V

(Announcements)

ADMINISTRATIVE PROCEDURES

EUROPEAN COMMISSION

MEDIA 2007 — DEVELOPMENT, DISTRIBUTION, PROMOTION AND TRAINING

Call for proposals — EACEA/03/11

Support for the transnational distribution of European films — The 'Sales Agent scheme' 2011

(2011/C 121/22)

1. Objectives and description

This notice of a 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 objectives of the programme is to encourage and support the wider transnational distribution of recent European films by providing funds to distributors, based upon their performance on the market, for further reinvestment in new non-national European films.

The scheme also aims to encourage the development of links between the production and distribution sectors thus improving the market share of European films and the competitiveness of European companies.

2. Eligible applicants

This notice is aimed at European companies specialised in the theatrical distribution of European works and whose activities contribute to the attainment of the above objectives of the MEDIA programme as described in the Council Decision.

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 'Sales Agent' support scheme works in two phases:

— generation of a potential Fund, which will be calculated according to the performance of the company on the European market over a given period,

— reinvestment of the potential Fund: thus generated by each company, the Fund must be reinvested in two modules (two types of action) by 1 March 2013:

1. minimum guarantees or advances paid for the international sales rights on new European non-national films;

([1]) OJ L 327, 24.11.2006, p. 12.

2. and/or in the promotion, marketing and advertising on the market of new non-national European films.

Action type 1 and 2:

The maximum duration of the actions is 16 months from the date of the signature of the international sales contract.

4. **Award criteria**

A potential Fund will be attributed to eligible European Sales Agents companies on the basis of their performances on the European markets (i.e. countries participating in the MEDIA programme). The support will take the form of a potential Fund (the 'Fund') available to Sales Agents for further investments in recent non-national European films.

The Fund can be reinvested:

1. in the meeting of Minimum Sales Guarantees or advances paid for the international sales rights on new European non-national films;

2. in the meeting of promotion, marketing and advertising costs for new European non-national films.

5. **Budget**

The total budget available is EUR 1 000 000.

There is no maximum amount.

The financial contribution awarded is a subsidy. The financial support from the Commission cannot exceed 50 % of the total eligible costs.

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

6. **Deadline for submission of applications**

Proposals for the 'generation' of a potential Fund must be sent (postmark date) on **17 June 2011** at the latest and at the following address:

Education, Audiovisual and Culture Executive Agency (EACEA)
Mr Constantin DASKALAKIS
BOUR 3/66
Avenue du Bourget/Bourgetlaan 1
1140 Bruxelles/Brussel
BELGIQUE/BELGIË

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/03/11 — International Sales Agent scheme

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/distrib/schemes/sales/index_en.htm

Applications must be submitted on the forms provided and contain all the information and annexes requested.