

Jordan

Since the creation of the Royal Film Commission (RFC) in 2003, the Jordanian film industry has patiently made a place for itself in the Mediterranean audiovisual landscape. Thanks to the building of multiplexes in new shopping malls, the exhibition circuit has considerably widened, growing to 22 cinema theatres in the capital and a few screens available in Universities or cultural centres in other cities. Although American films remain dominant in terms of box-office takings, Arab films such as “Kida Rebe3”, “Omar and Selma” or “The Yacoubian Building” have recently beaten all the records. The year 2008 marks the triumphant release of the first Jordanian feature film for several decades, “Captain Abu Raed” by Amin Matalqa, soon followed by two other feature films: “Mission” by Hammad Zo’by and a documentary that has drawn much attention “Recycle” by Mahmoud Al Massad. The number of short documentary or fiction films has grown hugely and to accompany these new talents, Jordan is preparing the launch of its Multimedia Centre in Amman and the Red Sea Institute of Cinematic Arts (RSICA) in Aqaba.

Population: 6 119 000 inhabitants (source: INED 2008 estimate)

GDP in billions of USD (estimates): 16 (2007), 17,5 (2008)

Currency/rate of exchange:

Jordanian dinars (JOD), 1€= 1.120 JOD

Sources: INED, FMI – World Economic Outlook Database, inforEuro

Public funds available for the cinema:

no public funds but private sponsoring

The Ministry of Culture has recently set up a fund to finance cultural projects.

PRODUCTION

Number of production companies: 38

Number of films produced per year:

3 feature-length films in 2007, 2 of which were fiction: "Captain Abu Raed" by Amin Matalqa and "Mission" by Hammad Zo'by, and 1 documentary "Recycle" by Mahmoud El Massad

Number of films shot in Jordan (feature-length and short films) per year:

49 (2006) and 89 (2007) productions and co-productions

Average budget of a film:

2 M US\$ (foreign and national films)

Sources: *Royal Film Commission – Jordan*

FILM LABORATORIES

None

TRAINING

4 main centres:

- Yarmouk University: 50 students, film and television: (2005- 2008)
- Khawarizmi College: 50 students until 2008, degree in film and television
- Red Sea Institute of Cinematic Arts (RSICA): 25 students, a "Masters in Cinematic Arts" (opening planned in October 2008)
- SAE Institute: 67 students, (2007-2008) Film directing and Animation

Also:

- the Higher Media Council. opening of a training centre in 2004, but very limited activity
- the continuous training Centre of the PETRA press agency, open in 2005, limited to the media.

CO-PRODUCTION AGREEMENTS

none

MAIN FESTIVALS

Amman Short Film Festival organised by the Amman Filmmaker Cooperative

Annual Franco-Arab Film Festival

Annual European Film Festival

Caravan Film Festival (a EuroMed Audiovisual II project organised by Pioneers Production Company in cooperation with RFC)

DISTRIBUTION, EXHIBITION

- Number of cinema theatres: 22 screens in Amman, several of which in modern 'in-mall' multiplexes; no theatres in the governorates where the RFJC organises outdoor screenings. There are also 5 equipped cinemas in municipalities or universities (Irbid, Aqaba among others), but these are non-commercial. Jordan signed an agreement with Europa Cinema in 2000, but this country no longer features in the list of member cinemas
- Number of European films screened in cinemas: 5 (plus around 30 in Embassies' events)
- Number of US films screened in cinemas: 140
- Number of other films screened in cinemas: 15
- Number of admissions: 1.4m p.y.
- Number of distributors: 3 companies, Middle East for Cinema Investment, Gulf Films which distributes exclusively to the Grand cinemas, and Prime which distributes exclusively to the Prime cinemas.
- Best films at the box-office: American films (Titanic) and Egyptian comedies such as "Kida Rebe3" by Ahmed Helmi, which ran for 52 weeks, "Omar and Selma", "The Yacoubian Building" and a Jordanian film "Captain Abu Raed".
- Cost of an admission: between 4 and 5 JOD (3.57 to 4.46€)
- Cost of a one-hour connection to the Internet: 2 JOD (1.80€)

MEDIA

Television

Public Television JTV 1 and 2

Private Television: Normina, 7 Star, Al-Watan and ATV, recently acquired by Tele Arabia Media

92 % of households equipped with TV sets

more than 80% of homes are equipped with satellite dishes receiving Arabsat, Nilesat and Hotbird

Broadcast languages: Arabic and English

Number of national films broadcast on TV:
0

Radio

19 radio stations, 15 of which are private FM stations providing entertainment and 1 private FM station providing news (Watan FM) authorised since 2004. The most listened to are Fann and Quran FM

Broadcast languages: Arabic and English

Sources: studies by Middle East Marketing and Research Consultants, published in the Jordan Media Survey 2007-2008; the figures on the number of productions in Jordan come from RFC , those on admissions from Middle East Cinema Invest.

"Captain Abu Raed"
Dir: Amin Matalqa, 2007

Supported by Euromed Audiovisual II
through the making of made by Med Screen

