MEDIA 2007 — DEVELOPMENT, DISTRIBUTION, PROMOTION AND TRAINING

Call for proposals — EACEA/01/11

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

(2011/C 121/24)

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 and Croatia.

3. Eligible actions

The 'automatic' support scheme works in two phases:

— generation of a potential Fund, proportional to the number of paying admission tickets sold for non-domestic European films in States participating in the programme during the reference year (2010), up to a fixed ceiling per film and adjusted for each country,

— reinvestment of the potential Fund: thus generated by each company, the Fund must be reinvested in three modules (three types of action) by 1 October 2012:

1. the co-production of non-national European films;

2. the acquisition of distribution rights, for example by means of minimum guarantees, of non-national European films; and/or in

3. editing costs (prints, dubbing and subtitling), promotion costs and publicity costs for non-national European films.

For the film to be eligible its first copyright must not have been established before 2007.

Action type 1 and 2:

The maximum duration of the actions is 30 months.

The actions have to start on 1 August 2011 and finish on 1 February 2014.

Action type 3:

The maximum duration of the actions is 42 months.

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

The actions have to start on 1 February 2011 and finish on 1 August 2014.

Reinvestment applications must be sent to the Agency by the deadlines set out in the table below.

Module	Dates of the project	Deadline for presentation of the reinvestment project	Period of eligibility of costs
1. Co-production	The co-production contract may be signed at the earliest on 1 August 2011	Within three months of the signature of the co-production contract and no later than 1 October 2012	From 1 August 2011 until 1 February 2014
2. Minimum guarantee	The distribution contract/license agreement may be signed at the earliest on 1 August 2011	Within three months of the signature of the distribution contract/license agreement (deal memo or long form agreement are both accepted) and no later than 1 October 2012	From 1 August 2011 until 1 February 2014
3. P&A costs	The first theatrical release of the film in the territory may take place at the earliest on 1 August 2011 and at the latest on 1 October 2013	At the latest on the day of the first theatrical release of the film in the territory and no later than 1 October 2012	From 1 February 2011 until 1 August 2014

4. **Award criteria**

A potential Fund will be attributed to eligible European distribution companies on the basis of the admissions achieved by the European non-national films distributed by the applicant in the reference year (2010).

The potential Fund will be calculated based upon a fixed amount per eligible entry. Shall the sum of generated funds exceed EUR 20 million under this call, each potential fund will be reduced proportionally.

Within the limit of the budgetary resources available, the potential Fund will be calculated based upon a fixed amount per eligible entry.

The support will take the form of a potential Fund (the 'Fund') available to distributors for further investments in recent non-national European films.

The Fund can be reinvested:

1. in the production of new non-national European films (i.e. films not yet completed at the date of application for reinvestment);

2. in the meeting of Minimum Distribution Guarantees for recent non-national European films;

3. in the meeting of distribution costs i.e. P&A (promotion and advertising) for recent non-national European films.

5. **Budget**

The total budget available is EUR 18 314 675.

The financial contribution awarded is a subsidy. The financial support from the Commission cannot exceed 40 %, 50 % or 60 % of the total eligible costs. There is no maximum amount.

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.

Proposals for the 'reinvestment' of the potential Fund must be sent (postmark date) within the deadline set out for each module in the above table, and no later than 1 October 2012.

Proposals must be sent 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 Programme — Distribution EACEA/01/11 — Automatic cinema

Applications sent by fax or email will be rejected.

7. **Full details**

The guidelines together with the application forms can be found at the following Internet address:
http://ec.europa.eu/culture/media/programme/distrib/schemes/auto/index_enhtm

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