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(Announcements)

ADMINISTRATIVE PROCEDURES

COMMISSION

Call for proposals — EACEA/19/09

MEDIA 2007 — Support for the transnational distribution of European films — The ‘selective’ scheme 2010

(2009/C 234/04)

1. Objectives and description

This notice of Call for Proposals is based on Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007) ⁽¹⁾.

One of the measures to be implemented under this Decision is to support the Transnational Distribution of European films.

The aim of the ‘Selective’ scheme is to encourage and support the wider transnational distribution of recent non-national European films by encouraging theatrical distributors in particular to invest in promotion and adequate distribution of non-domestic European films.

The scheme also aims to encourage the development of links between the production and distribution sector thus improving the competitive position of non-national European films.

2. Eligible applicants

This notice is aimed at European companies whose activities contribute to the above-mentioned objectives.

Applicants must be established in one of the following countries:

- the 27 countries of the European Union,
- the EFTA countries,
- Switzerland,
- Croatia.

3. Eligible actions

The following action is eligible under this Call for Proposals:

The theatrical (Cinema) distribution of a non-national feature film. The film must have been majority produced by a producer/producers established in countries participating in the MEDIA programme and made with a significant participation by professionals from those countries. The film must be a recent work of fiction, animation or documentary more than 60 minutes long and from a different country than the country of distribution. The copyright of the film cannot be dated earlier than 4 years before the year of submission of the application. Films with a production budget of more than EUR 15 million are not eligible.

⁽¹⁾ OJ L 327, 24.11.2006, p. 12.

The eligible period shall normally be six (6) months before the earliest possible release date of the film (i.e. the relevant submission deadline) until ten (10) months after the latest release date (i.e. the relevant submission deadline plus eighteen (18) months).

4. Award criteria

Support shall be granted for the distribution i.e. P&A (prints and advertising) for recent non-national European films with a maximum production budget of EUR 15 million to groupings of at least five distributors in the case of films for which the budget is under EUR 3 million and at least seven distributors in the case of films for which the budget is between EUR 3 million and EUR 15 million.

The award criteria will result in the selection of those groupings with the highest score taking into account:

- the number of eligible distributors,
- the production cost of the film,
- the origin of the film,
- the type of film,
- the presence of the selling agent/producer as coordinator and his/her nationality.

5. Budget

The total budget available is EUR 12 250 000, subject to the availability of funds for the 2010 financial year.

The financial contribution will take the form of a grant. The financial contribution awarded will in no event exceed 50 % of the eligible costs.

The maximum award shall be EUR 150 000 per film per country.

The Agency reserves the right not to allocate all the funds available.

6. Deadline for submission of applications

The deadline for sending applications is **1 December 2009, 1 April 2010 and 1 July 2010**.

Only applications submitted on the official application form, duly signed by the person entitled to enter into legally binding commitments on behalf of the applicant organisation will be accepted. Envelopes must clearly mention:

MEDIA 2007 — Distribution EACEA/19/09 — Selective cinema

Applications sent by fax or email will be rejected.

7. Full details

The detailed guidelines, together with the application forms, can be found at the following Internet address: http://ec.europa.eu/information_society/media/distrib/schemes/select/index_en.htm

Applications must comply with all the terms of the guidelines and be submitted on the forms provided.
