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(Announcements)

ADMINISTRATIVE PROCEDURES

EUROPEAN COMMISSION

MEDIA 2007 — DEVELOPMENT, DISTRIBUTION, PROMOTION AND TRAINING

Call for proposals — EACEA/8/12

Support for the transnational distribution of European films — The ‘Sales agent’ scheme 2012

(2012/C 103/05)

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) ⁽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 any European company acting as an intermediary agent for the producer, who specialises in the commercial exploitation of a film by marketing and licensing a film to distributors or other purchasers for foreign territories 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,
- Bosnia and Herzegovina (under the condition of the finalisation of the negotiation process and the formalisation of the participation of this country to the MEDIA programme).

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 during the reference period (2007-2011),

⁽¹⁾ OJ L 327, 24.11.2006, p. 12.

- 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 2014:
 1. minimum guarantees or advances paid for the international sales rights on new European non-national films;
 2. and/or in the promotion, marketing and advertising on the market of new non-national European films.

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

The maximum duration of the actions is 18 months from the date of the signature of the international sales contract.

Reinvestment actions of the potential fund generated by this call for proposals need to respect the following deadlines:

The international sales contract/agreement with the producer can be signed at the earliest on 18 June 2012.

The reinvestment applications must be submitted to the Agency within six months of the signature of the international sales contract/agreement with the producer and no later than 1 March 2014 (postmark will be taken as proof of timely sending).

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.

Shall the sum of generated funds exceed EUR 1,5 million under this call, each potential fund will be reduced proportionally.

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 1 500 000.

The availability of funds for the reinvestment projects received in 2013 and 2014 are subject to the adoption of the European Union budgets for these years by the budget authority. Those projects received at the end of 2013 and in 2014 are further subject to the adoption by the European Parliament and the Council of the European Union of the Commission's proposal for the Creative Europe programme (2014-2020) and the approval of the work programme for 2014.

The financial contribution awarded is a subsidy. The financial support from the Commission cannot exceed 50 % 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 18 June 2012 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/8/12 — International sales agent scheme

Applications sent by fax or e-mail 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.
