



## LITHUANIA

### BROADCASTING

#### Market Overview

Lithuania has one of the leading **broadband speeds** in the world and much advanced ICT infrastructure in the CEE region cementing its position as a regional centre for smaller and larger TIC & telecommunication & media activities.

If on 1990 the Lithuanian television suffered big changes like the rest of mass media and during soviet time there was only one state television, then nowadays the total number of **TV broadcasters** in Lithuania is 28 broadcasting a total of **37 programs**. As for cinema, throughout the whole Soviet period cinema was among the most popular spheres of art in Lithuania.

Towards the end of 2008 Lithuania boasted **43 cinemas**, 37 of them located in towns. The main popular are: **FORUM CINEMAS**: [www.forumcinemas.lt](http://www.forumcinemas.lt), **ATLANTIS CINEMAS**: [www.atlantiscinemas.lt](http://www.atlantiscinemas.lt), **KINO PASAKA**: [www.kinopasaka.lt](http://www.kinopasaka.lt) and **MULTIKINO OZAS**: [www.multikino.lt](http://www.multikino.lt). The five largest cities of Lithuania (Vilnius, Kaunas, Klaipeda, Siauliai and Panevezys) have at least one modern cinema.

The **VILNIUS FILM CLUSTER** [www.filmcluster.eu](http://www.filmcluster.eu) unites 21 leading **audiovisual** company as **ARTBOX**: [www.artbox.lt](http://www.artbox.lt); **CINEVERA**: [www.cinevera.lt](http://www.cinevera.lt); **CINESKOPE**: [www.cineskope.lt](http://www.cineskope.lt) and others.

More than **10 film forums & festivals** are taking place every year in Lithuania, among them the most popular are **VILNIUS FILM FESTIVAL "KINO PAVASARIS"**: [www.kinopavasaris.lt](http://www.kinopavasaris.lt); **VILNIUS INTERNATIONAL SHORT FILM FESTIVAL**: [www.filmshorts.lt](http://www.filmshorts.lt); **KAUNAS FILM FESTIVAL**: [www.kinofestivalis.lt](http://www.kinofestivalis.lt) being one of Lithuania's most appreciated film festivals since 2007.

**SEVEN ENTERTAINMENT** [www.seven.lt](http://www.seven.lt) should be mentioned concerning entertainment field as it is the **biggest company in the Baltics** of such industry. It joins together the companies leading in various entertainment spheres of Lithuania, as well as **deals with arenas** and **promotes the events**. One of the group's members is the **biggest arena** of Lithuania – **UNIVERSALI ARENA**: [www.siemens-arena.com](http://www.siemens-arena.com). Arena has 12 500 visitor capacity corresponding to highest international standards and **hosting the most important sports, show and business events** in the country.

National support for movie production and media industry is not so important comparing with Latvia, but still growing every year: if on 2013 it was 2.751.391€, then on 2016 the amount is 3.078.652€: <http://nkc.gov.lv/en/wp-content/uploads/sites/2/2014/09/FF-2016-web.pdf>.

#### Main Players

The top media and broadcasting equipment providers in Lithuania are:

- **TVC**: [www.tvc.lt](http://www.tvc.lt) providing **outside broadcast** and **TV studio integration** services, as well as **spectrum-monitoring mobile** solutions, and complete installations for **digital cinema, sports, entertainment arenas** and **radio broadcast** stations; **building OB VANS** of different sizes; collaborates with **EVS (BEL)**;

- **TVT:** [www.tvt.lt](http://www.tvt.lt) operating in TV broadcasting system design, integration and installation domain; offering also archiving solutions; collaborates with **EVS (BEL)**;
- **MILGRETA:** [www.milgreta.lt](http://www.milgreta.lt) being the biggest professional **sound & light and audio products** importers in north and west Lithuania importing from more than 40 companies, which are located in Europe, USA, Korea, Taiwan, Hong Kong, China;
- **STS:** [www.sts.lt](http://www.sts.lt) providing stage equipment including **stage constructions, lightening, sound and video** solutions;
- **AVSYSTEMS:** [www.avsystems.lt](http://www.avsystems.lt) providing **broadcast solutions** in cooperation with most famous world-class **media manufacturers**;
- **AUDIOTONAS:** [www.audiotonas.lt](http://www.audiotonas.lt) - **audiovisual product** distributor and integrator providing products and solutions, dedicated to **audio visual technology** in business, **entertainment industry** and **stage machinery, voice alarm** and public address systems, **technology for conferences** and **communications**;
- **HANNU PRO** (branch office): [www.hannu-pro.com](http://www.hannu-pro.com) offering technical solutions for **media production, telecommunication & broadcast systems** having the head office in Latvia (Riga) and branches also in Estonia, Bulgaria, Georgia;

The main exhibition hall of Lithuania **LITEXPO** is located in Vilnius: [www.litexpo.lt](http://www.litexpo.lt). The combined area of exhibition halls is approximately **32,000 m<sup>2</sup>**; more than **20 annual international exhibitions** attract nearly half a million visitors. In **LITEXPO Conference Center** big international events are organized - the seminars, training, discussions, forums, presentations and conferences – as the center is equipped with the latest **video, audio and translation equipment**.

The main **TV broadcasting** service provider in Lithuania is **TEO:** [www.teo.lt](http://www.teo.lt) which is the information and communication technology company, providing integrated telecommunication, IT and television services to residents and businesses in Lithuania. TEO is a part of **TELIA COMPANY GROUP**, which provides telecommunication services in the Nordic and Baltic countries, and in Spain.

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