

MEDIA 2007 — DEVELOPMENT, DISTRIBUTION, PROMOTION AND TRAINING
Call for proposals — EACEA/17/12
Support for the networking of cinemas screening European films — ‘Cinema network’
(2012/C 135/08)

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 specific objectives are:

- to improve the circulation of non-national European films on the European and international markets by incentive measures for export, distribution on any medium and cinema exhibition,
- to encourage the screening of non-national European films on the European market, in particular by supporting the coordination of a cinema network.

The call for proposals EACEA/17/12 offers a two-year framework partnership agreement.

2. Eligible applicants

This notice is aimed at European cinemas grouped in a network whose activities contribute to the above objectives.

The coordinator (the network) and the co-beneficiaries (the cinemas) must be owned and continue to be owned, whether directly or by majority participation, by nationals of countries participating in the MEDIA programme and registered in one of these countries:

- the 27 countries of the European Union,
- the EEA countries, Croatia and Switzerland,
- 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).

Co-beneficiaries:

European independent theatres shall be eligible as co-beneficiaries.

A European independent theatre is a company, association or organisation with a single or several screens based in countries participating in the MEDIA programme and which operates under the same company name. The screening of films should be the principal activity of the applicant or division of the applicant organisation.

Only those European independent theatres shall be eligible:

- that are first run cinemas (programming European films in first run, within a maximum period of 12 months after the first national release). Those cinemas which dedicate a maximum of 30 % of their screenings to retrospectives or re-releases may be eligible,
- that have been open to the public for a minimum of six months,

- that possess a ticketing and entry declaration system;
- that have at least one screen and 70 seats,
- that had at least 300 screenings per year for single-screen cinemas and 520 screenings per year for multi-screen cinemas (cinemas in operation for a period of at least 6 months per year), and at least 30 screenings per month for summer/open air cinemas (cinemas in operation for less than 6 months per year),
- that had at least 20 000 spectators in the previous 12 months.

In order to meet, as a group, the above eligibility criteria, different cinemas may be allowed to pool their results. The circumstances under which this may occur must be clearly defined by the applicant in its application and in the accompanying draft guidelines.

Coordinator:

Cinema networks shall be eligible as coordinator.

The cinema network is defined as a group of cinemas developing, through the medium of a legally constituted coordination entity, joint activities in the area of screening and promoting European films. In particular, this coordination entity shall ensure the operation of a communication and information system between the cinemas.

To be eligible, the cinema network must represent at least 100 cinemas situated in at least 20 countries participating in the MEDIA programme.

3. Eligible actions

The following actions and their activities, taking place in the MEDIA countries, are eligible:

- actions aiming at promoting and screening European films,
- educational activities aiming at raising awareness among young cinema-goers,
- activities aiming at encouraging and accompanying the introduction of digital cinema among exhibitors,
- networking activities: information, animation and communication.

4. Award criteria

Points will be allocated out of a total of 100 on the basis of the following weighting:

The network	20 points
Financial support distribution and monitoring strategy	20 points
Cost-effectiveness	20 points
Common actions	20 points
Young audience	20 points
TOTAL	100 points

5. Budget

The call offers a two-year partnership agreement. The maximum budget available under this call for proposals is EUR 10 800 000 for the first year.

Only one beneficiary will be selected.

The financial contribution awarded is a subsidy. The financial support cannot exceed 40 % of the total eligible costs.

6. Deadline for submission of applications

Proposals must be sent (postmark date) by **16 July 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/17/12 — Cinema network

Applications sent by fax or e-mail 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/exhibit/schemes/network/index_en.htm

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