

MEDIA 2007**Call for proposals — EACEA/12/08****Measures to support Promotion outside MEDIA countries**

(2008/C 117/12)

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).

The objectives of the abovementioned Council Decision include:

- facilitating and encouraging the promotion and movement of European audiovisual and cinema works at trade shows, fairs and audiovisual festivals in Europe and around the globe, insofar as such events may play an important role in the promotion of European works and the networking of professionals,
- encouraging the networking of European operators, by supporting joint activities on the European and international markets by national public or private promotion bodies,
- fostering the wider transnational dissemination of non-domestic European films, on the European and international markets, through initiatives to stimulate their distribution and their screening in cinemas, inter alia by encouraging coordinated marketing strategies.

2. Eligible applicants

This call for proposals is aimed at European companies whose activities contribute to the attainment of the objectives of the MEDIA programme as described in the Council Decision.

The present notification is addressed to European organisations; those registered in and controlled by nationals from the Member States of the European Union and countries of the European Economic Agreement participating in the MEDIA 2007 Programme (Iceland, Liechtenstein and Norway), as well as Switzerland and Croatia.

3. Budget and duration of measures

The maximum amount available under this Call for Proposals is estimated at EUR 1 500 000.

The financial support from the Commission cannot exceed 50 % of the total eligible costs. Projects must start between 1 January 2009 and 31 December 2009. The financial contribution will be awarded in the form of a grant.

4. Deadline

Applications must be sent to the Executive Agency (EACEA) no later than **9 July 2008**.

5. Further information

The full text of the call for proposals and the application forms are available on the following website: <http://ec.europa.eu/media>.

Applications must comply with the requirements set out in the full text and be submitted using the form provided.
