

MEDIA 2007**Call for proposals — EACEA/06/11****Support to Video on Demand and Digital Cinema Distribution**

(2011/C 121/25)

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 Video on Demand and Digital Cinema Distribution.

The Video on Demand and Digital Cinema Distribution scheme constitutes one of the ways in which the MEDIA 2007 programme ensures that the latest technologies and trends are incorporated into the business practices of beneficiaries of the programme.

The main objective of this scheme is to support the creation and exploitation of catalogues of European works to be distributed digitally across borders to a wider audience and/or to cinema exhibitors through advanced distribution services, integrating where necessary digital security systems in order to protect online content.

2. Eligible applicants

This notice is aimed at European companies whose activities contribute to the abovementioned objectives.

Applicants must be established in one of the following countries:

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

3. Eligible actions

The following actions are eligible under this call for proposals:

1. Video on Demand (VoD): service enabling individuals to select audiovisual works from a central server for viewing on a remote screen by streaming and/or downloading.
2. Digital Cinema Distribution (DCD): digital delivery (to an acceptable commercial standard) of 'Core Content', i.e. feature films, TV films or series, shorts (fiction, animation and creative documentary) to cinemas for theatrical exploitation (via hard disc, satellite, online ...).

The action duration shall be a minimum of three years.

New actions have to start between 1 July 2011 and 1 March 2012.

4. Award criteria

Each submitted eligible action will be assessed in the light of the following award criteria:

- catalogue and editorial line (10 %),
- European dimension of the catalogue (20 %),
- quality and cost-effectiveness of the business model submitted (20 %),

⁽¹⁾ OJ L 327, 24.11.2006, p. 12.

- marketing strategy (20 %),
- innovative aspects of the action (10 %),
- grouping and networking dimension (10 %),
- target audience and potential impact (10 %).

5. Budget

The total budget available is EUR 7 000 000.

The maximum contribution per action under these guidelines is EUR 1 000 000.

The financial contribution will take the form of a grant. The financial contribution awarded will not exceed 50 % of the eligible costs.

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

When submitting proposals, applicants may opt for a one-year agreement or for a three-year framework partnership agreement.

6. Deadline for submission of applications

Applications must be submitted to the Executive Agency (EACEA) no later than **20 June 2011**.

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 — Video on Demand and Digital Cinema Distribution — EACEA/06/11

Applications must be sent by registered mail or courier service (at the applicant's own expense) to the following address:

Education, Audiovisual and Culture Executive Agency
MEDIA 2007 — Video on Demand and Digital Cinema Distribution — EACEA/06/11
Mr Constantin DASKALAKIS
BOUR 03/30
Avenue du Bourget/Bourgetlaan 1
1049 Bruxelles/Brussel
BELGIQUE/BELGIË

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/culture/media/programme/newtech/vod_dcc/index_en.htm

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