepalingen en maatregelen voor de audiovisuele sector in Brussel.

1. Het centraal infopunt: 1819
2. Opnames
3. Ondersteuning voor bedrijven en professionals
4. Financiering van de bedrijven
5. Onze partners

1. Het Centrale Infopunt: 1819

[Bereikbaarheid 1819](#)

Enquête: impact van Covid-19 op uw activiteit



Deze vragenlijst heeft tot doel de impact te meten van Covid-19 en de inperkingsmaatregelen voor de Brusselse bedrijven, meer bepaald op de audiovisuele sector. Het doel van deze enquête is een beter inzicht te krijgen in uw noden en verwachtingen om zo de juiste oplossingen te bedenken.

[Lees verder](#) →

[fund](#)

[cluster](#)

[film commission](#)

[business](#)

Saturday, 9 May 2020

Good practices for filming in the context of the COVID-19 pandemic – Restart small crews

UPDATE: 10/06/2020

This set of tips and recommendations aims to help prepare the future restart of filming. These practices are non-binding and are intended in particular for short shootings (corporate, commercials, students, TV shows...). For longer formats (TV series, films), you can refer to the protocols published on [Mediarte](#) and [Screen Flanders](#).

This document is not intended to replace existing federal, regional or municipal directives, nor the sector guides in application. A guide validated by the National Security Council, developed by professional associations, is also in preparation.



woensdag, 8 juli 2020

Covid-19: screen.brussels laat de Brusselse audiovisuele sector herademen

De Brusselse audiovisuele sector kreeg zware klappen door de coronacrisis, maar ziet de toekomst al iets rooskleuriger tegemoet. **Screen.brussels fund** ontving vandaag immers een **uitzonderlijke financiering van 1 miljoen euro**. Deze relancemaatregel richt zich op het jobbehoud van de Brusselaars en wil de economische veerkracht van de bedrijven in de sector optrekken. De beslissing komt als geroepen om het hefboomeffect van de terugkerende investeringen van het gewestelijke audiovisuele fonds en de dringende maatregelen die tijdens de crisis zijn genomen, te versterken.

Uitzonderlijke steun van 1 miljoen euro

De regering van het Brussels Hoofdstedelijk Gewest is zich bewust van de impact van de coronacrisis op de audiovisuele sector en heeft daarom een extra miljoen euro vrij. Die middelen zullen rechtstreeks worden gebruikt voor de financiering van projecten die de sector helpen om de productie van audiovisuele content te hervatten.



Jeudi, 9 juillet 2020

Une formation de référent.e sanitaire « covid-19 » pour la reprise des tournages

Préparez la reprise des tournages en toute sécurité et participez à une formation sur mesure.

Les inscriptions à la formation de référent.e sanitaire « covid-19 » sont ouvertes depuis quelques jours, et le nombre de personnes intéressées est d'ores et déjà très significatif et encourageant.

Dès lors, nous avons décidé d'apporter les précisions et modifications suivantes :

- Des sessions (webinaires) différentes en français et néerlandais seront organisées chaque jour de formation
- 10h pour les néerlandophones
- 17h pour les francophones



1 strategic project


An architectural rendering of the Mediapark Brussels development. The view is from a high vantage point, looking down at a modern building complex with a central green courtyard. The courtyard features lush greenery, trees, and two large, white, spherical structures. In the background, the Brussels skyline is visible, including the Atomium structure. The foreground shows a balcony with a glass railing and some potted plants.

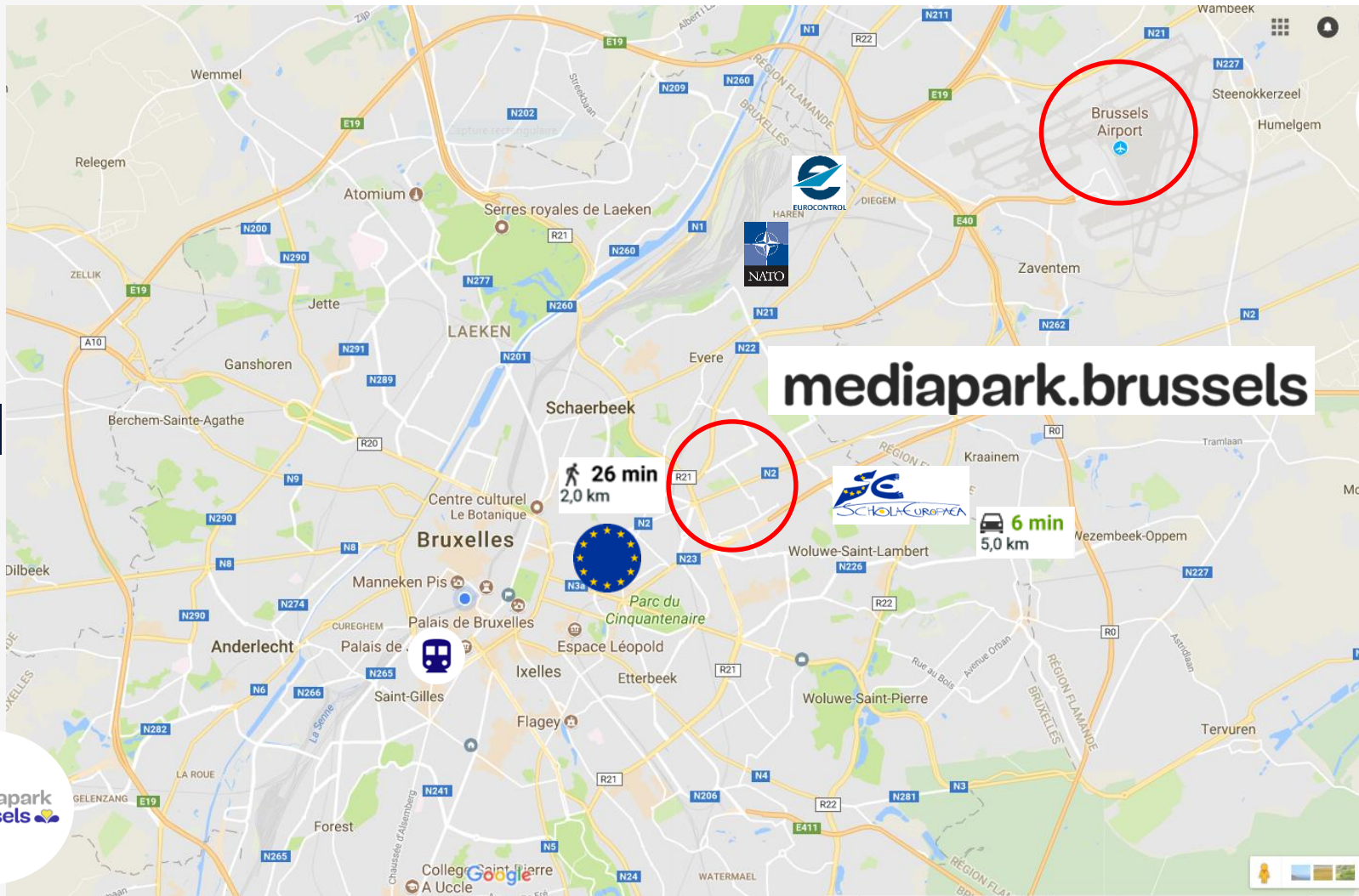
mediapark.brussels



 **10 min**
10,4 km



 **20 min**
11,3 km



In 2023

Frame



In 2023



be mediapark
be.brussels



In 2024



be mediapark
be.brussels



mediapark.brussels ... already opportunities from today !



D Side Group



Silver Square

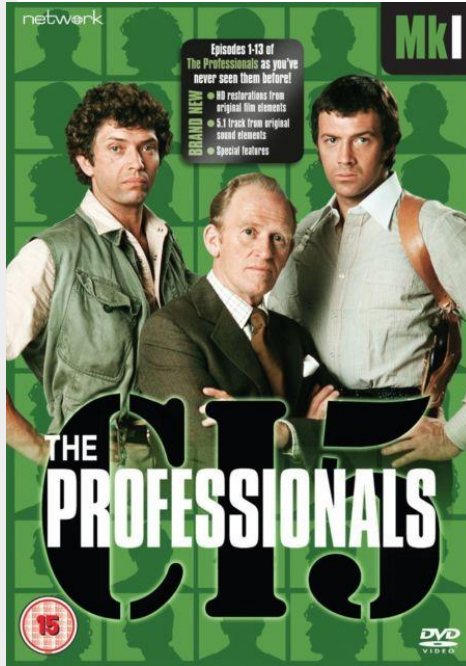


Blue Point

Facts and figures are key...
...but we do have other arguments

Brussels' way of work

Episode 1



TOP OF THE LINE TALENTS

skills and know-how at fair cost = excellent productivity !

Brussels' way of work

Episode 2



EMPATHY
we listen first !

Brussels' way of work

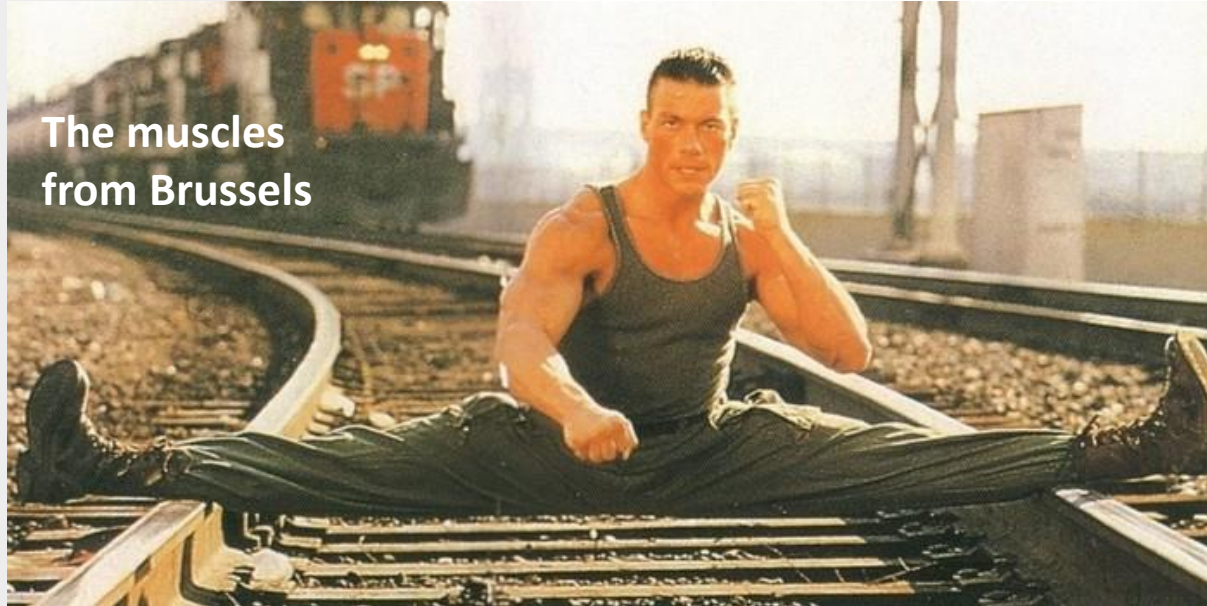
Episode 3



NO "BLABLABLA" !
we DO what we SAY and we SAY what we DO !

Brussels' way of work

Episode 4



The muscles
from Brussels

FLEXIBILITY
managers and teams are deeply involved in the projects

Brussels' way of work

Episode 5



WORK ON PROJECT BASIS IS STRESS-FREE
administrative management of freelancers and technicians is easy

Brussels' way of work

Episode 6



MULTICULTURAL CROSSROAD and CREATIVE HOT SPOT
Brussels is home to 183 nationalities

Brussels' way of life

Final episode



Last but not least ... AFTER WORK IS FUN IN BRUSSELS !!!
#brusselsisfun

Thank you for your attention!

Noël Magis

managing director

screen.brussels fund

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nmagis@screen.brussels

www.screen.brussels



be ...action !
be .brussels 