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*(Announcements)*

## ADMINISTRATIVE PROCEDURES

## EUROPEAN COMMISSION

## CALL FOR PROPOSALS — EACEA/20/10

**Media 2007 — Development, distribution, promotion and training  
Support for television broadcasting of European audiovisual works**

(2010/C 248/04)

**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 promote the transnational broadcasting of European audiovisual works produced by independent production companies by encouraging cooperation between broadcasters on one hand, and independent producers and distributors on the other.

**2. Eligible applicants**

This notice is aimed at European companies whose activities contribute to the attainment of the above objectives, and in particular to independent TV production companies.

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 audiovisual work proposed must be an independent European television production (fiction, animation or creative documentary) involving the participation of at least three broadcasting companies from several Member States of the European Union or countries participating in the MEDIA 2007 Programme.

The application must be submitted at the earliest six months before the first day of principal photography and at the latest on the first day of principal photography.

The maximum duration of the projects is 30 or 42 (in the case of series and animation projects) months.

#### 4. Award criteria

Points will be allocated out of a total of 100 on the basis of the following weighting; the aspects taken into account are mentioned below each criterion:

- The European dimension and financing of the work (45 points):
  - the country of origin of the applicant company,
  - the number of broadcasters attached to the work,
  - the financial involvement of the broadcasters,
  - the level of non-national financing.
- International distributor's involvement (10 points):
  - number and track record of the distributors involved in the work,
  - amount of the distributor's involvement,
  - existence of a distribution arm in the applicant production company.
- International appeal of the work (25 points):
  - the quality of the work,
  - the international sales potential,
  - the international marketing strategy.
- Enhancement of European linguistic and cultural diversity (7 points):
  - number of linguistic areas covered,
  - promotion of European cultural diversity.
- Enhancement of the European audiovisual heritage (3 points):
  - examination of the archive material used.
- Track record of international sales (10 points):
  - international sales done in the last five years by the applicant company/producer.

#### 5. Budget

The total budget available is EUR 10,4 million.

The financial contribution awarded is a subsidy. The maximum financial contribution which may be awarded is EUR 500 000 per work for fiction and animation projects and EUR 300 000 per work for documentary projects. The financial contribution awarded will in no event exceed 12,5 % of the eligible costs submitted by the producer for fiction and animated films and 20 % of the eligible costs for documentary films.

## 6. Deadline for submission of applications

Applications must be submitted to the Executive Agency (EACEA) no later than 15 November 2010, 28 February 2011 and 20 June 2011 to the following address:

Education, Audiovisual and Culture Executive Agency (EACEA) — MEDIA  
Constantin Daskalakis  
BOUR 3/30  
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 and containing all the information and annexes specified in the full text of the call will be accepted.

Applications sent by fax or email will be rejected.

## 7. Full details

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

[http://ec.europa.eu/culture/media/programme/producer/tv/detail/index\\_en.htm](http://ec.europa.eu/culture/media/programme/producer/tv/detail/index_en.htm)

Applications must comply with all the terms of the guidelines and be submitted on the forms provided.

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