



Education and Culture DG

2012 annual work programme for the MEDIA 2007 programme

(European Commission C(2011)6258 of 7 September 2011)

SUMMARY

Adoption of the 2012 annual work programme on grants and contracts for the MEDIA 2007 Programme

This Commission Implementing Decision adopting the annual work programme for the year 2012 in the context of the MEDIA 2007 Programme concerns grants and contracts awarded following calls for proposals and calls for tender to be published in the second half of 2011 and in 2012, but with an impact on the 2012 financial year only. This Decision serves as a financing decision within the meaning of Article 75 of the Financial Regulation.

Its purpose, subject to the adoption of the budget for 2012 without substantive amendments, is to launch the selection procedures during 2011 with a view to enabling the authorising officer to take the individual decisions on the award of grants and contracts at the beginning of 2012, provided that they comply with the work programme within the set flexibility thresholds. In case a Comitology advisory procedure applies, the Commission will take the individual grant decisions.

As soon as the budget is adopted by the budgetary authority, the appropriations available under budget line 15 04 66 01 will be used to:

- Award grants to proposals submitted under all action lines of the MEDIA 2007 Programme, including multiannual partnership agreements;
- Grant financial contributions to the functioning of the 44 MEDIA Desks/Antennae;
- Cover the annual EU contribution to the budget of the European Audiovisual Observatory (EAO);
- Conclude service contracts, as necessary.

The method of execution of each activity is indicated in order to help identify budget appropriations implemented on a centralised basis directly by the Commission or indirectly by the Education, Audiovisual and Culture Executive Agency (EACEA), and those implemented by third bodies, within the meaning of Article 54.2(c) of the Financial Regulation (MEDIA Desks/Antennae and MEDIA Production Guarantee Fund).

RÉSUMÉ

Adoption du programme de travail annuel 2012 en matière de subventions et de marchés pour le Programme MEDIA 2007

La décision d'exécution de la Commission portant adoption du programme de travail annuel 2012 relatif au programme MEDIA 2007 concerne des subventions et marchés octroyés à la suite d'appels à propositions et d'appels d'offres qui seront publiés au second semestre de 2011 et en 2012, mais dont l'incidence financière se limitera à l'exercice 2012. Cette décision vaut décision de financement au sens de l'article 75 du règlement financier.

Elle vise à permettre, sous réserve de l'adoption du budget 2012 sans modifications substantielles, le lancement des procédures de sélection en 2011 afin que l'ordonnateur puisse adopter début 2012 les décisions d'octroi de subventions et de marchés aux différents bénéficiaires, pour autant qu'elles soient conformes au programme de travail dans les limites de flexibilité prévues. Si la procédure consultative relevant de la comitologie s'applique, la Commission adoptera les différentes décisions d'octroi.

Dès l'adoption du budget par l'autorité budgétaire, les crédits disponibles au titre de la ligne budgétaire 15 04 66 01 seront utilisés pour:

- l'octroi de subventions à des propositions relevant de tous les domaines d'intervention du programme MEDIA 2007, y compris des accords de partenariat pluriannuels;
- l'octroi de contributions financières destinées au fonctionnement des 44 MEDIA desks et antennes;
- le financement de la contribution annuelle de l'Union au budget de l'Observatoire européen de l'audiovisuel (OEA);
- la conclusion de contrats de services, le cas échéant.

Le mode d'exécution de chaque activité est indiqué de façon à faciliter la distinction entre les crédits budgétaires exécutés de manière centralisée directe, par la Commission, ou indirecte, par l'Agence exécutive «Éducation, audiovisuel et culture» (EACEA), d'une part, et les crédits exécutés par les organismes tiers visés à l'article 54, paragraphe 2, point c), du règlement financier (MEDIA desks et antennes et Fonds MEDIA de garantie pour la production), d'autre part.

ZUSAMMENFASSUNG

Annahme des Jahresarbeitsprogramms 2012 für Finanzhilfen und öffentliche Aufträge für das Programm MEDIA 2007

Der vorliegende Durchführungsbeschluss der Kommission zur Annahme des Jahresarbeitsprogramms 2012 für das Programm „MEDIA 2007“ betrifft Finanzhilfen und öffentliche Aufträge, die im Rahmen von Aufforderungen zur Einreichung von Vorschlägen sowie Ausschreibungen vergeben werden, die im zweiten Halbjahr 2011 und im Jahr 2012 veröffentlicht werden, sich jedoch nur auf das Haushaltsjahr 2012 auswirken. Der Beschluss gilt als Finanzierungsbeschluss im Sinne von Artikel 75 der Haushaltsordnung.

Zweck dieses Beschlusses ist es, im Laufe des Jahres 2011 die Auswahlverfahren in die Wege zu leiten – vorausgesetzt, der Haushalt 2012 wird ohne substantielle Änderungen angenommen –, damit der Anweisungsbefugte die Möglichkeit erhält, zu Beginn des Jahres 2012 über die Vergabe von Finanzhilfen und öffentlichen Aufträgen individuell zu entscheiden, sofern diese mit dem Arbeitsprogramm innerhalb der festgelegten Flexibilitätsspanne übereinstimmen. Ist ein Komitologie-Beratungsverfahren notwendig, so wird die Kommission über die einzelnen Finanzhilfen entscheiden.

Sobald die Haushaltsbehörde den Haushalt angenommen hat, werden die im Rahmen der Haushaltslinie 15 04 66 01 vorgesehenen Mittel für folgende Zwecke verwendet:

- Gewährung von Finanzhilfen für Vorschläge, die im Rahmen aller Aktionslinien des Programms MEDIA 2007 eingereicht werden, einschließlich mehrjähriger Partnerschaftsabkommen;
- Gewährung von Finanzhilfen für den Betrieb der 44 MEDIA-Desks/-Antennen;
- Finanzierung des jährlichen Beitrags der EU zum Haushalt der Europäischen Audiovisuellen Informationsstelle;
- Abschluss von Dienstleistungsverträgen, soweit erforderlich.

In dem Beschluss ist genau angegeben, wie die einzelnen Aktivitäten durchgeführt werden sollen, damit leichter festgestellt werden kann, welche Mittel direkt von der Kommission zentral und welche indirekt von der Exekutivagentur Bildung, Audiovisuelles und Kultur verwaltet werden und welche Mittel von dritten Einrichtungen im Sinne des Artikels 54 Absatz 2 Buchstabe c der Haushaltsordnung abgewickelt werden (MEDIA-Desks/-Antennen und MEDIA-Produktion-Garantiefonds).

ANNEX

2012 Annual work programme on grants and contracts for the MEDIA 2007 programme
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Budget line: 15 04 66 01

Title: MEDIA 2007 – Support programme for the European audiovisual sector

Basic Act: 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), OJ L 327 of 24 November 2006.

A. OBJECTIVES AND PRIORITIES OF THE PROGRAMME IN 2012

• Main features / general objectives of the programme

Under the terms of Article 1 of the legal base, the *general objectives* of the Programme are to:

Preserve and enhance European cultural and linguistic diversity and its cinematographic and audiovisual heritage, guarantee its accessibility to the public and promote intercultural dialogue;

Increase the circulation and viewership of European audiovisual works inside and outside the European Union, including through greater cooperation between players;

Strengthen the competitiveness of the European audiovisual sector in the framework of an open and competitive European market favourable to employment, including by promoting links between audiovisual professionals.

In order to achieve these objectives, *the programme shall support*:

Upstream of audiovisual production: the acquisition and improvement of skills in the audiovisual field and the development of European audiovisual works;

Downstream of audiovisual production: the distribution and promotion of European audiovisual works;

Pilot projects to ensure that the programme adjusts to market developments.

The *priorities in the areas for intervention* set out in the previous paragraph shall be as follows:

Fostering creativity in the audiovisual sector and knowledge and dissemination of Europe's cinematographic and audiovisual heritage;

Strengthening the structure of the European audiovisual sector, particularly SMEs;

Reducing the imbalances in the European audiovisual market between high audiovisual production capacity countries and countries or regions with low audiovisual production capacity and/or a restricted geographic and linguistic area;

Following and supporting market developments with regard to digitisation, including the promotion of attractive digital catalogues of European films on digital platforms.

- **Eligible countries**

The Calls for Proposals are open to applications from Member States of the European Union; countries of the European Economic Area participating in the MEDIA 2007 Programme (Iceland, Liechtenstein and Norway) and countries fulfilling the terms set out in Article 8 of Decision No 1718/2006/EC (Switzerland and Croatia).

Unless otherwise specified in the text below, for the purposes of the implementation of the MEDIA 2007 "Calls for Proposals" the following countries are considered as countries with a low audiovisual capacity: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Greece, Hungary, Ireland, Iceland, Liechtenstein, Latvia, Lithuania, Luxembourg, Malta, Norway, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Sweden and Switzerland.

- **Budget**

The actions funded by budget line 15 04 66 01 (MEDIA 2007), as shown in the programming table, will represent a total amount of € 115,782,000. It corresponds to the amounts requested in the Draft Budget for 2012 (EU-27), to the EFTA/EEA contribution, to an estimated amount of internal assigned revenue (C5 and C4) as well as to the financial contribution expected from Switzerland (Swiss Confederation) and Croatia.

The details of the budget allocation among the various actions are in the programming table. The amounts follow the percentages established by the MEDIA 2007 legal base.

At this stage, it is not foreseen to sub-delegate any of the actions and sub-actions (Work Programme 2012) of the MEDIA 2007 programme to other Directorates-General.

B. CALLS FOR PROPOSALS

The eligibility, selection and award criteria are listed below. The same criteria will also appear in the relevant Guidelines for the schemes concerned.

The numbering system of the strands/actions in the 2012 Programming table is maintained throughout the text for ease of reference.

1. TRAINING

1.1. Initial Training

Dates of publication	Budget 2012
n/a	<i>See index 1.10 of the programming table</i>

MEDIA contribution (grant) will be awarded by way of specific agreement for the second year of activities of the partners who have signed a 3-year framework partnership agreement under the Call EACEA 02/2011. The list of selected partners will be included in a future revision of this Work programme.

1.2. Continuous Training

Dates of publication	Budget 2012
January 2012	<i>See index 1.20 of the programming table</i>

Objective of the Call for Proposals

In the field of acquisition and improvements of skills, the objectives of the programme shall be:

- To strengthen the skills of European audiovisual professionals in order to improve the quality and potential of European audiovisual works.
- To improve the European dimension of audiovisual training activities.

This Call for Proposals is to foster the development of a comprehensive training offer responding to the needs of the European audiovisual industry.

Potential Beneficiaries

- Specialised professional training institutions.
- Private companies from the audiovisual industry.
- Organisations from the audiovisual industry.
- Film and television schools.
- Universities.

Eligibility Criteria

Eligible applicant

Applicants which benefit from the Programme shall be owned and shall continue to be owned, whether directly or by majority participation, by Member States and/or Member State nationals or nationals of the other European countries participating in the MEDIA Programme and registered in one of these countries.

Applicant organisations must belong to one of the following categories:

- Specialised professional training institutions.
- Private companies from the audiovisual industry.
- Organisations from the audiovisual industry.
- Film and television schools;
- Universities.

Eligible countries

Eligible applicants must be legal entities established in (and being controlled by a majority of individuals / shareholders from) one of the following countries:

Member States of the European Union.

Countries of the European Economic Area participating in the MEDIA Programme (Iceland, Liechtenstein, Norway).

Countries fulfilling the terms set out in Article 8 of Decision 1718/2006/EC (Switzerland and Croatia).

Eligible Target Group:

Professionals from the audiovisual industry, in particular: Producers, Directors, Writers, Script editors, Commissioning editors, Distributors, Exhibitors, Sales agents, New media content providers, Professionals from the animation industry, Professionals from post-production field, Trainers, Professionals from legal, banking or financial sectors working with the audiovisual industry are also eligible target groups.

Applicants should ensure that a majority of the participants in the proposed training activities are of a nationality other than that of the applicant.

Eligible Activities:

Training activities favouring multidisciplinary cooperation within the audiovisual industry are encouraged.

Applications must be for actions which are aimed at developing the capacity of future audiovisual professionals to understand and integrate a **European dimension** in their work by improving expertise in the following fields:

- Training in economic, financial and commercial management.
- Training in new audiovisual technologies.
- Training in script development.

Eligible Applications:

Only proposals submitted using the relevant official application form completed in full, signed (original signatures required) and received by the specified deadline, will be considered.

The application form must be accompanied by documents attesting its financial and operational capacity, and all the other documents referred to in the application form.

Applicants must submit a budget that is balanced in terms of expenditure and revenue and must comply with the ceiling for EU cofinancing, set at 50% / 60% of the total eligible costs.

Scholarships:

Applicants are required to provide scholarships to participants. These scholarships should correspond to at least 15% of the total number of participants and cover at least the participation fees.

Selection Criteria

Only proposals fulfilling the following conditions will be taken into consideration:

- The organisations should prove their financial capacity to complete the proposed activities.
- The organisations should prove their technical capacity to complete the proposed activities.

Award Criteria

Quality of the content of the activity	20 points
Quality of the Project management methodology	20 points
Quality of the partnership with the AV industry	20 points
European dimension	20 points
Impact on the European audiovisual industry	20 points
Total	100 points

Expected Results

- To strengthen the skills of European audiovisual professionals in order to improve the quality and potential of European audiovisual works.
- To improve the European dimension of audiovisual training activities.
- Support for 60 Training projects.

The MEDIA contribution (grant) will be awarded by way of 2-year Framework Partnership Agreements for an action. In the framework of these partnership agreements, specific agreements will be issued in 2012.

There will not be any call for single-year agreements.

2. DEVELOPMENT

The publication of two Calls for Proposals is foreseen, one covering the budget items 2.1. & 2.2. and a second covering the item 2.3. Interactive Works.

2.1. Support for Single Projects & 2.2 Support for Slate Funding/Slate Funding 2nd stage - (Animation, creative documentaries and drama)

Dates of publication	Budget 2012
September 2011	<i>See indexes 2.10 and 2.20 of the programming table</i>

Objective of the Call for Proposals

The aim of the development support is to strengthen the competitiveness of European audiovisual works by consolidating investment in the development phase of such works, in this case, by supporting the development of animation, creative documentaries and drama.

For these three categories, three types of funding are in place: Single Projects, Slate Funding and Slate Funding 2nd Stage. These three types of funding are part of a common Call for Proposals.

This Call equally foresees the selection and awarding of the MEDIA European Talent Prize. The MEDIA European Talent Prize recognises the best project among the eligible Single Projects, intended for theatrical release, selected within the framework of the first deadline of the Call for Proposals for development support for animation, creative documentaries and drama. The winner is the project having obtained the highest score in the selection procedure for Single Projects.

Potential Beneficiaries

European production companies whose main objects and activities are the production of audiovisual works and which are registered in one of the Member States of the European Union or in one of the countries participating in the MEDIA 2007 Programme and which are owned and continue to be owned, whether directly or by majority shareholding, by nationals from these countries.

Single Project support is aimed at companies that have been registered for at least 12 months, on the date of submission of their application, with a more limited investment capacity interested in developing a single project.

Slate Funding support is aimed at companies that have been registered for at least 36 months on the date of submission of their application, having previous international experience and the operational and financial capacity to envisage the development of a slate of 3 to 5 projects over a period of two years.

Slate Funding 2nd stage is targeted to companies that have been beneficiaries of a Slate Funding or Slate Funding 2nd Stage agreement signed during the course of 2007, 2008, 2009 and 2010 and that have entered into production with at least one project supported under the aforementioned Slate Funding or Slate Funding 2nd Stage no later than on the date of submission of their application. Beneficiaries of an agreement signed in 2011 cannot apply.

Eligibility Criteria

Proposals must comply with the following criteria:

Slate Funding	Slate Funding 2nd stage	Single Project
Applicant companies must be independent European companies ¹ having as their main activity audiovisual production and which have been legally constituted for at least 36 months.	Applicant companies must be independent European companies ¹ having as their main activity audiovisual production and which have been legally constituted for at least 36 months.	Applicant companies must be independent European companies ¹ having as their main activity audiovisual production and which have been legally constituted for at least 12 months.

¹ i.e. companies from countries participating to the MEDIA programme

Applicant companies must demonstrate their existence as a legal entity.	Applicant companies must demonstrate their existence as a legal entity.	Applicant companies must demonstrate their existence as a legal entity.
<p>Companies must provide evidence that they have experience in audiovisual production.</p> <p>Companies established in France, Germany, Italy, Spain and United Kingdom must prove that they have in the 5 years preceding their application completed two previous works.</p> <p>Companies established in the countries with low production capacity must prove that they have in the 5 years preceding their application completed at least one previous work.</p>	<p>Applicant companies must fulfil the following conditions:</p> <ol style="list-style-type: none"> 1. To be a beneficiary of a Slate Funding or Slate Funding 2nd Stage agreement signed during the course of 2007, 2008, 2009 and 2010. Beneficiaries of an agreement signed in 2011 cannot apply. 2. To have entered into production with at least one project supported under the aforementioned Slate Funding or Slate Funding 2nd Stage no later than on the date of submission of their application. 	Applicant companies must provide evidence that they have completed a previous work.
The applicant company must prove that the previous work(s) has (have) been distributed internationally in the 5 years preceding the application.		The applicant company must show that the work has been commercially distributed during the period between 1 January 2009 and the date of submission of their application.
<p>Applicant companies must be established in one of the following countries and owned and continued to be owned, whether directly or by majority shareholding, by nationals from these countries:</p> <p>Member States of the European Union;</p> <p>Countries in the European Economic Area participating in the MEDIA 2007 Programme (Iceland, Liechtenstein and</p>	<p>Applicant companies must be established in one of the following countries and owned and continued to be owned, whether directly or by majority shareholding, by nationals from these countries:</p> <p>Member States of the European Union;</p> <p>Countries in the European Economic Area participating in the MEDIA 2007 Programme (Iceland, Liechtenstein and</p>	<p>Applicant companies must be established in one of the following countries and owned and continued to be owned, whether directly or by majority shareholding, by nationals from these countries:</p> <p>Member States of the European Union;</p> <p>Countries in the European Economic Area participating in the MEDIA 2007 Programme (Iceland, Liechtenstein and</p>

Norway); Countries complying with the conditions imposed by article 8 of the Council Decision 1718/2006/CE (Switzerland, Croatia).	Norway); Countries complying with the conditions imposed by article 8 of the Council Decision 1718/2006/CE (Switzerland, Croatia).	Norway); Countries complying with the conditions imposed by article 8 of the Council Decision 1718/2006/CE (Switzerland, Croatia).
A Slate Funding application must contain a slate of at least 3 and a maximum of 5 eligible projects (animation, creative documentary, drama).	A Slate Funding application must contain a slate of at least 3 and a maximum of 5 eligible projects (animation, creative documentary, drama).	The submitted project must be an audiovisual work (one-offs or series) intended for commercial exploitation in one of the following categories: animation, creative documentary or drama.
Only proposals completed in full on the official application form (eForm) and submitted by the specified deadline along with the duly signed full application package (original signatures required) sent by the specified deadline will be considered.	Only proposals completed in full on the official application form (eForm) and submitted by the specified deadline along with the duly signed full application package (original signatures required) sent by the specified deadline will be considered.	Only proposals completed in full on the official application form (eForm) and submitted by the specified deadline along with the duly signed full application package (original signatures required) sent by the specified deadline will be considered.

Selection Criteria

Only proposals fulfilling the following conditions will be considered:

- Companies should prove their financial capacity to complete the proposed action.
- Companies should prove their technical capacity to complete the proposed action.

Award Criteria

Slate Funding

Criteria for Automatic Points

Criteria	Number of points
An applicant company established in a country with low production capacity.	2
An applicant company which benefited from development support under MEDIA PLUS or MEDIA 2007 for a project that has been produced.	1

Award criteria considered by the independent experts

Criteria relating to the applicant company		Criteria relating to the submitted projects	
Criteria	Weighting	Criteria	Weighting
Capacity of the company to develop and produce at a European level	15	Quality of the projects	10
Quality of the development strategy and consistency of the development budget	15	Potential of the creative team	10
Quality of the financing strategy	15	Potential for production and the feasibility of the projects	10
Quality of the distribution strategy	15	Potential for European and international distribution	10
Total	60 points	Total	40 points

Total score is achieved by adding the automatic points and the award criteria points allocated by the independent experts.

Slate Funding 2nd stage

Criteria for Automatic Points

Criteria	Number of points
An applicant company established in a country with low production capacity	2

Award criteria considered by the independent experts

Criteria relating to the applicant company		Criteria relating to the submitted projects	
Criteria	Weighting	Criteria	Weighting
Capacity of the company to develop and produce at a European level	30	Quality of the projects	10
Quality of the development strategy and consistency of the development budget	10	Potential of the creative team	10
Quality of the financing strategy	10	Potential for production and the feasibility of the projects	10
Quality of the distribution	10	Potential for European and	10

strategy		international distribution	
Total	60 points	Total	40 points

Total score is achieved by adding the automatic points and the award criteria points allocated by the independent experts.

Single Project

Criteria for Automatic Points

Criteria	Number of points
A project which has been the subject of training supported by the MEDIA Programme	2
An applicant company established in a country with low production capacity	1
An applicant company which benefited from development support under MEDIA PLUS or MEDIA 2007 for a project that has been produced	1

Award criteria considered by the independent experts

Criteria relating to the applicant company		Criteria relating to the submitted project	
Criteria	Weighting	Criteria	Weighting
Quality of the development strategy	10	Quality of the project	40
Consistency of the development budget	10	Potential for production and the feasibility of the project	10
Quality of the financing strategy	10	Potential for European and international distribution	10
Quality of the distribution strategy	10		
Total	40 points	Total	60 points

Total score is achieved by adding the automatic points and the award criteria points allocated by the independent experts.

Expected Results

- Increased quality of selected projects presenting potential for trans-national exploitation.
- A stronger position on the European market for companies selected under Slate Funding/Slate Funding 2nd stage schemes.

- Support for 180 Single Projects and 70 Slate Funding applications.

The MEDIA contribution (grant) will be awarded by way of grant decisions for beneficiaries from Member States of the European Union and agreements for an action for other beneficiaries.

2.3. Support for Interactive Works

Dates of publication	Budget 2012
September 2011	See index 2.30 of the programming table

Objective of the Call for Proposals

The aim of the development support is to strengthen the competitiveness of European audiovisual and interactive works by consolidating investment in the development phase of such works. For on and off-line Interactive Works genre, only single project type funding is foreseen.

Potential Beneficiaries

European production companies whose main objects and activities are the production of audiovisual and/or interactive works and which are registered in one of the Member States of the European Union or in one of the countries participating in the MEDIA 2007 Programme and which are owned and continue to be owned, whether directly or by majority shareholding, by nationals from these countries. Interactive Works support is aimed at companies interested in developing on and off-line interactive works.

Eligibility Criteria

Eligible applicant

Applicant companies whose main object and activity is audiovisual and/or interactive work production (or equivalent)

Applicant companies must demonstrate their existence as a legal entity

Applicant companies must be able to provide evidence that they have completed and commercially distributed a previous eligible interactive work

The applicant company must show that this work has been commercially distributed during the period between 1 January 2009 and the date of submission of their application.

Eligible countries

Applicant companies must be established in one of the following countries and owned and continued to be owned, whether directly or by majority shareholding, by nationals from these countries:

Member States of the European Union;

Countries in the European Economic Area participating in the MEDIA 2007 Programme (Iceland, Liechtenstein and Norway);

Countries complying with the conditions imposed by article 8 of the Council Decision 1718/2006/CE (Switzerland, Croatia).

Eligible actions

The submitted project must be digital interactive content complementing an audiovisual project (drama, creative documentary or animation) specifically developed for at least one of the following platforms: Internet, PC, console, handheld device, Interactive television. This digital content must present: substantial interactivity with a narrative component; originality, creativity and innovation against existing works; European commercial potential.

Eligible proposals

Only proposals completed in full on the official application form (eForm) and submitted by the specified deadline along with the duly signed full application package (original signatures required) sent by the specified deadline will be considered.

Selection Criteria

Only proposals fulfilling the following conditions will be considered:

- Companies should prove their financial capacity to complete the proposed action.
- Companies should prove their technical capacity to complete the proposed action.

Award Criteria

Criteria for Automatic Points

Criteria	Number of points
A project which has been the subject of training supported by the MEDIA Programme	2
An applicant company established in a country with low production capacity	1
An applicant company which benefited from development support under MEDIA PLUS or MEDIA 2007 for a project that has been produced	1

Award criteria considered by the independent experts

Criteria relating to the applicant company		Criteria relating to the submitted project	
Criteria	Weighting	Criteria	Weighting
Quality of the development strategy	10	Quality of the content and originality of the concept against existing works	20
Consistency of the development budget	10	Innovation, appropriateness of the techniques used in the work and quality of interactivity	20

Capacity of the company to realise the project	10	Potential for European exploitation and suitability for the target audience	20
Quality of the financing strategy	10		
Total	40 points	Total	60 points

Total score is achieved by adding the automatic points and the award criteria points allocated by the independent experts.

Expected Results

- Increased awareness and interest within the audiovisual sector in the development of multiplatform strategies.
- Support of 20 Interactive projects.

The MEDIA contribution (grant) will be awarded by way of grant decisions for beneficiaries from Member States of the European Union and agreements for an action for other beneficiaries.

2.4. Initiative i2i

Dates of publication	Budget 2012
October 2011	<i>See index 2.40 of the programming table</i>

Objective of the Call for Proposals

“i2i Audiovisual” aims to help audiovisual production companies to access financing from credit and other financial institutions, by supporting some of the costs of guarantees required by such institutions and/or part of the costs of credit agreements.

Module 1: Support for “Insurance” costs

Specific film and audiovisual insurance policies are additional guarantees for credit and financial institutions against the risks associated with audiovisual production. The aim of this module is to co-finance the costs of these insurance policies by subsidising some of the premiums required, thus facilitating access to financing from credit and financial institutions.

Module 2: Support for “Completion Guarantee” costs

Obtaining a completion guarantee is often the key element in a credit or financial institution’s decision on whether to provide financing for a film and/or audiovisual project. For credit/financial institutions and investors, these guarantees reduce the risk of financing an audiovisual work. As a result, they facilitate access to financing. The aim of this module is to co-finance the cost of a completion guarantee, thus facilitating access to financing from credit and financial institutions.

Module 3: Support for “Financial Costs”

The aim of this module is to reduce the (financial) costs linked to financing from credit and financial institutions. The amount of the subsidy will be calculated according to the conditions in the credit agreement and the estimated eligible financial costs.

Potential Beneficiaries

Independent audiovisual production companies based in countries participating to the MEDIA Programme.

Eligibility Criteria

Eligible applicant

Only independent European production companies are eligible under this call for proposals. An independent production company is an audiovisual production company which does not have majority control by a television broadcaster, either in shareholding or commercial terms. Majority control is considered to occur when more than 25% of the share capital of a production company is held by a single broadcaster (50% when several broadcasters are involved) or when, over a three-year period, more than 90% of a production company's revenue is generated in co-operation with a single broadcaster.

Applicant companies must demonstrate their existence as a legal entity.

Eligible country

European production companies are understood to be legal entities established in (and being controlled by a majority of individuals / shareholders from) one of the following countries:

Member States of the European Union

Countries of the European Economic Area participating in the MEDIA Programme (Iceland, Liechtenstein, Norway)

Countries complying with the conditions imposed by article 8 of the Council Decision 1718/2006/CE (Switzerland, Croatia).

Eligible actions

The following categories of project are eligible:

- Drama with a minimum duration of 50 min;
- Animation with a minimum duration of 24 min;
- Creative documentaries with a minimum duration of 25 min;

For TV or theatrical release, one off projects or series.

The work must be produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA 2007 Programme. 'Significant participation' is defined as having more than 50% of the points on the basis of the table below, (e.g. having 10 or more points in the case of a work of fiction or the biggest share of points if the total is less than 19 as is normally the case for documentaries or animation films where all of the categories are not usually included in the credits):

	Points
+	
Director	3
Scriptwriter	3
Composer	1
Actor 1	2
Actor 2	2
Actor 3	2
Artistic Director / Production Designer	1
Director of photography	1
Editor	1
Sound	1
Shooting location	1
Laboratory	1
TOTAL	19

(+):European nationality of the involved staff..

Projects must have production budgets that are at least 50% financed by European sources (countries participating in the MEDIA Programme).

For Module 1: Insurance Costs

Applicants from countries with low audiovisual capacity must present a signed insurance contract covering any phase (pre production, production, post production) of the project. The rest of the applicants must also provide a credit agreement (See Module 3 below for definition).

For Module 2: Completion Guarantee

The applicant must present a signed completion guarantee for the project.

For Module 3: Financing Costs

The applicant must have a credit agreement in order to finance the submitted project. The financial costs resulting from this credit must be clearly identifiable and directly related to this project.

Projects that have received European Union support under the MEDIA Television Broadcasting Scheme are not eligible.

Eligible proposals

Only proposals submitted on the official application forms, completed in full, signed in original and received by the specified deadline, will be eligible.

Selection Criteria

- The companies should prove their financial capacity to complete the proposed activities.
- The companies should prove their technical capacity to complete the proposed activities.

Award Criteria

All eligible applications will be assessed according to the award criteria mentioned below. Each application that satisfies the single award criteria will obtain the maximum proposed points

No	Criteria	Max Points proposed
1	MEDIA Development Funding	25
	<ul style="list-style-type: none"> - Projects from countries with Low Audiovisual Capacity benefiting from MEDIA Development (Single project or Slate funding). - Projects from the big countries benefiting from MEDIA Development Single Project. <p><i>Only one agreement will be taken into account</i></p>	
2.	Projects with a credit agreement	25
	<i>Only one agreement will be taken into account</i>	
2.1	- Credit agreement	20
2.2	- Issued by an EU credit and/or financial institution based in a different country other than of the applicant production company.	5
3.	Projects from countries with low audiovisual capacity	25
4.	Projects from the Member States (entered the EU in 2004 or later) and the enlargement countries (Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, Slovenia).	15
5.	Projects with a European dimension: co-productions covering more than one country participating in the MEDIA Programme.	10
5.1	Co-production agreement(s)	5
5.2	Co-producer(s) from Member States (entered the EU in 2004 or later) and the enlargement countries	2 points per co-producer
5.3	Co-producer(s) from High Audiovisual Capacity Countries/ Low Audiovisual Capacity Countries	1 point per co-producer
5.4	Co-producer(s) from non-participating countries in the MEDIA Programme	0.5 point per co-producer
	Total	100

Within the limits of the budget available, projects with the maximum points on the basis of the above table will be awarded a grant. In the event that, at the conclusion of the above process, more than one project has the same number of points, the quality criterion of the international distribution potential will be examined by the Evaluation Committee:

International distribution potential	Maximum Points Proposed
Worldwide geographical distribution covered by agreement(s)	10
Non-national geographical distribution covered by agreement(s)	5

Projects with worldwide distribution agreement will receive the maximum 10 points.

Expected Results

The improvement of the use of financial instruments in the production sector by:

- The reduction of access barriers to complex financial instruments.
- Encouraging financial institutions to participate in the production process.
- The support for some 80 production projects.

The MEDIA contribution (Grant) will be awarded by way of agreements for an action.

3. DISTRIBUTION

3.1 Distribution Cinema Selective

Dates of publication	Budget 2012
September 2011	<i>See index 3.10 of the programming table</i>

Objective of the Call for Proposals

The aim of the “selective” support scheme is to encourage and support the wider trans-national distribution of recent non national European films by encouraging theatrical distributors in particular to invest in promotion and adequate distribution of non-domestic European films.

The scheme also aims to encourage the development of links between the production and distribution sector thus improving the competitive position of non national European films.

Potential Beneficiaries

Cinema / theatrical distributors involved in commercial activity designed to bring to the attention of a wide audience a non national European film for the purpose of exploitation in cinema theatres.

Eligibility Criteria

The following criteria must be met by all projects and concern the nature of the beneficiaries and the activities proposed by them.

Eligible applicant

European company: Company owned, whether directly or by majority participation, by nationals of Member States of the European Union or nationals of the other European countries participating in the MEDIA Programme and registered in one of these countries.

Cinema / theatrical distributor: Cinema / theatrical distributors involved in commercial activity designed to bring to the attention of a wide audience a non national European film for the purpose of exploitation in cinema theatres. This should be the principal activity of the company or division of the company. Other companies may be considered as eligible if they submit a distribution plan outlining the technical and operational resources available to execute the proposed action. Such activity may include aspects of the technical publishing of an audiovisual work (dubbing and subtitling, striking of prints, circulation of prints, etc.) as well as marketing and promotional activities (production of trailers and publicity material, the purchase of advertising space, the organisation of promotional events etc.).

Digital distribution can also be supported as long as it is of a minimum quality (=1.3 k).

This excludes DVD, DVIX, Digital Beta or any other support whose resolution is below 1.3K as a copy or source of the films for theatrical release.

Costs that are specific to digital distribution (master or any other digital equivalent of the inter-negative and duplication costs) are thus eligible. Digital or "Virtual" Print Fees are included.

Distributors can be supported for the digital and non-digital distribution of a film at the same time.

A cinema / theatrical distributor should fulfil the following criteria:

1. Be the holder of the theatrical distribution rights for the film in the territory concerned;
2. Carry out the theatrical distribution of the film in the territory (determines the release date; plans, controls and executes the distribution and promotion campaign), and
3. Pay the associated distribution costs.

Limited sub-contracting is allowed, provided that :

- It has been disclosed to the Agency,
- It is substantiated by receipted invoices,
- It complies with the sub-contracting rule.

In the event that distribution activities are shared between several companies, the contracts/agreements between these companies must be disclosed to the Education, Culture and Audiovisual Executive Agency (EACEA). The Agency will normally consider as eligible the company which actually executes the distribution of the film in the territory. The decision of the Agency will be final.

The use of "physical distributors" for specific services such as the booking of cinemas, circulation of prints and collection of receipts is allowed. Such physical distributors shall not be eligible for support.

Eligible countries

Eligible applicants must be legal entities established in (and being controlled by a majority of

individuals / shareholders from) one of the following countries:

Member States of the European Union.

Countries of the European Economic Area participating in the MEDIA Programme (Iceland, Liechtenstein, Norway).

Countries fulfilling the terms set out in Article 8 of Decision 1718/2006/EC (Switzerland and Croatia).

Eligible Actions

European film: Any recent work of fiction (including animated films) or documentary, with a minimum duration of 60 minutes, complying with the following conditions:

The work has been majority produced by a producer or producers established in the countries participating in the MEDIA 2007 Programme. To be considered as the actual producers, the production companies must be credited as such. Other elements such as creative control, ownership of exploitation rights and share of profits may also be taken into account to determine who the actual producer is;

and

The work must be produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA 2007 Programme. 'Significant participation' is defined as having more than 50% of the points on the basis of the table below, (e.g. having 10 or more points in the case of a work of fiction or the biggest share of points if the total is less than 19 as is normally the case for documentaries or animation films where all of the categories are not usually included in the credits):

+	Points
Director	3
Scriptwriter	3
Composer	1
Actor 1	2
Actor 2	2
Actor 3	2
Artistic Director / Production Designer	1
Director of photography	1
Editor	1
Sound	1
Shooting location	1
Laboratory	1
TOTAL	19

(+) : European nationality of the involved staff..

Recent films are those whose first copyright has been established during or after **2009**.

Films consisting of advertising, pornographic or racist material or advocating violence are not eligible for support.

In order to verify the eligibility of the films, applicants must provide a screener (DVD, etc) of the film for which support is sought. Failure to do so, may lead to the ineligibility of the proposal.

National / Non-national European film: European films will be considered as national in that member state

or territory participating in the MEDIA Programme 2007 whose citizens / residents have participated in the highest proportion in the making of the film, on the basis of the points table shown above. They will be considered as non-national in all the other territories.

Small films: Films with a production budget smaller than EUR 3 Mio qualify as small films

Medium films: Films with a production budget between EUR 3 Mio and EUR 15 Mio qualify as medium films.

Films with a production budget over EUR 15 Mio are not eligible for selective support.

Eligible groupings:

Small films: only applications from groupings of at least **five** different eligible distributors operating in different national territories (and preferably with different languages) which propose to distribute one or more recent non-national European films may be eligible.

Medium films: only applications from groupings of at least **seven** different eligible distributors operating in different national territories (and preferably with different languages) which propose to distribute one or more recent non-national European films may be eligible.

Deadline for submission	Film must not be released before	Film must not be released after
1 December 2011	1 December 2011	1 December 2013
30 March 2012	30 March 2012	30 March 2014
29 June 2012	29 June 2012	29 June 2014

One or more distributors who so wish may join a grouping that has been selected in the course of one of the last 2 selection deadlines of the selective scheme.

A written confirmation from the grouping's coordinator acknowledging the participation of the distributor to the grouping is requested.

Eligible proposals:

Only proposals submitted using the official application form, completed in full, signed (original signatures required) and received by the specified deadline, will be considered. The application form must be accompanied by the documents attesting to its financial and operational capacity, and all the other documents referred to in the application form. Applicants must submit a budget that is balanced in terms of expenditure and revenue and must comply with the ceiling for Union cofinancing (50%). The Agency reserves the right to request additional information from the applicant.

The applicant must have theatrical distribution operations in the territory for which a grant is requested.

Applications will normally only be considered as eligible in the territory where the applicant is registered. If the applicant is not registered in the territory in the case of the U.K., Netherlands, Belgium, France, Denmark, Finland, Norway, Sweden, Austria, Germany, Poland, Italy, Spain, Portugal, Greece, Romania, Bulgaria and Switzerland, they will not be eligible.

They may be considered as eligible in other territories if they have provided written evidence of the functioning of a theatrical distribution operation working in the territory concerned, together with copies

of any contracts or service agreements.

This last provision concerning the territory does not apply to the following territories as they are linked for distribution purposes: Belgium and Luxembourg; Switzerland and Liechtenstein; Greece and Cyprus; United Kingdom and Ireland.

The distribution agreements should not have any contractual conditions which would lead to the European Union grant being considered as Revenue for the project, or change the terms and conditions of payments, calculations or any other contractual terms in any manner whatsoever which may have the effect of taking the European Union grant into account.

Conditional clauses (such as execution only if the subsidy is awarded) are also not permitted. Distributors should ensure that their agreements are free of such clauses before submission and will be, in any event, obliged to remedy any such clause before being selected.

Selection Criteria

Only proposals fulfilling the following conditions will be taken into consideration:

- The companies should prove their financial capacity to complete the proposed activities.
- The companies should prove their operational capacity to complete the proposed activities.

Award Criteria

Small films (Production cost < EUR 3 Mio)

	Points
Number of eligible distributors in the grouping (minimum 5)	1 point per eligible distributor
Number of distributors that have generated a potential fund under the call EACEA 01/2011 (Automatic scheme)	0.5 additional point per eligible distributor
Film produced in FR or UK	0
Film produced in DE, ES or IT	1
Film produced in a country with a low production capacity	2
Film produced in a Member State of the European Union (entered the EU in 2004 or later) or candidate country	3
First or second feature film of the director	2
Documentary	2
Animation film	1
Film for children	1
The co-ordinator of the grouping is the sales agent / producer of the film	2

(+ 1 if the sales agent is from a different country than the film)	
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Medium films (Production cost: EUR 3 – 15 Mio)

	Points
Number of eligible distributors in the grouping (minimum 7)	1 point per eligible distributor
Number of distributors that have generated a potential fund under the call EACEA 01/2011 (Automatic scheme)	0.5 additional point per eligible distributor
Film with a production budget of EUR 3 – 5 Mio	1
Film with a production budget of EUR 5 – 15 Mio	0
Film produced in FR or UK	0
Film produced in DE, ES or IT	1
Film produced in a country with a low production capacity	2
Film produced in a Member State of the European Union (entered the EU in 2004 or later) or candidate country	3
First or second feature film of the director	2
Documentary	2
Animation film	1
Film for children	1
The co-ordinator of the grouping is the sales agent / producer of the film (+ 1 if the sales agent is from a different country than the film)	2

If applicants join a grouping of distributors that has been supported for the proposed film in the course of one of the last 2 deadlines of the “selective” support scheme for distribution of the MEDIA Programme, within the limits of 10% of the budgetary resources available at each session, the selection will be automatic.

Expected Results

- An improvement in the trans-national distribution of recent non national European films.
- Increase in the investment in promotion and distribution of non-domestic European films.
- Develop links between the production and distribution sector thus improving the competitive position of non national European films.
- Support for some 650 distribution actions in favour of recent non national European Films.

The MEDIA contribution (Grant) will be awarded by way of agreements for an action.

3.2. TV Broadcasting

Dates of publication	Budget 2012
October 2011	See index 3.20 of the programming table

Objective of the Call for Proposals

Within the distribution sector, one of the objectives is to promote the transnational broadcasting of European audiovisual works produced by independent production companies by encouraging cooperation between broadcasters on the one hand and independent producers and distributors on the other.

Particular attention will be paid to the development of potential in countries or regions with a low audiovisual production capacity and/or a restricted linguistic or geographical area.

Potential Beneficiaries

Independent audiovisual production companies based in countries participating in the MEDIA Programme.

Eligibility Criteria

Eligible applicant

The project must be produced by a European independent production company. An independent production company is an audiovisual production company which does not have majority control by a television broadcaster, either in shareholding or commercial terms. Majority control is considered to occur when more than 25% of the share capital of a production company is held by a single broadcaster (50% when several broadcasters are involved) or when, over a three-year period, more than 90% of a production company's revenue is generated in co-operation with a single broadcaster.

Applicant companies must demonstrate their existence as a legal entity.

In case of co production, the applicant company must be the majority co producer.

Eligible countries

The applicant company should be registered in one of the following countries and owned and continuing to be owned, whether directly or by majority participation, by nationals from these countries:

The Member States of the European Union;

Countries in the European Economic Area participating in the MEDIA 2007 Programme (Iceland, Liechtenstein and Norway);

Countries complying with the conditions imposed by article 8 of the Council Decision 1718/2006/CE (Switzerland, Croatia).

Eligible actions

The work must be a fiction, animation or documentary intended for the television market and cannot be a sequel or a series of episodes based in whole or in part on a previous series.

The work must be produced with a significant participation of professionals who are citizens and/or residents

of the countries participating in the MEDIA Programme.

The application must be submitted at the latest on the first day of principal photography.

At least 3 broadcasters companies from three Member States of the European Union or countries participating in the MEDIA 2007 Programme must be involved in the project.

The exploitation rights licensed to the broadcasters participating in the production have to revert to the producer after a maximum license period of:

7 years if the broadcaster's participation takes the form of a pre-sale.

10 years if the broadcaster's participation also takes the form of a co-production.

At the time of application, or at the latest 2 months after that date, a minimum 50% of the financing of the budget of the action must be guaranteed from third party sources of finance.

The production budget must be minimum 50% financed by European sources (countries participating in the MEDIA Programme).

Respect of the number of applications by project.

Eligible proposals

Only proposals submitted on the official application forms, completed in full, signed in original and received by the specified deadline, will be eligible.

Selection Criteria

Only proposals fulfilling the following conditions will be taken into consideration:

- The companies should prove their financial capacity to complete the proposed activities.
- The companies should prove their technical capacity to complete the proposed activities.

Award Criteria

The award criteria relates to the evaluation done by independent experts.

Criteria related to the distribution of the work	Criteria related to the work	Criteria related to the company
The European dimension and financing of the work: 45 points	International appeal and Quality of the work: 25 points	Track record of international sales: 10 points
International distributor's involvement: 10 points	Enhancement of European linguistic and cultural diversity: 7 points	
	Enhancement of the European audiovisual heritage: 3 points	

Total: 55 points	Total: 35 points	Total: 10 points
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Expected Results

Increase the circulation of European audiovisual works and enhancement of the transnational broadcasting strategies.

- Set up of networks of European TV co-productions.
- Strengthen producers' independence in relation to broadcasters.
- Encourage the production and distribution of high quality works for the TV market.
- Support for some 80 independent television productions.

The MEDIA contribution (grant) will be awarded by way of agreements for an action.

3.3. Cinema Network

Dates of publication	Budget 2012
March 2012	<i>See index 3.30 of the programming table</i>

Objective of the Call for Proposals

The specific objectives are:

- To improve the circulation of non-national European films on the European and international markets by incentives 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.

This call for proposal aims to encourage the networking of European première cinemas and the screening of non-national European films by these cinemas.

The financial support is particularly aimed at:

- Encouraging cinema owners and operators to screen a significant proportion of non-national European films in cinemas for first release for a minimum defined period. The support granted to each cinema will be determined according to the programming and taking into account the number of tickets sold for non-national European films over a reference period.
- Contributing to the development of educational and awareness-raising activities for young cinema-goers.
- Supporting the creation and the consolidation of a European cinema owners' network developing common actions of this type.
- Encouraging and accompanying the introduction of digital cinema among exhibitors.

Particular attention will be paid to the development of potential in countries or regions with a low audio-visual production capacity and/or a restricted linguistic or geographical area.

It is addressed to European associations or companies networking cinema theatres whose activities contribute to the aforementioned objectives.

Potential Beneficiaries

The Applicant must be a European body as defined herein. Only those proposals coming from **European cinemas grouped in a network** are eligible.

Eligibility Criteria

Eligible applicant

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 cinemas shall be eligible:

That are first run cinemas (programming European films in first run, within a maximum period of twelve months after the first national release);

That have been open to the public for a minimum of three years;

That possess a ticketing and entry declaration system;

That have at least one screen and 70 seats;

That had at least 520 screenings per year for permanent cinema (i.e. cinemas in operation for a period of at least 6 months per year), 300 screenings per year for single screen theatres (30 screenings per month) and at least 30 screening 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 twelve months.

Eligibility of the Cinema Network.

The cinema network is defined as a group of cinemas developing, through the medium of a legally constituted co-ordination 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.

The network must identify the co-ordination entity that represents them, which co-ordinates its activities and which is responsible for the execution of all the activities proposed.

The network must be represented by a duly constituted legal entity, with a legal personality, having its registered office in one of the Member States of the European Union.

The co-ordination entity has to be suitable to represent the network of cinemas and in any contractual relationship with the Agency that may be concluded if the network is selected. In this context, the co-ordination entity must be able to present all the relevant information concerning each

member of the network necessary for the implementation of the common actions conforming to the conditions defined in this Call for Proposals.

Eligible countries

Eligible applicants must be legal entities established in (and being controlled by a majority of individuals / shareholders from) one of the following countries:

Member States of the European Union.

Countries of the European Economic Area participating in the MEDIA Programme (Iceland, Liechtenstein, Norway).

Countries fulfilling the terms set out in Article 8 of Decision 1718/2006/EC (Switzerland and Croatia).

Eligible action

Only 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

Eligible Film Programming

A film is considered as European if it complies with the following definition:

Any recent work of fiction (including animated films) or documentary, with a minimum duration of 60 minutes, complying with the following conditions:

The work has been in majority produced by a producer or producers established in the countries participating in the MEDIA Programme. To be considered as the actual producers the production companies must be credited as such. Other elements such as creative control, ownership of exploitation rights and share of profits may also be taken into account to determine who the actual producer is;

and

The work must be produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA 2007 Programme. 'Significant participation' is defined as having more than 50% of the points on the basis of the table below, (e.g. having 10 or more points in the case of a work of fiction or the biggest share of points if the total is less than 19 as is normally the case for documentaries or animation films where all of the categories are not usually included in the credits):

	Points
+	
Director	3
Scriptwriter	3
Composer	1
Actor 1	2
Actor 2	2
Actor 3	2
Artistic Director / Production Designer	1
Director of photography	1
Editor	1
Sound	1
Shooting location	1
Laboratory	1
TOTAL	19

(+):European nationality of the involved staff..

Films consisting of advertising, pornographic or racist material or advocating violence are not eligible for support.

Selection Criteria

Financial capacity

Applicants must declare on their honour that they have sufficient funds and financial capacity to execute the submitted project.

Technical capacity

The applicants should prove their operational capacity to complete the proposed activities.

Award Criteria

The number and geographical balance of the cinemas belonging to the network	20 points
Financial support Distribution and monitoring strategy	20 points
Cost-effectiveness	20 points
The quality of the common actions made by the coordination entity and their “added value” for the member cinemas	20 points
The quality of common education actions made by the network to raise awareness of European cinema among young cinema-goers	20 points
TOTAL	100 points

Expected results

- To increase the screening of non-national European films on the European market.
- To build new (young) audience for European Films.

- To reinforce the competitiveness of European cinema theatres.

The support will be given to one network for a 2-year FPA (Framework Partnership Agreement).

The MEDIA contribution (grant) will be awarded by way of 2-year Framework Partnership Agreement for an action. In the framework of this partnership agreement, a specific agreement will be issued in 2012.

There will not be any call for single-year agreement.

3.4. Distribution Cinema Automatic

Dates of publication	Budget 2012
February 2010 - Call for Proposals EACEA 03/2010 OJ C38 of 16.2.2010 April 2011 - Call for Proposals EACEA 01/2011 OJ C121 of 19.04.2011 December 2011	<i>See index 3.40 of the programming table</i>

For Reinvestment projects presented as a result of Calls for Proposals EACEA/03/2010 and EACEA 01/2011, the detailed criteria set out in the Work Programme 2010 and 2011 respectively will continue to apply.

Objective of the Call for Proposals

The aim of the «Automatic » support scheme 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.

The « automatic » support scheme works in two phases:

- (1) The 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.
- (2) Reinvestment: the potential Fund thus generated by each company must be reinvested in:
 - The co-production of non-domestic European films;
 - The acquisition of distribution rights, for example by means of minimum guarantees, of non-domestic European films; and/or in
 - The editing costs (prints, dubbing and subtitling), promotion costs and publicity costs for non-domestic European films.

Potential Beneficiaries

Cinema / theatrical distributors involved in commercial activity designed to bring to the attention of a wide audience a non national European film for the purpose of exploitation in cinema theatres.

Eligibility Criteria

Eligible applicant

European company: Company owned, whether directly or by majority participation, by nationals of Member States of the European Union or nationals of the other European countries participating in the MEDIA Programme and registered in one of these countries.

Cinema / theatrical distributor: Cinema / theatrical distributors involved in commercial activity designed to bring to the attention of a wide audience a non national European film for the purpose of exploitation in cinema theatres. This should be the principle activity of the company or division of the company. Other companies may be considered as eligible if they submit a distribution plan outlining the technical and operational resources available to execute the proposed action. Such activity may include aspects of the technical publishing of an audiovisual work (dubbing and subtitling, striking of prints, circulation of prints, etc.) as well as marketing and promotional activities (production of trailers and publicity material, the purchase of advertising space, the organisation of promotional events etc.).

Digital distribution can also be supported as long as it is of a minimum quality (=1.3 k).

This excludes DVD, DVIX, Digital Beta or any other support whose resolution is below 1.3K as a copy or source of the films for theatrical release.

Costs that are specific to digital distribution (master or any other digital equivalent of the inter-negative and duplication costs) are thus eligible. Digital or "Virtual" Print Fees are included.

Distributors can be supported for the digital and non-digital distribution of a film at the same time.

A cinema / theatrical distributor should fulfil the following criteria:

1. Be the holder of the theatrical distribution rights for the film in the territory concerned;
2. Carry out the theatrical distribution of the film in the territory (determines the release date; plans, controls and executes the distribution and promotion campaign), and
3. Pay the associated distribution costs.

Limited sub-contracting is allowed, provided that :

- It has been disclosed to the Agency,
- It is substantiated by receipted invoices,
- It complies with the sub-contracting rule set out in the Guidelines.

In the event that distribution activities are shared between several companies, the contracts/agreements between these companies must be disclosed to the Agency. The Agency will normally consider as eligible the company which actually executes the distribution of the film in the territory.

The use of “physical distributors” for specific services such as the booking of cinemas, circulation of prints and collection of receipts is allowed. Such physical distributors shall not be eligible for support.

Eligible countries

Eligible applicants must be legal entities established in (and being controlled by a majority of individuals / shareholders from) one of the following countries:

Member States of the European Union.

Countries of the European Economic Area participating in the MEDIA Programme (Iceland, Liechtenstein, Norway).

Countries fulfilling the terms set out in Article 8 of Decision 1718/2006/EC (Switzerland and Croatia).

Eligible actions

European film: Any recent work of fiction (including animated films) or documentary, with a minimum duration of 60 minutes, complying with the following conditions:

The work has been in majority produced by a producer or producers established in the countries participating in the MEDIA 2007 Programme. To be considered as the actual producers, the production companies must be credited as such. Other elements such as creative control, ownership of exploitation rights and share of profits may also be taken into account to determine who the actual producer is;

and

The work must be produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA 2007 Programme. ‘Significant participation’ is defined as having more than 50% of the points on the basis of the table below, (e.g. having 10 or more points in the case of a work of fiction or the biggest share of points if the total is less than 19 as is normally the case for documentaries or animation films where all of the categories are not usually included in the credits):

	Points
+	
Director	3
Scriptwriter	3
Composer	1
Actor 1	2
Actor 2	2
Actor 3	2
Artistic Director / Production Designer	1
Director of photography	1
Editor	1
Sound	1
Shooting location	1
Laboratory	1
TOTAL	19

(+):European nationality of the involved staff.

Recent films are those whose first copyright has been established during or after **2008**.

Films consisting of advertising, pornographic or racist material or advocating violence are not eligible for support.

National / Non-national European film: European films will be considered as national in that member state or territory participating in the MEDIA Programme 2007 whose citizens / residents have participated in the highest proportion in the making of the film, on the basis of the points table shown above. They will be considered as non-national in all the other territories.

Eligible admissions: The cinema admissions where a normal ticket price was actually paid to the relevant exhibitor (including any special offers or discounts) but explicitly excluding those admissions where no fee was paid. Only those paid admissions declared by the applicant distributor and certified by the relevant national correspondent will be considered as eligible.

Please note that admissions will normally only be considered as eligible in the territory where the applicant is registered. In all other cases, an Applicant will have to provide written evidence of the functioning of a theatrical distribution operation working in the territory concerned, together with copies of any contracts or service agreements. Sub-distribution contracts will not be accepted. These provisions do not apply to the following territories as they are linked for distribution purposes: Belgium and Luxembourg; Switzerland and Liechtenstein; Greece and Cyprus; United Kingdom and Ireland.

Eligible Proposals

Only proposals submitted using the official application form, completed in full, signed (original signatures required - photocopies are not accepted) and received by the specified deadline, will be considered. The application form must be accompanied by an official letter from the applicant organisation, documents attesting to its financial and operational capacity, and all the other documents referred to in the application form. Applicants must submit a budget that is balanced in terms of expenditure and revenue and must comply with the ceiling for European Union cofinancing (40-60%), determined by the nature of the project. The Agency reserves the right to request additional information from the applicant.

- The applicant must have theatrical distribution operations in the territory for which a grant is requested.

Applications will normally only be considered as eligible in the territory where the applicant is registered. If the applicant is not registered in the territory in the case of the U.K., Netherlands, Belgium, France, Denmark, Finland, Norway, Sweden, Austria, Germany, Poland, Italy, Spain, Portugal, Greece, Romania, Bulgaria and Switzerland, they will not be eligible.

They may be considered as eligible in other territories if they have provided written evidence of the functioning of a theatrical distribution operation working in the territory concerned, together with copies of any contracts or service agreements.

This last provision concerning the territory does not apply to the following territories as they are linked for distribution purposes: Belgium and Luxembourg; Switzerland and Liechtenstein; Greece and Cyprus; United Kingdom and Ireland.

The distribution agreements should not have any contractual conditions which would lead to the European Union grant being considered as Revenue for the project, or change the terms and conditions of payments, calculations or any other contractual terms in any manner whatsoever which may have the effect of taking the European Union grant into account.

Conditional clauses (such as execution only if the subsidy is awarded) are also not permitted.

Distributors should ensure that their agreements are free of such clauses before submission and will be, in any event, obliged to remedy any such clause before being selected.

Selection Criteria

Only proposals fulfilling the following conditions will be taken into consideration:

- The companies should prove their financial capacity to complete the proposed activities.
- The companies should prove their operational capacity to complete the proposed activities.

Award Criteria

Generation Stage

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 (2011).

The potential Fund will be calculated based upon a fixed amount per eligible entry. The maximum amount of the potential fund for this call shall be EUR 20 million. If the sum of generated funds exceeds EUR 20 million, each potential fund will be reduced proportionally.

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 potential Fund will be calculated on the following basis:

- All paid admissions generated by recent non-national European films shall be declared by the applicant companies using the attached forms. Only paid admissions achieved between 1st January and 31st December 2011 will be eligible. The paid admissions achieved by a film already supported by the MEDIA Programme shall be eligible.
- On the basis of the applicants declarations, and with the co-operation of the correspondents designated by the Member States, the total number of eligible paid admissions per company per territory per year shall be calculated according to the following formula :
 - All paid admissions for a single non-national European film shall be eligible up to a limit fixed per film and per territory (see table below);
 - This limit can be reached in one or more years but in any case all paid admissions over the maximum threshold (see table below) for an individual film shall not be eligible.

Territory of distribution	Maximum threshold (nr of admissions)
Germany, Spain, France, Italy	600.000
Austria, Belgium, Switzerland, The Netherlands, Poland, United Kingdom	200.000
Czech Republic, Denmark, Finland, Greece, Hungary, Norway, Portugal, Sweden	150.000

Bulgaria, Croatia, Cyprus, Estonia, Iceland, Ireland, Latvia, Liechtenstein, Lithuania, Luxemburg, Malta, Romania, Slovakia, Slovenia	32.000
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Only those paid admissions declared by the applicant and certified by the relevant national correspondent will be considered as eligible.

- The amount of the potential Fund generated will be calculated by multiplying the number of eligible admissions by a fixed amount per admission. The following table summarizes the parameters used for the calculation:

Territory of distribution	Amount per eligible admission		
	Films originating from France and United Kingdom (in EUR)	Films originating from Germany, Spain and Italy (in EUR)	Films originating from countries having a limited audiovisual production capacity (in EUR)
Germany, Spain, France, Italy	0,40	0,50	0,70
Austria, Belgium, Switzerland, The Netherlands, Poland, United Kingdom	0,45	0,55	0,70
Czech Republic, Denmark, Finland, Greece, Hungary, Norway, Portugal, Sweden	0,50	0,60	0,70
Bulgaria, Croatia, Cyprus, Estonia, Iceland, Ireland, Latvia, Liechtenstein, Lithuania, Luxemburg, Malta, Romania, Slovakia, Slovenia	0,55	0,65	0,70

The calculation includes 3 different thresholds in the number of admissions for which different percentages of the entries are applied. See table below.

The first admissions of a film (from the first release) will receive 150% of the initial amount fixed in above table, up to the second threshold the calculation will be done with 100% of the initial amount and then up to the maximum threshold admissions will receive only 35% of the initial amount.

Territory of distribution	Number of admission thresholds		
	1 st threshold	2 nd threshold	Maximum threshold
	150%	100%	35%
Germany, Spain, France, Italy	75.000	300.000	600.000
Austria, Belgium, Switzerland, The Netherlands, Poland, United Kingdom	25.000	100.000	200.000
Czech Republic, Denmark, Finland, Greece, Hungary, Norway, Portugal,	18.000	75.000	150.000

Sweden			
Bulgaria, Croatia, Cyprus, Estonia, Iceland, Ireland, Latvia, Liechtenstein, Lithuania, Luxemburg, Malta, Romania, Slovakia, Slovenia	4.000	16.000	32.000

The amounts indicated above are provisional and may be subject to modification depending upon the budgetary resources available.

One of the principal objectives of the « Automatic » support scheme is to have a significant effect upon the marketing of European films. Thus, and for reasons of efficiency, a series of minimum availability thresholds have been defined.

TERRITORY OF DISTRIBUTION	Minimum Threshold for the potential Fund (in EUR)
Germany, Spain, France, Italy	10 000
Austria, Belgium, Switzerland, The Netherlands, Poland, United Kingdom	5 000
Czech Republic, Denmark, Finland, Greece, Hungary, Norway, Portugal, Sweden	3 000
Bulgaria, Croatia, Cyprus, Estonia, Iceland, Ireland, Latvia, Lithuania, Luxemburg, Malta, Romania, Slovakia, Slovenia	1 000

In the event that the potential Fund generated by a company in a given year does not reach the minimum threshold, the potential Fund will not be available. This amount may however be carried forward and be available in the following year, if the accrued potential Fund generated for the two years is greater than the threshold.

Please note that in the special case of Liechtenstein, there is no minimum threshold as rights are invariably sold together with Switzerland: therefore, the award generated by this territory will be added automatically to the Swiss funds.

Following the calculation of the potential Fund generated, a notification letter will be sent by the Agency to the beneficiary. This letter will indicate the amount of the potential Fund and the reinvestment criteria to meet to be able to use this potential Fund.

Reinvestment Stage

The potential Fund generated may only be used through reinvestment projects. The potential 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.

For reinvestment modules 1 and 2, applicants can be eligible for selective support for the distribution of the same film.

Reinvestment in distribution costs (3) cannot be cumulated with a selective support for the same film. Applications for distribution costs may only be made to one scheme at a time. A second application for the same film will be ineligible, unless it is made after the applicant has been officially informed that the first application under the other scheme has been unsuccessful.

Reinvestment of the potential Fund into completed projects (i.e. released films) is impossible. This applies to all modules.

Applicants can present applications for reinvestment projects starting from 1st October 2012.

Reinvestment projects will only be processed by the Agency after the establishment of the letter informing the beneficiary of the amount of the potential Fund she/he has generated. The reinvestment projects will be treated on the basis and within the limits of the potential Fund generated by the distributor as calculated and notified by the Agency. Reinvestment projects must be approved by the Agency.

Combining the funds generated by different reference years and under different calls into a single Reinvestment project is not permitted, which means that the last contribution request from a series of reinvestment projects will be limited to the balance of the current fund.

Reinvestment projects agreed by the Agency will be the subject of an agreement between the Beneficiary and the Agency setting out the terms and conditions of the financial contribution granted.

The amount of the fund that may be drawn for a given reinvestment project may not exceed a certain percentage of the total cost of the proposed reinvestment project, defined in the following table:

Maximum percentage of the reinvestment project's costs to be covered by the reinvested fund			
	Country of origin of the reinvestment film		
	FR - UK	DE, IT, ES	Country with a low production capacity
Module 1 (co-production)	60 %	60 %	60 %
Module 2 (MG) Licence agreement signed before completion of the principal photography of the film	60 %	60 %	60 %
Module 2 (MG) Licence agreement signed after completion of the principal photography of the film	40 %	50 %	60 %
Module 3 (P&A)	50 %	50 %	60 %

The following deadline dates are applicable to the different modules:

Module	Dates of the project	Deadline for presentation of the reinvestment project	Period of eligibility of costs
1.Co-production	The co-production contract may be signed at the earliest on 1/10/2012	Within 3 months of the signature of the co-production contract and no later than 01/10/2013	From 1/10/2012 until 1/02/2015
2.Minimum guarantee	The distribution contract/license agreement may be signed at the earliest on 1/10/2012	Within 3 months of the signature of the distribution contract/license agreement (Deal Memo or Long Form Agreement are both accepted) and no later than 01/10/2013	From 1/10/2012 until 1/02/2015
3.P&A costs	The first theatrical release of the film in the territory may take place at the earliest on 1/10/2012 and at the latest on 01/10/2014	At the latest on the day of the first theatrical release of the film in the territory and no later than 01/10/2013	From 1/10/2012 until 1/08/2015

Expected Results:

- An improvement in the trans-national distribution of recent non national European films.
- Increase in the investment in the production, acquisition, promotion and distribution of non-domestic European films.
- Develop links between the production and distribution sector thus improving the competitive position of non national European films.
- Support for some 900 distribution actions in favour of recent non national European Films.

The MEDIA contribution (grant) will be awarded by way of agreements for an action.

3.5. Sales Agents

Dates of publication	Budget 2012
February 2010 – Call for Proposals EACEA 6/2010 OJ C45 of 23/02/2010 April 2011 – Call for Proposals EACEA 3/2011 OJ C121/62 of 19/04/2011 December 2011	<i>See index 3.50 of the programming table</i>

For Reinvestment projects presented as a result of Calls for Proposals EACEA/06/2010 and EACEA 03/2011, the detailed criteria set out in the Work Programme 2010 and 2011 respectively will continue to apply.

Objective of the Call for Proposals

The aim of this support scheme is to encourage and support the wider transnational distribution of recent European films by providing funds to sales agents, 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 competitive position of non-national European films and the competitiveness of European companies.

The “Sales Agents” support scheme works in two phases:

1. The generation of a potential Fund, which will be calculated according to the performance of the company on the European market over a given period.
2. Reinvestment: the potential Fund thus generated by each company must be reinvested in:
 - Minimum guarantees or advances paid for the international sales rights on new European non-national films;
 - The promotion, marketing and advertising on the market of new non-national European films.

Potential Beneficiaries

European companies whose activities contribute to the realisation of the above objectives, and in particular at sales agents companies.

Eligibility Criteria:

Eligible applicant

European company

Company owned, whether directly or by majority participation (i.e. majority of shares), by nationals of Member States of the European Union or nationals of the other European countries participating in the MEDIA Programme and registered in one of these countries.

Sales Agent

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. The Sales Agent must be appointed by the Producer of the film by way of a written contract or agreement. A contract / agreement signed between a Sales Agent and a Producer will be considered as an international sales contract / agreement only if it provides for the right of the Sales Agent to sell the film in **at least 10 countries** participating in the MEDIA Programme.

Cinema / Theatrical distribution

Any commercial activity designed to bring to the attention of a wide audience a film for the purpose of exploitation in cinema theatres. Such activity may include aspects of the technical publishing of an audio-visual work (dubbing and subtitling, striking of prints, circulation of prints, etc.) as well as marketing and promotional activities (production of trailers and publicity material, the purchase of advertising space, the organisation of promotional events etc.).

International sales of cinema films.

Any commercial activity designed to promote and sell the exploitation rights to a cinematographic film on the marketplace, in particular to cinema distributors. This activity includes, inter alia:

The negotiation and execution of contracts licensing the rights to exploit or exhibit the film.

The promotion and advertising of the film in markets or festivals (screenings, advertising, promotional events).

The design and dissemination towards potential buyers of promotional material for the film (EPK, stills, slides, “making-of” ...).

The design and dissemination towards the press (trade press or other) and the potential audience of the film of promotional material and information (web site...).

Eligible countries

Eligible applicants must be legal entities established in (and being controlled by a majority of individuals / shareholders from) one of the following countries:

Member States of the European Union.

Countries of the European Economic Area participating in the MEDIA Programme (Iceland, Liechtenstein, Norway).

Countries fulfilling the terms set out in Article 8 of Decision 1718/2006/EC (Switzerland and Croatia).

Eligible actions

European film

Any recent work of fiction (including animated films) or documentary, with a minimum duration of 60 minutes, complying with the following conditions:

The work has been in majority produced by a producer or producers established in the countries participating in the MEDIA Programme. To be considered as the actual producers the production companies must be credited as such. Other elements such as creative control, ownership of exploitation rights and share of profits may also be taken into account to determine who the actual producer is;

and

The work must be produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA 2007 Programme. ‘Significant participation’ is defined as having more than 50% of the points on the basis of the table below, (e.g. having 10 or more points in the case of a work of fiction or the biggest share of points if the total is less than 19 as is normally the case for documentaries or animation films where all of the categories are not usually included in the credits):

+	Points
Director	3
Scriptwriter	3
Composer	1
Actor 1	2
Actor 2	2
Actor 3	2
Artistic Director / Production Designer	1
Director of photography	1
Editor	1
Sound	1
Shooting location	1
Laboratory	1
TOTAL	19

(+):European nationality of the involved staff..

Recent films are those whose first copyright has been established during or after **2007**.

Films consisting of advertising, pornographic or racist material or advocating violence are not eligible for support.

National / Non-national European film

European films will be considered as national in that member state or territory participating in the MEDIA Programme whose citizens / residents have participated in the highest proportion in the making of the film, on the basis of the points table shown above. They will be considered as non-national in all the other territories.

Eligible proposals

Only proposals submitted using the official application form, completed in full, signed (original signatures required) and sent by the specified deadline, will be considered.

The application form must be accompanied by an official letter from the applicant organisation, and all the other documents referred to in the application form.

Applicants must submit a budget that is balanced in terms of expenditure and revenue and must comply with the ceiling for European Union co-financing, set at 50%.

The Agency reserves the right to request additional information from the applicant.

Selection Criteria

Only proposals fulfilling the following conditions will be taken into consideration:

- The companies should prove their financial capacity to complete the proposed activities.
- The companies should prove their operational capacity to complete the proposed activities.

Award Criteria

Generation Stage

A potential Fund will be attributed to eligible European Sales Agents on the basis of their performance 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.

Within the limit of the budgetary resources available, the amount of potential fund available to each Sales Agent will be calculated on the following basis:

A) Step 1. The applicant sales agent shall provide evidence of its activity as a sales agent for European cinematographic films. To this end, the sales agent shall prove that:

- It was, between 01/01/2007 and 31/12/2011 the appointed sales agent of at least 8 recent European films² (of which at least 1 non-national film), for which the agreement with the producer provided the right to sell the film in at least 10 countries participating to the MEDIA Programme; the mandate must be signed and take effect within the reference period;
- And that, during the same period, for at least 4 of these films in at least 3 countries participating in the MEDIA Programme, outside the country of origin of the films there was a theatrical release as evidenced by distributor declarations to the MEDIA Programme Cinema Automatic scheme.

In exceptional circumstances where the national theatrical release has not been reported to the Automatic scheme, the declaration of the applicant Sales Agent may be accepted in the event that it is accompanied by independent proof which can reasonably be verified by EACEA.

If this first step is successfully completed, the sales agent shall be entitled to a potential support of **EUR 20 000**.

B) Step 2. If (and only if) the applicant sales agent has completed successfully the conditions set out for the first step, an additional potential fund may be available. This fund will be calculated according to the following principle:

- a) As a percentage of the total potential fund generated in the framework of the automatic support scheme for theatrical distribution by the non-national films:
- 10 % for films from countries with a high production capacity (DE, ES, FR, IT, UK);
 - 15 % for films coming from countries "with a low production capacity" excluding the member states entered the EU in 2004 or later and defined below;
 - 20 % for films coming from Member States (entered the EU in 2004 or later) of the European Union (Bulgaria, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, Slovenia) and Croatia.

² I.e. European films whose first copyright has been established during or after 2007.

- b) Besides the films released to be eligible by distributor declarations to the MEDIA Programme Cinema Automatic Scheme, the sales agent will generate an additional potential fund of **EUR 1 500** per extra film declared in at least 3 countries participating in the MEDIA Programme, outside the country of origin of the films (as evidenced by distributor declarations to the MEDIA Programme Cinema Automatic scheme).

The amounts indicated above are provisional and may be subject to modification depending upon the budgetary resources available.

The generation stage is a method to calculate a maximum potential fund to be reinvested in new projects depending upon the budget available. The notification to the sales agent of the potential Fund generated does not constitute a claim on the European Commission/Agency.

Reinvestment Stage

Sales agents can present reinvestment actions starting from the deadline of the Call.

These actions will be processed by the Agency following the assessment of the “generation” phase of the fund, and will be treated on the basis and within the limits of the potential Fund generated by the sales agent as calculated and notified by the Agency.

The potential Fund can be reinvested:

1. In the meeting of Minimum Sales Guarantees for new European **non-national** films.
2. In the meeting of promotion and marketing costs for new European **non-national** films.

The potential Fund can be reinvested in one or several films. Reinvestments in Module 1 (MG) and in Module 2 (promotion costs) for the same film are allowed.

Beneficiaries wishing to reinvest (part of) their potential Fund should send to the Agency a request for reinvestment. Reinvestment actions must be approved by the Agency. Reinvestment of the potential Fund into completed actions is impossible.

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

Earliest start date of the action: The international sales contract/agreement with the producer can be signed at the earliest on the deadline of this Call.

Deadline for presentation of the reinvestment action: The reinvestment applications must be submitted to the Agency within 6 months of the signature of the international sales contract/agreement with the producer and no later than 1st March 2014.

The potential fund which is not reinvested by the beneficiary by the 1st March 2014 will be lost.

Expected Results

Improved cross border distribution of non national European films and increased cooperation between distributors and Sales Agents.

Support for some 40 Sales/distribution actions in favour of recent non national European Films.

The MEDIA contribution (grant) will be awarded by way of agreements for an action.

3.6. Digitisation of Cinemas

Dates of publication	Budget 2012
March 2012	See index 3.60 of the programming table

Objective of the Call for Proposals

The aim of the digitisation support is to facilitate the digital transition of cinemas screening European films by subsidising part of the side costs incurred by cinema owners and operators for investment in digital equipment.

Potential Beneficiaries

European exhibitors based in countries participating in the MEDIA Programme.

Eligibility Criteria

Eligible applicant

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

Only those cinemas shall be eligible:

That are first run cinemas (programming European films in first run, within a maximum period of twelve months after the first national release);

That have been open to the public for a minimum of three years;

That possess a ticketing and entry declaration system;

That have at least one screen and 70 seats;

That had at least 520 screenings per year for permanent cinema (i.e. cinemas in operation for a period of at least 6 months per year), 300 screenings per year for single screen theatres (30 screenings per month) and at least 30 screening per month for summer / open air cinemas (cinemas in operation for less than 6 months per year);

That had at least 20,000 cinema admissions where a normal ticket price was actually paid in the previous twelve months.

Applicants who have or will receive a projector from 3rd party integrator as a result of signing a VPF deal will not be eligible for support.

Eligible countries

Eligible applicants must be legal entities established in (and being controlled by a majority of individuals / shareholders from) one of the following countries:

Member States of the European Union.

Countries of the European Economic Area participating in the MEDIA Programme (Iceland, Liechtenstein, Norway).

Countries fulfilling the terms set out in Article 8 of Decision 1718/2006/EC (Switzerland and Croatia).

Eligible action

Support to the side costs linked to the purchase of a digital projector meeting the content security requirements for Digital Cinema Initiative (DCI) compliance.

Eligible Film Programming

Current programming: screenings of minimum 50 % European films of which at least 30% should be European non-national screenings per year.

A film is considered as European if it complies with the following definition:

Any recent work of fiction (including animated films) or documentary, with a minimum duration of 60 minutes, complying with the following conditions:

The work has been in majority produced by a producer or producers established in the countries participating in the MEDIA Programme. To be considered as the actual producers the production companies must be credited as such. Other elements such as creative control, ownership of exploitation rights and share of profits may also be taken into account to determine who the actual producer is;

and

The work must be produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA 2007 Programme. ‘Significant participation’ is defined as having more than 50% of the points on the basis of the table below, (e.g. having 10 or more points in the case of a work of fiction or the biggest share of points if the total is less than 19 as is normally the case for documentaries or animation films where all of the categories are not usually included in the credits):

+	Points
Director	3
Scriptwriter	3
Composer	1
Actor 1	2
Actor 2	2
Actor 3	2
Artistic Director / Production Designer	1
Director of photography	1
Editor	1
Sound	1
Shooting location	1
Laboratory	1
TOTAL	19

(+):European nationality of the involved staff..

Consisting of advertising, pornographic or racist material or advocating violence are not eligible for support.

Eligible proposals

Only those applications using the official forms, duly completed and with the original signatures required which are received within the specified period will be eligible.

Selection Criteria

Financial capacity

Applicants must declare on their honour that they have sufficient funds and financial capacity to execute the submitted project.

Operational capacity

The applicants should prove their operational capacity to complete the proposed activities. In order to permit an assessment of their operational capacity, organisations must submit, together with their applications:

The programming schedule of the last two years, including the titles of films, number of screenings, admissions, receiving other support for each European film, etc.

Award Criteria

Criteria	Points
European dimension	65
Number of projectors requested:	
1 projector <input type="checkbox"/>	7
2 projectors <input type="checkbox"/>	13
3 projectors <input type="checkbox"/>	25
Existence of national support mechanism	
No <input type="checkbox"/>	10
Yes <input type="checkbox"/>	0

Expected Results

- Improved access to Digital Distribution sites for the cross border distribution of non national European films.
- Support for the digitisation of some 100 screens per annum showing a high percentage of non national European films.

The MEDIA contribution (grant) will be awarded by way of grant decisions for beneficiaries from Member States of the European Union and agreements for an action for the other beneficiaries. The grant will take the form of a single payment of EUR 20.000 on the basis of the submission of an invoice showing that a projector has been bought.

4 PROMOTION

4.1. Market Access (including Promotion outside MEDIA countries)

Dates of publication	Budget 2012
Sept 2011- call for single grant agreement	<i>See index 4.10 of the programming table</i>
Sept 2011 – call for 3-year FPAs	

Objective of the Call for Proposals

The specific objectives of the present Call for Proposals are:

- To improve the circulation of European audiovisual works by ensuring that the European audiovisual sector has access to European and international professional markets.
- To encourage common actions between national film and audiovisual programme promotion organisations.

For the implementation of these objectives, particular attention will be paid to the specific needs of countries with a low audiovisual production capacity, as well as to the development of an independent European production and distribution sector, in particular small and medium-sized enterprises.

Priority will be given to actions, which shall maintain and develop the geographical diversity of the European programmes presented and of the European professionals participating, in particular of those coming from countries with a low A/V production capacity and from the EU Member states entered the EU in 2004 or later.

The operational objectives of the MEDIA Promotion/Access to Markets Support scheme are to improve the conditions of access for professionals to trade events and to professional audiovisual markets inside and outside Europe, to encourage and support the constitution of European catalogues and the setting up of databases of European programme catalogues intended for professionals, to encourage support for promotion from the pre-production or production phase and to encourage networking and coordination of European common actions.

Potential Beneficiaries

Proposals can be submitted either by an individual European operator or by a European network of national public or private operators specialised in promotion activities. This scheme is not intended to cater for the individual action(s) of a single company in support of their own products.

Eligibility Criteria

Eligible applicant

Applicants which benefit from the Programme shall be owned and shall continue to be owned, whether directly or by majority participation, by Member States and/or Member State nationals or nationals of the other European countries participating in the MEDIA Programme and registered in one of these countries.

Eligible countries

Eligible applicants must be legal entities established in (and being controlled by a majority of

individuals / shareholders from) one of the following countries:

Member States of the European Union.

Countries of the European Economic Area participating in the MEDIA Programme (Iceland, Liechtenstein, Norway).

Countries fulfilling the terms set out in Article 8 of Decision 1718/2006/EC (Switzerland and Croatia).

Eligible activities

Actions and their activities **taking place inside and/or outside Europe** are eligible.

Furthermore, only those applications corresponding to at least one of the 4 Actions described below will be considered as eligible:

Action 1. Access to markets for European professionals

Actions aiming at improving the conditions governing access by professionals to trade shows and professional audiovisual markets within and outside Europe and via specific technical and financial support schemes as part of the action, such as:

The main European and international cinema markets;

The main European and international television markets;

Thematic markets, particularly for animated films, documentaries, multimedia and new technologies.

Action 2. Promotion of European A/V and/or cinematographic works before and/or during the production phase

The promotion of the production and co-production of European A/V and/or cinematographic works, as from the development phase of the work in question. Such support will take the form of co-production and financing initiatives and events.

The setting up and launch of promotional initiatives for European A/V and/or cinematographic works in production, in order to facilitate their distribution at a European and international level.

Action 3. Computer-based Information tools on the A/V and cinematographic industry, intended for the professionals

Creation and development of a database and/or a network of databases of European programmes and/or professionals of the A/V industry, intended for professionals.

Creation and development of Information and/or Communication computer tools on the European A/V and/or cinema industry targeted at the professionals of this industry. This may take the form of internet websites and/or portals.

Action 4. Common European promotional activities

The implementation of common promotional activities organized by pan European promotion organisations representing at least 15 MEDIA countries, aimed at facilitating the promotion and circulation of European A/V and/or cinematographic works and the networking of European professionals.

Eligible proposals

To be eligible, the applications must:

- Be submitted using the official application forms,
- Include all the official forms, duly completed and signed by the applicant's legal representative,
- Be sent to the Agency by the relevant deadline (postmark will be taken as proof of timely sending),
- Include a signed, detailed, balanced and correctly calculated budget complying with all the conditions set out in this call for proposals, and
- Include all documents requested in the guidelines and application forms.

Selection Criteria

Only proposals fulfilling the following conditions will be taken into consideration:

The organisations should prove their financial capacity to complete the proposed activities.

The organisations should prove their technical capacity to complete the proposed activities.

Award Criteria

European dimension of the action	30 points
Impact on the Promotion & Circulation of European Audiovisual Works	30 points
Quality and Cost-effectiveness of the action plan submitted	25 points
Innovative aspects of the action	5 points
Promotion of European A/V works from countries with a low audiovisual production capacity	10 points
Total	100 points

Expected Results

Support of initiatives contributing to:

- An increased presence and diversity of European professionals, projects as well as finished works at markets and trade fairs inside and outside Europe.
- An increased circulation of market information, project and works inside and outside Europe
- In total the scheme aims at the support of 50 projects.

Two calls for proposals will be published in the framework of the 2012 work programme:

- Call for single grant agreement for which the MEDIA contribution will be awarded by way of

Annual Decisions for beneficiaries from Member States and by way of annual agreements for other beneficiaries.

- Call for framework partnership agreements for which the MEDIA contribution will be awarded by way of 3-year Framework Partnership Agreements for an action. In the framework of these partnership agreements, specific agreements will be issued in 2012.

In addition specific agreement for the second year of activities of the partners who have signed a 3-year framework partnership agreement under the Call EACEA 14/2011. The list of selected partners will be included in a future revision of this Work programme.

4.2. Festivals

Dates of publication	Budget 2012
September 2008 - Call for Proposals EACEA 18/2008 OJ C233 of 11.09.2008 September 2011 – call for single grant	<i>See index 4.20 of the programming table</i>

Objective of the Call for Proposals

The objectives of the Festival scheme are:

- To facilitate and encourage 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;
- To improve access to European audiovisual works for the European and international public.

The MEDIA Programme encourages European audiovisual festivals taking place in countries participating in the MEDIA Programme which:

- Place strong emphasis on European works in particular, works from countries of low audiovisual production capacity,
- Place strong emphasis on non-national European programming and geographic diversity of non-national European programming,
- Implement actions to secure non-national European professionals attendance,
- Develop actions to secure the presence of young audiences,
- Demonstrate progress in overall audience impact,
- Organize initiatives for media literacy (for example film education) in close cooperation with schools and other institutions, and
- Demonstrate a concrete, realistic and strategic development in artistic, organisational and financial terms.

Potential Beneficiaries

This call for proposals is aimed at audiovisual festivals taking place in MEDIA countries and presenting to the audience and the professionals a strong European programming.

Eligibility Criteria

Eligible applicant

Applicant must be European entities (private companies, non-profit organisations, associations, charities, foundations, municipalities/Town Councils, etc.), established in an eligible country and owned directly or by majority participation, by nationals from such countries or by participating countries. Natural persons may not apply for a grant.

Eligible countries

Eligible applicants must be legal entities established in (and being controlled by a majority of individuals / shareholders from) one of the following countries:

Member States of the European Union.

Countries of the European Economic Area participating in the MEDIA Programme (Iceland, Liechtenstein, Norway).

Countries fulfilling the terms set out in Article 8 of Decision 1718/2006/EC (Switzerland and Croatia).

Eligible activities

- Audiovisual Festivals starting between 1st May 2012 and 30 April 2013.
- Audiovisual festivals taking place in countries participating in the MEDIA Programme.

A minimum of 70% of the eligible programming presented to the public during the festival must originate in countries participating in the MEDIA Programme. At least 10 of such countries must be represented in the programming.

Eligible proposals

To be eligible, the applications must:

- Be submitted using the official application forms,
- Include all the official forms, duly completed and signed by the applicant's legal representative,
- Be sent to the Agency by the relevant deadline (postmark will be taken as proof of timely sending),
- Include a signed, detailed, balanced and correctly calculated budget complying with all the conditions set out in this call for proposals, and
- Include all documents requested in the guidelines and application forms.

Selection Criteria

Only proposals fulfilling the following conditions will be taken into consideration:

- The organisations should prove their financial capacity to complete the proposed activities.
- The organisations should prove their technical capacity to complete the proposed activities.

Award Criteria:

1. The European dimension of the programming	15%
2. Cultural and geographic diversity of the programming	20%
3. Quality and innovative nature of the programming	10%
4. Audience impact	30%
5. Impact on the promotion and circulation of European audiovisual works	15%
6. Film professionals' participation	10%

Expected results:

- Increased presentation of non-national European works.
- Increased audience impact.
- Increased promotion impact.
- Support for 90 Festival Projects.

The MEDIA contribution (grant) will be awarded by way of Decisions for beneficiaries from Member States and by way of annual agreements for other beneficiaries.

The fourth year of activities (of a maximum of four) of the 50 following partners, selected under the Call for Proposals 18/2008, will be committed and contracted in 2012.

Company Name	Event Name	Max amount YEAR 4
APORDOC-ASSOCIACAO PELO DOCUMENTARIO	Doclisboa-Festival International du Film Documentaire de Lisbonne	75.000 €
ASOCIATIA PENTRU PROMOVAREA FILMULUI ROMANESC	Transilvania International Film Festival	75.000 €
Association PREMIERS PLANS	Premiers Plans - Festival d'Angers	75.000 €
FILM- UND MEDIENFESTIVAL GMBH	Internationales Trickfilm Festival Stuttgart - Festival of Animated Film	75.000 €
STOWARZYSZENIE HORYZONTY NOWE	Era New Horizons Film Festival	75.000 €
FILMFEST s.r.o.	International Film Festival for Children and Youth - Zlin	75.000 €

AniFest s.r.o	International Festival of Animated Films AniFest	75.000 €
CANKARJEV DOM KULTURNI IN KONGRESNI CENTER	Ljubljana international Film Festival	75.000 €
ZERO EM COMPORTAMENTO, ASSOCIACÃO CULTURAL	IndieLisboa - International Independent Film Festival	75.000 €
ENTIDAD MERCANTIL ARTISTICO-MUSICAL TEATRO MUNICIPAL JOVELLANOS DE GIJON, S.A.	Festival Internacional de cine para jovenes, Gijon	75.000 €
ART FEST LTD	Sofia International Film Festival	75.000 €
HANSESTADT LÜBECK	Nordische Filmtage Lübeck	75.000 €
CROSSING EUROPE FILMFESTIVAL GEMEINNÜTZIGE GesmbH	Crossing Europe Film Festival	75.000 €
POOL PRODUCTION GmbH	FilmFestival Cottbus - Festival of East European Cinema	75.000 €
ENTE MOSTRA INTERNAZIONALE DEL CINEMA LIBERO (ONLUS)	Il Cinema Ritrovato	75.000 €
FESTIVAL INTERNATIONAL DU CINEMA MEDITERRANEEN DE MONTPELLIER	Festival International du Cinéma Méditerranéen de Montpellier	75.000 €
CLOVEK V TISNI, O.P.S.	One World - International Human Rights Documentary Film Festival	67.521 €
INTERNATIONALES FILMFEST BRAUNSCHWEIG e.V	Braunschweig International Film Festival	63.000 €
KURZFILMAGENTUR HAMBURG e.V.	Internationales KurzFilmFestival Hamburg	60.000 €
TAMPEREEN ELOKUVAJUHLAT - TAMPERE FILM FESTIVAL RY	Tampere Film Festival	60.000 €
KRAKOWSKA FUNDACJA FILMOWA	Kracow Film Festival	58.212 €
FOLIOSCOPE	Anima	57.000 €
UN SOIR...UN GRAIN	Festival du Court Métrage de Bruxelles	55.500 €
FESTIVAL CINEMA D'ALES	Festival Cinéma - Itinérances	53.850 €
FESTIVAL DEI POPOLI ISTITUTO ITALIANO PER IL FILM DI DOCUMENTAZIONE SOCIALE ONLUS	Festival dei popoli - International Documentary film festival	52.500 €

LE FESTIVAL DU FILM EUROPEEN DE BRUXELLES	Brussels Film Festival	52.500 €
THESSALONIKI FILM FESTIVAL	Thessaloniki Documentary film festival- Images of the 21th century	52.500 €
LEEDS CITY COUNCIL	Leeds International Film Festival	48.174 €
LA FABRICA DE CINEMA ALTERNATIU	L'alternativa, Festival de Cinema Independent de Barcelona	46.500 €
AYUNTAMIENTO DE SEGOVIA	Muestra de Cine Europeo Ciudad de Segovia	45.000 €
ESPOON ELOKUVAJUHLAT RY	Espoo Cine International Film Festival	45.000 €
FILMINITATIVE DRESDEN e.V.	Filmfest Dresden - International Short Film Festival	45.000 €
KINO PAVASARIS	Vilnius International Film Festival "Kino Pavasaris"	45.000 €
KINO ALJANSAS	European Film Forum SCANORAMA	43.443 €
FONK	International Short Film Festival Leuven	37.500 €
INTERFILM BERLIN MANAGEMENT	International Short Film Festival Berlin	37.500 €
JOURNEES CINEMATOGRAPHIQUES D'AMIENS	Festival International du film d'Amiens	37.500 €
ASOCIACION MECAL	International Short Film Festival of Barcelona	30.000 €
ASSOCIATION DE GESTION DU CINE-JEUNE DE L' AISNE, FESTIVAL INTERNATIONAL DE CINEMA	Festival Cine-Jeune de l'Aisne	30.000 €
BERGAMO FILM MEETING	Bergamo film meeting	30.000 €
BUFF, BARN OCH UNGDOMSFILMFESTIVAL I MALMÖ	BUFF	30.000 €
FILMLADEN KASSEL e.V	Kassel Documentary Film and Video Festival	30.000 €
KULTURFÖRENINGEN FÖR FILMFESTIVAL I UPPSALA	Uppsala International Short Film Festival	30.000 €
OULUN ELOKUVAKESKUS RY	Oulu International Children's Film Festival	30.000 €
STICHTING HOLLAND ANIMATION	Holland Animation Film Festival	30.000 €

FILM FESTIVAL		
EUROPEES JEUGDFILMFESTIVAL VLAANDEREN	Europees Jeugdfilmfestival Vlaanderen	27.750 €
L'ASSOCIATION DU FESTIVAL DU FILM POUR L'ENFANCE (L'AFFE)	Plein la Bobine, Festival de cinéma Jeunes Publics du Massif du Sancy	25.500 €
ARTECOLICA	Circuito Off Venice International Short Film Festival	25.000 €
FANTASTISK FILM FESTIVAL	Fantastisk Film Festival	25.000 €
JAVNI ZAVOD KINODVOR	International Animation Film Festival Animateka	25.000 €
Total budget 2012		2 631 450 €

4.3. Stands

See Part C. "Calls for Tender" below.

4.4. Organisation of "European Rendez-vous" – Cannes

See Part D. "Negotiated Procedure Contract (art. 126.1(b) of the IR)" below.

5 TECHNOLOGICAL DEVELOPMENT

5.1. Pilot Projects

Dates of publication	Budget 2012
January 2012	<i>See index 5.10 of the programming table</i>

Objective of the Call for Proposals

The call for proposals will cover the following areas:

- Distribution: new ways of distributing and promoting European content via non linear services;
- Open Media Production Environment;
- Distribution - Promotion & Marketing: the use of web techniques to develop local Cinema Communities.
- "Audiovisual Junction Media Portal" to widen and improve the access and the exploitation of structured information of European audiovisual content across multiple databases.

Potential Beneficiaries

This call for proposals is aimed at existing companies and organisations registered in one of the participating countries.

The operators will be companies and organisations from the audio-visual industry and from related industries, in particular: content providers (producers, directors, managers, sales agents, distributors), exhibitors, broadcasters, marketing experts, rights holders, equipment manufacturers, data transport companies, technology integrators, leasing companies, representative organisations from all sectors concerned (production, distribution, exhibition) and funding bodies.

Eligibility Criteria

Eligible applicants

Existing companies and organisations registered in one of the eligible countries whose activities contribute to the realisation of the objectives of the call. These organisations must be owned directly or by majority participation (i.e. majority of shares), by nationals from eligible countries, and continues to be owned, whether directly or by majority participation, by nationals from these countries.

Eligible countries:

Eligible applicants must be legal entities established in (and being controlled by a majority of individuals / shareholders from) one of the following countries:

Member States of the European Union.

Countries of the European Economic Area participating in the MEDIA Programme (Iceland, Liechtenstein, Norway).

Countries fulfilling the terms set out in Article 8 of Decision 1718/2006/EC (Switzerland and Croatia).

Eligible Target Groups:

Companies and organisations from the audiovisual and related industries, in particular: content providers (producers, directors, managers, sales agents, distributors), exhibitors, broadcasters, marketing experts, rights holders, equipment manufacturers, data transport companies, technology integrators, leasing companies, representative organisations from all sectors concerned (production, distribution, exhibition) and funding bodies.

Applicant companies have to give proof of their legal status to allow the creation of a Legal Entity Form.

Minimum European Dimension

Proposed projects will have to offer a minimum European dimension, which will be assessed on the basis of the following criteria: the origin of the content and the target audience. This should be quantified as at least four countries participating in the MEDIA Programme and at least three languages, as appropriate.

In the conception and/or implementation of the activities the contractor will co-operate with partners from other participating countries; these partners have to be identified and their role has to be described in the application. They will be qualified as co-beneficiaries for the implementation of the Agreement

Actions must co-operate with other selected actions where appropriate with a view to allow the exchange of know-how and of best practices.

Eligible Activities:

- Distribution: new ways of creating and distributing European audiovisual content via non linear services

New emerging digital technologies will make personalised and interactive access to audio-visual works increasingly possible. The purpose of the project is to encourage at a European level, innovative ways of creating and distributing European audiovisual works (fiction, creative documentaries, animation, multimedia, alternative content and archival material) via non linear services. Projects selected under this action line should demonstrate the implementation of an interactive multilingual service. Tools for content selection, filtering, pricing must be integrated in the distribution system and should be user-friendly.

- Open Media Production Environment

The emergence of virtual and automated integrated workflows based on open standards for the production and exchange of content has a far reaching effect for all areas of the audiovisual industry. New powerful tools in the production area using service oriented central resources and parallel workflows can be designed with high level of inter-operability.

The competitiveness of the European Industry depends on its ability to meet the multiplicity of needs by using new methods of creating and/or exploiting content. The specification of an open media collaborative production environment will improve the efficiency of both the production and the exploitation of content.

The action should specify the global architecture required, synergies and complementarities, as well as the extent of interoperability, inside an open design facilitating networked (co-) production at the local and/or European level (pre-production/creation; (co-) production; post production, exploitation).

The purpose of such an action is to encourage the production of content within an integrated semantic environment by production companies. Access to such content to all involved should be facilitated by the use of graphical user interfaces and intuitive navigation tools. This will assist the collaborative process.

Actions to be selected under this action line should demonstrate their ability to handle semantic concepts and promote the use of open exchange standards and common practices at the European level.

In addition to Technological partners, they should involve a broad based grouping of stake holders such as Producers, Distributors and the main users involved in the production process.

The application should clearly specify the project milestones, deliverables, timetable and how the eventual result would be made available on the widest possible basis.

Suitable actions should have a clear and achievable focus in the creation and/or exploitation of content or within a specific production type.

- Distribution - Promotion & Marketing: the use of web techniques to develop local Cinema Communities

Recent developments in the audiovisual industry have left many local European Cinemas, especially in smaller communities, in an increasingly threatened position. Traditional marketing and communication techniques are insufficient to attract a large audience for the exhibition and

promotion of European Content.

Recent developments in internet based applications and communities (social media) offer new avenues for building dedicated web communities around local cinemas.

An application or suite of applications and/or services utilising newer Web based techniques to identify and encourage the potential local audience for cinema to join an on line community. The focus of the community should be to promote a mutual interest in European Content, inter-connect audiences and inform independent distributors and exhibitors of their interests.

Actions should have the effect of encouraging the development of diversified programming at the local level, increasing attendance rates for the participating cinemas and foster the exploitation of new digital exhibition technologies (e.g. Cinema On Demand).

Actions should offer a range of communications tools for the web and handheld devices. Attention should be given to ensuring the user interface is simple, intuitive and engaging.

Potential applicants are encouraged to seek other forms of income for any action including advertising and sponsorship designed either to deliver an open source solution or to significantly lower any entry cost barrier for disadvantaged local cinemas.

- “Audiovisual Junction Portal” to widen and improve the access and the exploitation of structured information of European audiovisual content across multiple databases.

Technologies based on semantic standards for search and retrieval can make access to audiovisual content easier and more effective. This is the case for junction portals based on semantic search technologies. Those technologies provide the means to unlock knowledge from closed environments, local data stores and proprietary formats so that resources can be accessed, shared, combined, updated, and stored through a specific web design user interface.

This offers significant opportunities for digital distribution, culture and entertainment, for intuitive and intelligent navigation tools because semantic technologies are able to handle multilingual search, user’s profile and interface multiple databases. This offers the ability to meet the multiplicity of needs and requirements of different users by exploitation of new methods of identifying, accessing and delivering information and audiovisual content.

The purpose of such a project is to encourage the creation of a dynamic and comprehensive portal for audiovisual content for professionals and/or users. Projects to be selected under this action line should demonstrate the ability to aggregate a large number of active participants in a coherent and structured manner. The project should have a clear goal with milestones, a defined target audience and present a business model setting out how the project will succeed and be financed. Participants shall include such entities as Broadcasters, Producers, Distributors, Sales Agents, Brokerage Agencies, Festivals and professional Databases etc.

The Project should aim to demonstrate multi-functionality for accessing networked databases and promote the use of open standards and common practices (harvesting protocols and agreements). The multi-functionality in this context may include such features as:

Providing access and information for programme creation, distribution and broadcasting including new digital delivery contexts;

Facilitating the collection of information on rights;

Facilitating user access to the widest possible range of programming available.

Links to areas covered by projects which have received funding under a previous MEDIA Pilot Project Call for Proposals.

Eligible proposals

Only those applications using the official forms, duly completed and with the original signatures required which are received within the specified period will be eligible.

Selection Criteria

Only the proposals fulfilling the following conditions will be given further consideration:

- Applicant companies must provide proof of their financial capacity to realise the project;
- Applicant companies must provide proof of their operational capacity to realise the project.

Award Criteria

Each submitted eligible project will be assessed in the light of the following equally weighted award criteria:

Award criteria pertaining to the content of the activity	40%
<ul style="list-style-type: none"> • Relevance of the activity with respect to the Programme’s objectives: the programme may support pilot projects to ensure that it adapts to market developments, with a particular emphasis on the introduction and utilisation of information and communication technologies.³ 	20%
<ul style="list-style-type: none"> • European Dimension of the activity: <ul style="list-style-type: none"> • The origin of the content <u>and</u> the target audience. • The extent of partners, from other participating countries, involved in the conception and/or implementation of the project. These partners have to be identified and their role has to be described in the application. 	20%
Award criteria pertaining to the feasibility and coherence of the work plan.	60%
The quality and appropriate nature of the technology proposed will be taken into account in the scoring of each of the following criteria:	
<ul style="list-style-type: none"> • Clarity of objectives and target groups 	15%
<ul style="list-style-type: none"> • Clarity and consistency of the general design of the project and likelihood of attaining the desired goals within the project's period 	15%
<ul style="list-style-type: none"> • Cost effectiveness of the project 	10%
<ul style="list-style-type: none"> • Experience of the participating organisations and quality of the management plan of the project 	10%
<ul style="list-style-type: none"> • Quality and effectiveness of the plan for dissemination of the results 	10%

³ Decision No 1718/2006/EC Official Journal L327/12 of 24 November 2006.

Expected Results

It is expected that the projects selected for funding will contribute to the development of business models which will be based on the use of new information and telecommunications technologies.

The MEDIA contribution (grant) will be awarded by way of agreements for an action.

6 NEW ACTIONS

6.1. Access to Finance

Dates of publication	Budget 2012
N/A	<i>See index 6.10 in the programming table</i>

The MEDIA Production Guarantee Fund is aimed at facilitating access to private sources of financing for SMEs and guaranteeing part of the loan granted by financial institutions to banks for film productions. The total amount concerned by this action is € 8 million over the period 2010-2013 of the MEDIA 2007 Programme, subject to the availability of appropriations on the budget line 15 04 66 01.

Following a Call for Expressions of Interest published on 2/1/2010 and by way of Decision C(2010)6344 final of 21.09.2010, the Commission delegated the task to set up and implement on its behalf the MEDIA Production Guarantee Fund to the following third party organisations (indirect centralised management according to Article 54(2)(c) of the Financial Regulation):

Institut pour le Financement du Cinéma et des Industries Culturelles (Paris, France);

Sociedad de Garantía recíproca para el Sector Audiovisual (Madrid, Spain).

In 2012 the maximum contribution authorised is set at € 2 million: € 1 million for each of the selected third party organisations.

6.2 On line Distribution – (Video on Demand & Digital Cinema Distribution)

Dates of publication	Budget 2012
January 2012	<i>See index 6.20 in the programming table</i>

Objective of the Call for Proposals

The Video on Demand (VoD) and Digital Cinema Distribution (DCD) scheme constitutes one of the ways in which the MEDIA programme ensures that the latest technologies and trends are incorporated into the business practices of beneficiaries of the programme. Digital technologies have made European audiovisual works more easily accessible outside their country of origin thanks to new ways of transporting audiovisual content. The competitiveness of the audiovisual content industry in Europe will strongly depend on the use of these new technologies at the distribution stage.

The main objective of this scheme is to support the creation and exploitation of catalogues of European works to be distributed digitally across borders to a wider audience and/or to cinema exhibitors through advanced distribution services, integrating where necessary digital security systems in order to protect online content. This Call for Proposals encourages the European audiovisual industry to adapt to new developments in digital technology.

The Digital & On Line environment is a powerful but unforgiving environment. Competition for attention is severe and with hours of content being added every second, careful planning and execution is required to bring European content to the attention of the largest possible audience. Applicants will have to demonstrate they have understood the medium clearly and present a coherent catalogue, business plan and editorial strategy. They must have a well developed, appropriate and targeted marketing strategy capable of attaining the goals set out in their application.

Potential Beneficiaries:

The scheme is aimed at rights holders of European audiovisual works (i.e. independent European production and distribution companies), cinema networks and European operators making European content available.

Rights holders are encouraged to form consortia and platforms providing end-users with access to a significant number of European audiovisual works.

Eligibility Criteria:

Eligible applicants

European organisations registered in an eligible country, which have as their main activity audiovisual production, distribution, exhibition and aggregation. These organisations must be owned directly or by majority participation (i.e. majority of shares), by nationals from eligible countries, and continues to be owned, whether directly or by majority participation, by nationals from these countries.

Broadcasters and telecommunication companies (i.e. companies having as one of their main activities broadcasting and/or telecommunication activities) are not eligible, neither as an applicant, nor as a co-beneficiary for the purposes of this Call for Proposals.

Any applicant or group of applicants must not have majority control (either in shareholding or commercial terms) by a broadcaster and/or a telecommunications company.

Majority control is considered to occur when more than 25% of the company's share capital is held by a single broadcaster or telecommunications company (50% when several broadcasters or telecommunications companies are involved) or when, over a three-year period, more than 90% of the company's revenue is generated in co-operation with a single broadcaster or telecommunications company.

The Agency reserves the right to apply this criterion by taking into account the specific characteristics of the different audiovisual and/or legal systems of the Member States and other participating countries.

Applicant companies have to give proof of their legal status sufficient to allow the creation of a Legal Entity Form.

Eligible countries

Eligible applicants must be legal entities established in (and being controlled by a majority of individuals / shareholders from) one of the following countries:

Member States of the European Union.

Countries of the European Economic Area participating in the MEDIA Programme (Iceland, Liechtenstein, Norway).

Countries fulfilling the terms set out in Article 8 of Decision 1718/2006/EC (Switzerland and Croatia).

Eligible actions

Minimum European dimension

Proposed projects will have to offer a European dimension, which means that the offered content must include audiovisual works from at least five eligible countries representing at least five different eligible languages (the official languages of the European Union, Norwegian, Icelandic and Croatian). No more than 40% of the content (in programme hours) may come from a single territory. This criterion must be fulfilled at the start, and for the duration of the action.

Eligible content

For the purposes of this Call for Proposals there are two types of Eligible Content i.e. *Core Content* and *Alternative Content* :

Core Content, i.e. fiction, animation and creative documentary (according to the MEDIA Programme's objectives), including feature films (i.e. feature length films), TV films or series and short films

Alternative Content (making ofs, operas, concerts, performances...)

The following programmes will not be considered as eligible content: flow programming (news programmes, current affairs, reportages, "how-to" documentaries, DIY, talk shows, cooking lessons, sports events...), commercials, programmes promoting tourism. Audiovisual works consisting of advertising, pornographic, racist material or advocating violence are not eligible for support.

Potential beneficiaries should have an adequate balance between the two in any Video on Demand (VoD) proposal. In order for a VoD proposal to be eligible, the content of the VoD catalogue must consist of at least 60% of Core Content.

In Digital Cinema Distribution (DCD) proposals, only Core Content will be considered as eligible.

The content must be European. No restrictions concerning the year of copyright apply.

- The work must be majority produced by companies established in one or more eligible countries; and
- The work must be produced with the significant participation of professionals who are nationals/residents of eligible countries. 'Significant participation' is defined as having 10 or more points on the basis of the table below, (or the biggest share of points if the total is less than 19 in the case of documentaries or animation films):

+	Points
Director	3
Scriptwriter	3
Composer	1
Actor 1	2
Actor 2	2

Actor 3	2
Artistic Director/Production Design	1
Director of Photography	1
Editor	1
Sound	1
Shooting location	1
Laboratory	1
Total	19

(+):European nationality of the involved staff..

Eligible activities

2 types of services are eligible:

Video on Demand (Business to Consumers-"B2C")

- Video on Demand (VoD): Service enabling individuals to select audiovisual works from a central server for viewing on a remote screen by streaming and/or downloading. N.B. B2B projects do not correspond to an eligible activity for support to Video on Demand.

Digital Cinema Distribution (Business to Business-B2B)

- Digital Cinema Distribution (DCD): Digital delivery (to an acceptable commercial standard) of "core content" to cinemas for theatrical exploitation (via hard disc, satellite, online...).

Eligible proposals

Only those applications using the official forms, duly completed and with the original signatures required which are received within the specified period will be eligible.

Selection Criteria

Only the proposals fulfilling the following conditions will be given further consideration:

- Applicant companies must provide proof of their financial capacity to realise the project;
- Applicant companies must provide proof of their operational capacity to realise the project.

Award Criteria

Award Criteria	Scoring
<p>Catalogue and Editorial line</p> <p>Will be taken into account the extent and scope of the programmes in the catalogue and the editorial line of the catalogue.</p>	<p>10%</p>
<ul style="list-style-type: none"> • Extent and scope of the programmes in the catalogue • Editorial Line/Policy 	<p>5%</p> <p>5%</p>
<p>European dimension of the catalogue</p> <p>Will be taken into account: Cross-border & Cross-language Distribution and the content from countries with a low production capacity.</p>	<p>20%</p>
<ul style="list-style-type: none"> • Cross-border & language Distribution - Inward & Outward • Distribution of content from countries with a low production capacity 	<p>10%</p> <p>10%</p>
<p>Quality and cost-effectiveness of the Business Model submitted</p> <p>Will be taken into account: the quality of the Business Model, the Cost-Effectiveness and the quality of the Marketing Plan.</p>	<p>20%</p>
<ul style="list-style-type: none"> • Quality of the Business Model • Cost-Effectiveness of the submitted project 	<p>10%</p> <p>10%</p>
<p>Marketing Strategy</p> <p>Will be taken into account the overall concept, techniques and tools deployed (e.g. Web 2.0 etc.) and the appropriate nature of the plan measured against the expected results.</p>	<p>20%</p>
<ul style="list-style-type: none"> • Quality of the Marketing Plan • Coherence of the Marketing Plan with the Catalogue, Editorial Line/policy and the marketing plan 	<p>10%</p> <p>10%</p>
<p>Innovative aspects of the action</p> <p>Will be taken into account: the new ideas and solutions presented in the action plan.</p>	<p>10%</p>
<p>Grouping and Networking Dimension</p> <p>Will be taken into account: the extent of the partnership and the exchange of knowledge within the partnership.</p>	<p>10%</p>
<ul style="list-style-type: none"> • Number of partners and impact of their contribution to the overall catalogue • Exchange of commercial knowledge within the partnership 	<p>5%</p> <p>5%</p>

Target audience and Potential impact	
Will be taken into account: the size of the targeted audience and the number of countries targeted.	10%
• Size of the potential audience	5%
• Number of territories with an effective marketing strategy	5%

Expected Results

It is expected that the projects selected for funding will contribute to the development of new methods of distributing European films and (based on the use of new information and telecommunications technologies) assist the sector to reach the widest possible audience. In addition by acting as a "choice liberator" the introduction of widespread VoD and DCD services offering a range of European films will enable the audience to access a wider range of films from participating countries thus contributing to the cultural diversity of the available offers on the market.

The MEDIA contribution (grant) will be awarded by way of Decisions for beneficiaries from Member States and by way of annual agreements for other beneficiaries.

In addition, the MEDIA contribution (grant) will be awarded by way of specific agreement for the second year of activities of the partners who have signed a 3-year framework partnership agreement under the Call EACEA 06/2011. The list of selected partners will be published in the revision of this Work programme.

C. Calls for tender

4.3. Stands

Dates of publication	Budget 2012
N/A	<i>See index 4.30 in the programming table</i>

Call for Tender EACEA 03/2008 for the provision of stands services and promotional activities at the major audiovisual markets resulted in a framework contract awarded on the 29 April 2009. Promotional activities including four separate specific contracts within the framework will be awarded in 2012 for stands at the Berlin Film Market, MIPTV, Cannes Film Festival and the MIPCOM.

D. Negotiated Procedure Contract (art. 126.1(b) of the IR)

4.4. Organisation of "European Rendez-Vous" - Cannes

Dates of publication	Budget 2012
N/A	<i>See index 4.40 in the programming table</i>

The « Rendez-Vous Européen » is a major event organised annually in the context of the Cannes International Film Festival, providing the Commission with a unique opportunity to promote its audiovisual policy and the MEDIA Programme among professionals from Europe and the world.

During this event the Commissioner meets with prominent European film directors and attends a conference destined to the professionals of the audiovisual industry in Europe, at the same time this

event will help in improving the European and international public's access to European audiovisual with other communication and promotion activities with high-visibility to the public.

As the « Association Française du Festival International du Film » (AFFIF) is the exclusive owner of the marks « FIF » (Festival International du Film) and « MIF » (Marché International du Film), the AFFIF is the only partner able to provide to the Commission the entirety of services with required quality (separation of side services to separate contracts would lead to logistic problems when implemented at the same time in the same venue). Therefore, the use of an open tender procedure is not possible. It is envisaged to use a negotiated procedure, as provided under Article 126.1(b) of the Implementation Rules, for the award of this contract.

E. CONTRIBUTIONS TO BODIES WITHIN THE MEANING OF ARTICLE 54.2(C)⁴ AND TO BODIES OF WHICH THE EU IS MEMBER

7.1. Financial contribution to the MEDIA Desks/Antennae

With respect to the interventions which correspond to the following line of the programming table 7.1 - (*see index 7.10*).

The Decision on the implementation of the MEDIA 2007 programme (Article 12) and in particular the annexes to this Decision indicate that "*the Commission, acting directly in concert with the Member States, shall establish a European network of MEDIA Desks and MEDIA Antennae, which will operate as an implementing body at national level in accordance with Article 54(2) (c) and (3) of Regulation (EC, Euratom) N° 1605/2002*".

Objectives of co-financing

The credits available will be used as follows:

- Informing professionals in the audiovisual sector about the various types of aid available under European Union policies.
- Publishing and promoting the programme.
- Encouraging the greatest possible participation by professionals in the programme's activities.
- Helping professionals to present their projects in response to calls for proposals.
- Encouraging cross-border cooperation between professionals, institutions and networks.
- Supporting the Commission in liaising with the various support bodies in the Member States in order to ensure that the programme's activities complement national support measures.
- Making data on notional audiovisual markets available to interested parties.

Designated Beneficiaries

MEDIA Desks: (32)

The MEDIA Desks of the following countries:

⁴ Action 6.1 will also be implemented through indirect centralised management

Austria
Belgium FR
Belgium NL
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Iceland
Ireland
Italy
Latvia
Lithuania
Luxembourg
Malta
Norway
Poland
Portugal
Romania
Slovakia
Slovenia
Spain

Sweden

Switzerland

The Netherlands

United Kingdom

and

MEDIA Antennae: (12)

The MEDIA Antennae of the following cities:

München (DE)

Düsseldorf (DE)

Berlin (DE)

Barcelona (ES)

Sevilla (ES)

San Sebastian (ES)

Strasbourg (FR)

Marseille (FR)

Galway (IE)

Torino (IT)

Glasgow (UK)

Cardiff (UK),

Selected by agreement between the member countries and the Commission. The contractors are the Ministries of Culture, institutions (Cinema Institutes) or professional organisations/associations. At least 50% of the co-financing notwithstanding the MEDIA 2007 budget comes from other public sources (Ministries or Regions).

Amount and maximum rate of European Union co-financing

The MEDIA Desks and Antennae in all the member countries of the MEDIA Programme will be financed in 2012 with a maximum European Union contribution of 50% for a total amount of **€ 3,844,325**.

Expected Results

- Greater transparency of the programme (information/dissemination of results etc).
- More information for industry professionals.

- Greater participation from each Member State.
- Meaningful coordination between producers from different countries (coproduction).

7.2. European Audiovisual Observatory (EAO)

With respect to the interventions which correspond to the following line of the programming table 7.2 - (see index 7.20).

The Decision on the implementation of the MEDIA 2007 programme (Article 17) and in particular the annexes to this Decision indicate that "*the programme provides the legal basis for the expenditure necessary to monitor European Union audiovisual policy measures. It provides for the European Union to continue participating in the Observatory*".

As all members of the European Audiovisual Observatory (EAO), the European Union contributes to its operating costs through an annual membership fee (art.108.2(d) FR).

Indicative amount rate of European Union co-financing

The European Union will contribute to the budget of the European Audiovisual Observatory in 2012 with an indicative amount of **€ 250,000**.

Expected Results

Increased transparency and dissemination of information concerning the European audiovisual market can make operators in the sector, and especially SMEs, more competitive. This should encourage private investors' confidence by improving understanding of the industry's potential. This also makes it easier for European Union action to be evaluated and followed up. Participation by the European Union in the European Audiovisual Observatory should help it to achieve these aims.

PROGRAMMING TABLE FOR 2012
Budget Line 15 04 66 01
Title: MEDIA 2007

Appendix 1

	EUR-27	EFTA/EEA	C4/C5*	THIRD COUNTRIES	Total
Commitment appropriations	106.752.000,00	2.775.552,00	21.515,00	6.232.933,00	115.782.000,00

WPI (***)	Strands / Actions	Budget	Mode of Implementation	Indicative / planned number of interventions	Average contribution / intervention	Maximum rate of cofinancing	Publications of calls	Grant Agreement / Grant Decision (****)
	1. Training							
1.10	1.1. Initial Training	2.000.000,00	CFP-EA	20	100.000,00	75%	na	AGR
1.20	1.2. Continuous Training	7.000.000,00	CFP-EA	60	116.666,67	60%	janv-12	AGR
	2. DEVELOPEMENT							
2.10	2.1 Support for Single Projects	7.000.000,00	CFP-EA	180	38.888,89	60%	sept-11	AGR/DEC
2.20	2.2 Support for Slate Funding	10.000.000,00	CFP-EA	70	142.857,14	50%	sept-11	AGR/DEC
2.30	2.3 Support for Interactive Works	2.500.000,00	CFP-EA	20	125.000,00	60%	sept-11	AGR/DEC
2.40	2.4 Initiative i2i	3.000.000,00	CFP-EA	80	37.500,00	60%	oct-11	AGR
	3. DISTRIBUTION							
3.10	3.1 Distribution Cinema Selective	12.250.000,00	CFP-EA	300	40.833,33	50%	sept-11	AGR
3.20	3.2 TV Broadcasting	10.800.000,00	CFP-EA	80	135.000,00	20%	oct-11	AGR
3.30	3.3 Cinema Network	11.300.000,00	CFP-EA	1	11.300.000,00	60%	mars-12	AGR
3.40	3.4 Distribution Cinema Automatic	18.977.675,00	CFP-EA	500	37.955,35	60%	Feb-10, April-11 & Dec-11	AGR
3.50	3.5 Sales Agents	1.000.000,00	CFP-EA	40	25.000,00	50%	Feb-10; April-11 & Dec-11	AGR
3.60	3.6. Digitisation of Cinemas	2.000.000,00	CFP-EA	100	20.000,00	60%	mars-12	AGR/DEC
	4. PROMOTION							
4.10	4.1 Market Access (including Promotion outside MEDIA countries)	7.010.000,00	CFP-EA	50	140.200,00	50%	sept-11	AGR/DEC
4.20	4.2 Festivals	3.500.000,00	CFP-EA	90	38.888,89	50%	Sept-08 & Sept-11	AGR/DEC
4.30	4.3 Stands	2.600.000,00	PP-EA	6	433.333,33	100%	nov-08	na
4.40	4.4 "European Rendez-vous" - Cannes	250.000,00	Art.126 1(b) IR	1	250.000,00	100%	avr-12	na
	5. TECHNOLOGICAL DEVELOPMENT							
5.10	5.1 Pilot Projects	1.500.000,00	CFP-EA	4	375.000,00	50%	janv-12	AGR
	6. NEW ACTIONS							
6.10	6.1 Access to Finance	2.000.000,00	Art.54.(2) FR	2	1.000.000,00	100%	na	na
6.20	6.2 On Line Distribution	7.000.000,00	CFP-EA	20	350.000,00	50%	janv-12	AGR/DEC
	7. ACTIONS FOR THE SECTEUR							
7.10	7.1 MEDIA Desks/Antennae	3.844.325,00	Art.54.(2) FR	44	87.371,02	50%	na	AGR
7.20	7.2 European Audiovisual Observatory	250.000,00	CONTR	1	250.000,00	50%	na	na
	Total	115.782.000,00		1.669				

(*) Estimate
(**) Pursuant to Article 83 of the Financial Regulation, the appropriations may also finance the payment of default interest
(***) WPI: Work Programme Index
(****) AGR - Grant covered by a written agreement / DEC - Grants covered by a decision

CFP: Grant awarded with a call for Proposals
PP: Public Procurement
CONTR: Contributions paid by the EU as subscriptions to bodies of which they are members - Art. 108.2(d) FR
na: not applicable

CFP-EA:	Actions implemented by the Executive Agency EACEA
PP-EA	