

## V

(Announcements)

## ADMINISTRATIVE PROCEDURES

## COMMISSION

## MEDIA 2007 — DEVELOPMENT, DISTRIBUTION, PROMOTION AND TRAINING

## Call for proposals — EACEA/03/09

## Support for the transnational distribution of European films — The 'Automatic' Scheme 2009

(2009/C 73/05)

**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).

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 EFTA countries,
- Switzerland,
- 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, 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 3 modules (3 types of action) by 1 October 2010:
  1. the co-production of non-domestic European films;
  2. the acquisition of distribution rights, for example by means of minimum guarantees, of non-domestic European films; and/or in
  3. editing costs (prints, dubbing and subtitling), promotion costs and publicity costs for non-domestic European films.

Action type 1 & 2:

The maximum duration of the actions is 30 months.

The actions have to start on 1 August 2009 and finish on 1 February 2012.

Action type 3:

The maximum duration of the actions is 42 months.

The actions have to start on 1 February 2009 and finish on 1 August 2012.

#### 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 (2008). 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 17 000 000.

There is no maximum amount.

The financial contribution awarded is a subsidy. The financial support from the Commission cannot exceed 40 %, 50 % or 60 % 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 **29 May 2009** at the latest and at the following address:

Education, Audiovisual and Culture Executive Agency (EACEA)  
*Constantin Daskalakis* — BOUR 3/66  
Avenue du Bourget, 1  
1140 Brussels  
BELGIUM

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/03/09 — AUTOMATIC CINEMA**

Applications sent by fax or e-mail will be rejected.

#### 7. Full details

The full detailed guidelines together with the application forms can be found at the following Internet address:

[http://ec.europa.eu/information\\_society/media/distrib/schemes/auto/index\\_en.htm](http://ec.europa.eu/information_society/media/distrib/schemes/auto/index_en.htm)

Applications must comply with all terms of the guidelines, be submitted on the forms provided and containing all the information and annexes specified in the full text of the call.

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