



Education and Culture DG

2011 annual work programme for the MEDIA 2007 programme

(European Commission C(2010)5756 of 24 August 2010)

SUMMARY

MEDIA 2007 Programme – Adoption of an annual work programme on grants and contracts for the financial year 2011

This Commission Decision adopting the annual work programme for the year 2011 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 2010 and in 2011, but with an impact on the 2011 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 2011 without substantive amendments, is to launch the selection procedures during 2010 to enable the authorising officer to take the individual decisions on the award of grants and contracts at the beginning of 2011, provided that they comply with the work programme within the set flexibility thresholds. In case a Comitology opinion is required, 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;
- cover the annual EU contribution to the budget of the European Audiovisual Observatory (EAO);
- grant financial contributions to Conferences organised by the Member States holding the Presidency of the European Union in 2011 in the field of activity covered by the MEDIA 2007 Programme;
- 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).

ZUSAMMENFASSUNG

Programm MEDIA 2007 – Annahme des Jahresarbeitsprogramms 2011 für Finanzhilfen und öffentliche Aufträge

Der vorliegende Beschluss der Kommission zur Annahme des Jahresarbeitsprogramms 2011 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 2010 und im Jahr 2011 veröffentlicht werden, sich jedoch nur auf das Haushaltsjahr 2011 auswirken. Der Beschluss gilt als Finanzierungsbeschluss im Sinne von Artikel 75 der Haushaltsordnung.

Zweck dieses Beschlusses ist es, im Laufe des Jahres 2010 die Auswahlverfahren in die Wege zu leiten – vorausgesetzt, der Haushalt 2011 wird ohne substantielle Änderungen angenommen –, damit der Anweisungsbefugte die Möglichkeit erhält, zu Beginn des Jahres 2011 über die Vergabe von Finanzhilfen und öffentlichen Aufträgen individuell zu entscheiden, sofern diese mit dem Arbeitsprogramm innerhalb der festgelegten Flexibilitätsspanne übereinstimmen. Ist eine Komitologie-Stellungnahme notwendig, so wird die Kommission über die einzelnen Finanzhilfen entscheiden.

Sobald die Haushaltsbehörde den Haushalt angenommen hat, werden die im Rahmen der Haushaltlinie 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;
- Finanzierung des jährlichen Beitrags der EU zum Haushalt der Europäischen Audiovisuellen Informationsstelle;
- Gewährung von Finanzhilfen für Konferenzen, die von den Mitgliedstaaten veranstaltet werden, die im Jahr 2011 die EU-Präsidentschaft innehaben, im Tätigkeitsbereich des Programms MEDIA 2007;
- 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).

RÉSUMÉ

Programme MEDIA 2007 – Adoption d'un programme de travail annuel concernant les subventions et les marchés pour l'exercice financier 2011

La décision de la Commission portant adoption du programme de travail annuel pour 2011 relatif au programme MEDIA 2007 concerne les subventions et marchés attribués à la suite d'appels à propositions et d'appels d'offres qui seront publiés au second semestre de 2010 et en 2011, mais dont l'incidence financière se limitera toutefois à l'exercice 2011. 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 pour 2011 sans modifications substantielles, le lancement des procédures de sélection en 2010, afin que les décisions individuelles d'attribution de subventions et de marchés puissent être adoptées par l'ordonnateur dès le début de l'année 2011, pour autant qu'elles soient conformes au programme de travail dans les limites de flexibilité prévues. Si un avis au titre de la comitologie s'avère nécessaire, la Commission adopte les décisions d'attribution de subvention requises.

Les crédits prévus au poste budgétaire 15 04 66 01 seront utilisés, dès adoption du budget par l'Autorité budgétaire, pour:

- l'octroi de subventions à des propositions portant sur tous les domaines d'application du programme MEDIA 2007, y compris des accords de partenariat pluriannuels;
- le cofinancement du fonctionnement des 44 «MEDIA Desk»;
- le financement de la contribution annuelle de l'Union au budget de l'Observatoire européen de l'audiovisuel;
- le cofinancement des conférences organisées par les États membres assurant la présidence de l'Union en 2011 sur des thèmes relevant du domaine d'application du programme MEDIA 2007;
- la conclusion de contrats de services, s'il y a lieu.

Le mode d'exécution de chaque activité est indiqué pour faciliter la distinction entre les crédits budgétaires exécutés de manière centralisée, directement par la Commission, ou indirectement par l'Agence exécutive «Éducation, audiovisuel et culture» (EACEA), et les crédits exécutés par des parties tierces au sens de l'article 54, paragraphe 2, point c) du règlement financier (MEDIA desks et antennes).

ANNEX

2011 Annual work programme on grants and contracts for the MEDIA 2007 programme

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 2011

• 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 including 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 and any other countries fulfilling the terms set out in Article 8 of Decision No 1718/2006/EC.

- **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 € 112,904,000. It corresponds to the amounts requested in the Draft Budget for 2011 (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.

B. CALLS FOR PROPOSALS

The eligibility, selection and award criteria are those which will appear in the relevant Guidelines for the schemes concerned.

The numbering system of the strands/actions in the 2011 Programming table is maintained throughout the text for ease of reference.

1. TRAINING

1.1. Initial Training

Dates of publication	Budget 2011
January 2011	<i>See index 1.10 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 improve the European dimension of audiovisual training activities:
 - To encourage exchanges and cooperation, in supporting the networking of European training players, in particular Higher education institutions, training organisations and partners of the audiovisual sector.
 - To encourage mobility of students and trainers in Europe.
- To strengthen the skills of European audiovisual professionals in order to improve the quality and potential of European audiovisual works.

This Call for Proposals is to encourage exchanges and cooperation between Higher education institutions, training organisations and partners from the audiovisual industry. This should contribute to the networking and mobility of students and trainers in Europe, and facilitate the integration of students in the professional sector.

The cooperation of the European training professionals will take the form of pan-European consortia. Each consortium will put in place an associated work plan. This work plan shall focus on audiovisual skills needs that are not sufficiently met within Europe.

Potential Beneficiaries

Pan-European consortia composed of Higher education institutions and / or other organisations linked to the audiovisual industry.

Eligibility Criteria

Enterprises 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.

Applicants must take the form of pan-European consortia composed of Higher education institutions and / or other organisations linked to the audiovisual industry.

- The partners taking part in the consortium must come from at least 3 countries participating in the MEDIA Programme.
- At least 3 partners involved in the consortium must be Higher education institutions.

Legal entities submitting an application must be established in one of the following countries: Member states of the European Union; Member countries of the European Economic Area (EEA) participating in the MEDIA programme (Iceland, Liechtenstein, and Norway); Switzerland; Croatia.

Eligible Target Groups: Students from film schools or from any other Higher education institutions where skills / competences applying to the audiovisual sector are taught (for instance: business schools in case of future producers). Trainers from film schools or from any other Higher education institutions where skills /competences applying to the audiovisual sector are taught.

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 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 an official letter from the applicant consortium coordinator, 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 EU cofinancing, set at 50% / 75% of the total eligible costs.

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
Project management – Expertise of trainers and tutors – Methodology – Cost effectiveness	20 points
Quality of the consortium – Coherence and complementarities – Partnership with the AV industry	20 points
European dimension	20 points
Impact	20 points
Total	100 points

Expected Results

- Creation of pan European networks of films schools;
- increased mobility of students and teachers;
- better interaction between initial education organisations and the audiovisual industry;
- support for 20 Training projects.

The MEDIA contribution (grant) will be awarded by way of 3-year framework partnership agreements for an action.

1.2. Continuous Training

Dates of publication	Budget 2011
January 2011	<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

Enterprises 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.

Applicant organisations must belong to one of the following categories:

Legal entities submitting an application must be established in one of the following countries: Member states of the European Union; Member countries of the European Economic Area (EEA) participating in the MEDIA programme (Iceland, Liechtenstein, and Norway); Switzerland; 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
Project management	20 points
Quality of the partnership with the AV industry	20 points
European dimension	20 points
Impact	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 of which it is foreseen to award a further annual contract to the twenty three multi-annual partnerships listed below.

The MEDIA contribution will be awarded by way of annual specific grant agreements for an action.

List of multi-annual partnership agreements

The fourth year of activities (of a maximum of four) of the 23 multi-annual partners selected following Call for Proposals EACEA 04/2008 will be committed and contracted. The amounts indicated in the table below represent the maximum amount which could be awarded per project.

Name of the partner	Action	Maximum contribution from Budget 2011
ACE	ACE for advanced producers	330 000
Filmakademie Baden-Württemberg	Masterclass Ludwigsburg/Paris	137 500
Documentary Campus eV	Documentary Campus Masterschool (2009-2012)	297 000
La Fémis	L'atelier	137 500
FOCAL	Production Value	70 400
Kulturveranstaltungen des Bundes in Berlin	Berlinale Talent Campus	330 000
CICAE	Art Cinema = Action+Management	144 100
Association Européenne du Film d'Animation	CARTOON Masters	352 000
Stichting Sources	SOURCES 2	341 000
Nipkow Programm eV	Nipkow Programm	202 400
Association Premiers Plans	Les Ateliers Jeanne Moreau	58 850
Les Entrepreneurs de l'Audiovisuel Européen	EAVE workshops	407 000
Erich Pommer Institut	Essential Legal Framework	126 500
Zelig Soc Coop Arl	EsoDoc-European Social Documentary	198 000
MGLAB Italia srl	Script & Pitch Workshops	132 000
La Poudrière, Ecole du Film d'Animation	Réalisation de film d'animation	63 620
Fundación Cultural Media	Media Business School	517 000
ANDREJ WAJDA Master School of Film Directing	EKRAN	218 920
Independent Film Foundation	Scripteast-East European Scriptwriters Lab	187 000
HFF	Insight Out	99 000

VIA University College	The Animation Workshop - 3D Art and Character Animation	83 600
EuroDoc Association	EURODOC 2009-2012	297 000
Media Salles	DigiTraining Plus	88 000
Maximum from budget 2011:		4 818 390

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

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 - (Animation, creative documentaries and drama)

Dates of publication	Budget 2011
September 2010	<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.

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 6 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 2005, 2006, 2007, 2008 and 2009 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.

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.

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.
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 2005, 2006, 2007, 2008 and 2009. 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 2008 and the date of submission of their application.

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

<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> <ul style="list-style-type: none"> – Member States of the European Union; – Countries in the European Economic Area participating in the MEDIA 2007 Programme (Iceland, Liechtenstein and Norway); – Switzerland and Croatia. 	<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> <ul style="list-style-type: none"> – Member States of the European Union; – Countries in the European Economic Area participating in the MEDIA 2007 Programme (Iceland, Liechtenstein and Norway); – Switzerland and Croatia. 	<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> <ul style="list-style-type: none"> – Member States of the European Union; – Countries in the European Economic Area participating in the MEDIA 2007 Programme (Iceland, Liechtenstein and Norway); – Switzerland and Croatia.
<p>A Slate Funding application must contain a slate of at least 3 and a maximum of 6 eligible projects (animation, creative documentary, drama).</p>	<p>A Slate Funding application must contain a slate of at least 3 and a maximum of 6 eligible projects (animation, creative documentary, drama).</p>	<p>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.</p>
<p>Only proposals submitted using the official application form, completed in full, signed (original signatures required) and received by the specified deadline, will be considered.</p>	<p>Only proposals submitted using the official application form, completed in full, signed (original signatures required) and received by the specified deadline, will be considered.</p>	<p>Only proposals submitted using the official application form, completed in full, signed (original signatures required) and received by the specified deadline, will be considered.</p>

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 skills of 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 skills of 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 strategy	10	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.

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 skills of 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 Development and 70 Slate Funding 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 the other beneficiaries.

2.3. Support for Interactive Works

Dates of publication	Budget 2011
September 2010	<i>See index 2.30 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 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 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

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 the work has been commercially distributed during the period between 1 January 2008 and the date of submission of their application.
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: <ul style="list-style-type: none"> – Member States of the European Union; – Countries in the European Economic Area participating in the MEDIA 2007 Programme (Iceland, Liechtenstein and Norway); – Switzerland and Croatia.
The submitted project must have 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.
Only proposals submitted using the official application form, completed in full, signed (original signatures required) and received 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	1

production capacity	
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 skills of 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.
- A reduced number of applications but an increase in the economical size of the proposals and the support of 15 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 the other beneficiaries.

2.4. Initiative i2i

Dates of publication	Budget 2011
October 2010	<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 banks and other financial institutions, by supporting some of the costs of guarantees required by such institutions and/or part of the costs of bank financing.

Module 1: Support for “Insurance” costs

Specific film and audiovisual insurance policies are additional guarantees for banks 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 banks and financial institutions.

Module 2: Support for “Completion Guarantee” costs

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

Module 3: Support for “Financial Costs”

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

Potential Beneficiaries

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

Eligibility Criteria

Projects must comply with the following criteria:

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

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

The following categories of project are eligible:

– Fiction 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 programme. ‘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 Designer	1
Director of photography	1
Editor	1
Sound	1
Shooting location	1
Laboratory	1
TOTAL	19

(+): Criteria EU nationality of the functions.

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. "Credit agreement" is defined as any financing agreement concluded with a bank or financial institution (for example discounting, gap financing), with the exception of agreements related to tax incentive financing services.

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

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

Criteria	No. of Points
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.	10
Projects with a credit agreement	10
Projects from countries with low audiovisual capacity	10
Projects from the new Member States and the enlargement countries	5
Projects with a European dimension: more than one country involved in the production	3

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 case that more than one project has the same number of points *the following quality will be examined by the evaluation committee:*

Co-production covering more than one country participating in the MEDIA Programme	1 point per country
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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 case that more than one project has the same number of points the following quality will be examined by the evaluation committee:

International distribution potential	0-5 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 70 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 2011
September 2010	<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.

European company: Company owned, whether directly or by majority participation, by nationals of Member States of the European Union and of the European Economic Agreement (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.

A cinema / theatrical distributor must fulfil the following criteria:

- be the holder of the theatrical distribution rights for the film in the territory concerned;
- 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
- pay the associated distribution costs.

Eligible Films

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

(+) : Criteria EU nationality of the functions.

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.

Films which have a presentation credit by a large production company established in a country not participating in the MEDIA Programme shall not be 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.

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** 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** 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 2010	1 December 2010	1 December 2012
1 April 2011	1 April 2011	1 April 2013
1 July 2011	1 July 2011	1 July 2013

One or more distributors who so wish may join an existing grouping already supported in the framework of the MEDIA Programme for the distribution of the same film.

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

Eligible applications: 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.

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

Small films (Production cost < EUR 3 Mio)

	Points
Number of eligible distributors in the grouping (minimum 5)	1 point per eligible distributor
Bonus for groupings of 10 or more distributors	2
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 new Member State of the European Union (entered the EU in 2004 or later)	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

Medium films (Production cost: EUR 3 – 15 Mio)

	Points
Number of eligible distributors in the grouping (minimum 7)	1 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 new Member State of the European Union (entered the EU in 2004 or later)	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

In the case where a grouping of distributors has already been supported for the proposed film in the framework of the “selective” support scheme for distribution of the MEDIA Programme: Within the limits of 15% of the budgetary resources available at each session, the Commission will “automatically” select these actions.

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 550 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 2011
September 2010	<i>See index 3.20 of the programming table</i>

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 to the MEDIA Programme.

Eligibility Criteria

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.

The applicant company should demonstrate its existence as a legal entity, in order to create the "Legal Entity Form".

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).

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

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 earliest 6 months before the first day of principal photography and 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-purchase.

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

At time of application, 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.

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 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

Expected Results

Increase the circulation of European audiovisual works and enhancement of the international trading strategies.

- Set up of networks of European co-productions.
- Reinforcement of the 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 2011
Call for Proposals EACEA 23/2008 OJ C 226 of 3 September 2008	<i>See index 3.30 of the programming table</i>

The fourth year of activities (of a maximum of four) of the following partner will be committed and contracted in 2011.

Partner	Action	Maximum contribution for 2012 activities
EUROPA CINEMAS	Support to European programming	10 285 000
Total on budget 2011:		10 285 000

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

3.4. Distribution Cinema Automatic

Dates of publication	Budget 2011
March 2009 - Call for Proposals EACEA 03/2009 OJ C73 of 27.3.2009	<i>See index 3.40 of the programming table</i>
February 2010 - Call for Proposals EACEA 03/2010 OJ C38 of 16.2.2010 & December 2010	

For Reinvestment projects presented as a result of Calls for Proposals EACEA/03/2009 and EACEA 03/2010, the detailed criteria set out in the Work Programme 2010 will continue to apply.

Objective of the Call for Proposals

The aim of the support scheme described in this Call for Proposals 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.

It is aimed at European companies whose activities contribute to the realisation of the above objectives, and in particular at cinema distribution companies. It explains how to submit a proposal with a view to the generation of a potential Fund in the framework of the “automatic” support scheme.

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.

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

European company: Company owned, whether directly or by majority participation, by nationals of Member States of the European Union and of the European Economic Agreement (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.

A cinema / theatrical distributor must 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.

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

(+): Criteria EU nationality of the functions.

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: Belgium and Luxembourg; Switzerland and Liechtenstein; Greece and Cyprus; United Kingdom and Ireland.

Eligible Applications: 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 EU cofinancing (40-60%)

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 technical 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 (2010).

Within the limit of the budgetary resources available, the potential Fund will be calculated based upon a fixed amount per eligible entry.

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 the 1st of January and the 31st of December in the reference period (2010) 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

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 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, Sweden	18.000	75.000	150.000
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.

Where the automatic support is to be reinvested in distribution costs (module 3), it is not cumulative with the selective support for the same film.

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 August 2011.

Please note that these 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.

In order to be eligible, reinvestment projects of the potential Funds generated by this call for proposals must fulfil begin at the earliest on 1st August 2011.

For the different modules, eligible reinvestment projects cannot start before the following dates:

Module	Earliest start date of the project
1. Co-production	The co-production contract may be signed at the earliest on 1/08/2011
2. Minimum guarantee	The distribution contract/license agreement may be signed at the earliest on 1/08/2011
3. P&A costs	The first theatrical release of the film in the territory may take place at the earliest on 1/08/2011

and must be submitted to the Agency within the following deadlines:

Module	Deadline for presentation of the reinvestment project
1. Co-production	Within 3 months of the signature of the co-production contract
2. Minimum guarantee	Within 3 months of the signature of the distribution contract/license agreement (Deal Memo or Long Form Agreement are both accepted)
3. P&A costs	At the latest on the day of the first theatrical release of the film in the territory

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 700 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 2011
February 2010 – Call for proposals EACEA 6/2010 OJ C45 of 23/02/2010 & February 2011	<i>See index 3.50 of the programming table</i>

Given the significant changes made to this scheme for the 2010 Call for Proposals, a detailed evaluation of the impact of these changes and the possible need for adjustments is required before finalising the 2011 criteria. Detailed proposals for this action will be included in a future revision of this Work Programme.

3.6. Digitisation of Cinemas

Dates of publication	Budget 2011
February 2011	<i>See index 3.60 of the programming table</i>

The complete criteria for this Call are dependant upon the completion of a comprehensive study on the expenditure required per screen and per cinema. Detailed proposals for this action will be included in a future revision of this Work Programme.

4 PROMOTION

4.1. Market Access (including Promotion outside MEDIA countries)

Dates of publication	Budget 2011
August 2008 - Call for Proposals EACEA 19/2008 OJ C214 of 22.08.2008 & September 2010 & March 2011	<i>See index 4.10 of the programming table</i>

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 new EU Member states.

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 activities

Only 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.

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 support of 50 projects of which it is foreseen to award a further annual agreement to the 16 multi-annual partnerships (2008-2011) listed below.

The MEDIA contribution will be awarded by way of annual agreements for an action and new 3-year framework partnership agreements 2012-2014 will be launched and signed in 2011.

The third year of activities (of a maximum of three) of the 16 following partners, selected under the Call for Proposals 19/2008, will be committed and contracted in 2011.

Partner	Action	Maximum contribution for 2011 activities
Association Européenne du Film d'Animation	Cartoon Forum	539 000
INTERNATIONAL DOCUMENTARY FESTIVAL SHEFFIELD LIMITED	Meetmarket	106 420
STICHTING NEDERLANDS FILM FESTIVAL	Holland Film meeting /Nederlands Production Platform	66 000
FONDAZIONE CINEMA PER ROMA	The Business street and New Cinema network	145 200
DOC SERVICES	Sunny Side of the DOC	291 500
STICHTING CINEKID AMSTERDAM	Cinekid International	181 500
THESSALONIKI FILM FESTIVAL	Agora Film market & Crossroads	72 600
ARKANA STUDIO, DOROTA ROSZKOWSKA	Dragon Forum pitching	42 350
ASSOCIACIO INTERNACIONAL DE PRODUCTORS AUDIOVISUALS INDEPENDENTS DE LA MEDITERRANIA, (APIMED)	Medimed	96 800
STICHTING DOCUMENTARY FILMFESTIVAL AMSTERDAM - IDFA	The forum for international co-financing of documentaries	223 850
DOCUMENTARY IN EUROPE	Documentary in Europe Workshop	66 000
POOL PRODUCTION GmbH	Connecting Cottbus	72 600
FILMKONTAKT NORD, FONDEN FOR NORDISKE KORT OG DOKUMENTARFILM	Nordisk Panorama Event	67 826
NATIONAL FILM CENTRE OF LATVIA	Baltic sea forum for documentaries	66 752

LEIPZIGER FILMWOCHEN GMBH	DOK-	DOK Leipzig : Industry Offers	102 850
MTÜ BE		Baltic Event	60 500
Total on budget 2011:			2 201 748

The MEDIA contribution will be awarded by way of specific annual agreements for an action. Therefore, in total the scheme aims at supporting 50 projects i.e. further annual specific grant agreements for the 16 multi-annual framework partnership agreements currently in force and listed above (2009-2011). In addition, new 3-year framework partnership agreements will be launched and signed in 2011 for the period 2012-2014. Finally a number of annual awards will be made by way of annual grant agreements for an action.

4.2. Festivals

Dates of publication	Budget 2011
September 2008 - Call for Proposals EACEA 18/2008 OJ C233 of 11.09.2008 & September 2010	<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

Applicants must be European entities (private companies, non-profit organisations, associations, charities, foundations, municipalities/Town Councils, etc.), registered 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

- Member States of the European Union,
- Member States of the European Economic Agreement participating in the MEDIA Programme (Iceland, Liechtenstein and Norway),
- Switzerland and Croatia.

Eligible activities

- Audiovisual Festivals starting between 1st May 2011 and 30 April 2012.
- 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 checklist

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 grant decisions for beneficiaries from Member States and by way of grant agreements for the other beneficiaries.

The third 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 2011.

Company Name	Event Name	Max amount YEAR 3
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 NOWE HORYZONTY	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 FILM FESTIVAL	Holland Animation Film Festival	30.000 €
EUROPEES JEUGDFILMFESTIVAL	Europees Jeugdfilmfestival Vlaanderen	27.750 €

VLAANDEREN		
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 2011		2 631 450 €

4.3. Stands

See Part C. "Calls for Tender" below.

5 TECHNOLOGICAL DEVELOPMENT

5.1. Pilot Projects

Dates of publication	Budget 2011
February 2011	<i>See index 5.10 of the programming table</i>

The final details of the Pilot Projects scheme are not established until after the meeting of the Technical Advisory Group provided for in Decision 1718/2006/EC (MEDIA 2007) at Article 7.2. These will be included in a future revision of this Work Programme.

6 NEW ACTIONS

6.1. Access to Finance

Dates of publication	Budget 2011
Call for Expressions of Interest published on 2nd January 2010	<i>See index 6.10 in the programming table</i>

The Commission envisages the setting up of a **MEDIA Production Guarantee Fund** in the framework of the MEDIA 2007 before the end of 2010. The Fund will be used to guarantee (part of) the loan granted by local banks to the film producers and will be managed by a third party body. The financial details of this action will be included in a future revision of this Work Programme.

This action will be implemented in **indirect centralised management** according to Article 54(2)(c) of the Financial Regulation.

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

Dates of publication	Budget 2011
February 2011	<i>See index 6.20 in the programming table</i>

Due to the rapidly developing deployment of Digital Technology in the audiovisual sphere, the final details of the Video On Demand & Digital Cinema Distribution scheme will not be established until after the conclusion of the 2010 selection. These will be included in a future revision of this Work Programme.

C. CALLS FOR TENDER

4.3. Stands

Dates of publication	Budget 2011
Call for Tender EACEA 03/2008 published on the 15 November 2008.	<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 2011 for stands at the Berlin Film Market, MIPTV, Cannes Film Festival, MIPCOM and special promotion activities in support of MEDIA Programme presence at other markets.

D. CONTRIBUTIONS TO BODIES WITHIN THE MEANING OF ARTICLE 54.2(C)² 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*".

² Action 6.1 will also be implemented through indirect centralised management

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)

Belgium FR – Ministère de la Culture et des affaires Sociales de la Communauté Française de Belgique / Belgium NL - Ministerie van de Vlaamse Gemeenschap / Denmark – The Danish Film Institute / Germany - Filmförderung Hamburg GmbH / Greece - The Secretary General of Communication / Spain - Fundación “MEDIA DESK ESPAÑA” / France - l’Association MEDIA DESK France / Ireland - THE MEDIA DESK LIMITED / Italy – Ministry of Culture and + "Fondation MEDIA desk Italia" / Luxembourg - Fonds national de soutien à la production audiovisuelle / Netherlands - THE STICHTING MEDIA DESK NEDERLAND / Austria - ÖSTERREICHISCHES FILMINSTITUT / Portugal – Associação MEDIA Desk Portugal/ Finland - THE FINNISH FILM FOUNDATION / Sweden - THE SVENSKA FILMINSTITUTET / United Kingdom - THE UK FILM COUNCIL – The British Film Institute - the DCMS (the Department of Culture, Media and Sport) / Iceland - THE MEDIA DESK ICELAND / Norway – Norsk Film Institute/ Estonia - Estonian Film Foundation / Latvia - THE NATIONAL FILM CENTRE OF LATVIA / Lithuania - Tarptautiniu Kulturos Programu Centras - International Cultural Programme Centre / Czech Republic - Ceska Filmová Komora / Poland - Fundacja Polskie Centrum Audiowizualne/Polish Audiovisual Centre Foundation / Bulgaria - THE BULGARIAN NATIONAL FILM CENTER / Slovakia - The Slovak Film Institute (Slovensky filmovy ústav) / Slovenia - Filmski Sklad Republike Slovenije – javni sklad / Romania – Centre for Research and Consultancy in the Field of Culture / Cyprus - Press and Information Office of the Republic of Cyprus / Hungary - Magyar Filmunio Ltd. / Malta - Ministry for Education, Culture, Youth and Sport / Switzerland – Verrein MEDIA Desk Suisse) / Croatia – Ministry of Culture or Croatian Audiovisual Centre.

and

MEDIA Antennae: (12)

München - MEDIA Antenne München GmbH / Düsseldorf - FILMSTIFTUNG NORDRHEIN-WESTFALEN GmbH / Berlin - MEDIENBOARD Berlin-Brandenburg GmbH / Barcelone - INSTITUT CATALA DE LES INDUSTRIES CULTURALS / Seville - Instituto Andaluz de las Artes y las Letras / San Sebastian - Asociación de productoras audiovisuales independientes del país vasco - I.B.A.I.A. (or Min. of Culture Basque) / Strasbourg - LA COMMUNAUTE URBAINE DE

STRASBOURG / Marseille – REGION Provence-Alpes-Côte d'Azur / Galway - MEDIA ANTENNA TEORANTA / Torino - ASSOCIAZIONE F.E.R.T. / Glasgow - THE SCOTTISH SCREEN / Cardiff – Welsh Development Agency-Welsh Assembly Government),

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 2011 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 2011 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 2011

Budget line: 15 04 66 01

Title MEDIA 2007

	EUR-27	EFTA/EEA	C4/C5(*)	THIRD COUNTRIES	Total (**)
Commitment appropriations	104.310.000	2.482.578	3.988	6.107.434	112.904.000

WPI(***)	Strands / Actions	Budget	Mode of implementation	Indicative / planned number of interventions	Average contribution / Intervention	Maximum rate of cofinancing	Publication of the calls	Grant Agreement / Grant Decision (****)
	1. TRAINING							
1.10	1.1. Initial Training	2.000.000	CFP-EA	20	100.000	75%	Jan-11	AGR
1.20	1.2. Continuous Training	7.000.000	CFP-EA	60	116.667	60%	Jan-11	AGR
	2. DEVELOPMENT							
2.10	2.1. Support for Single Projects	7.000.000	CFP-EA	180	38.889	60%	Sept-10	AGR/DEC
2.20	2.2. Support for Slate Funding	10.000.000	CFP-EA	70	142.857	50%	Sept-10	AGR/DEC
2.30	2.3. Support for Interactive Works	2.000.000	CFP-EA	15	133.333	60%	Sept-10	AGR/DEC
2.40	2.4. Initiative i2i	3.000.000	CFP-EA	70	42.857	60%	Oct-10	AGR
	3. DISTRIBUTION							
3.10	3.1. Distribution Cinema Selective	12.250.000	CFP-EA	300	40.833	50%	Sept-10	AGR
3.20	3.2. TV Broadcasting	10.400.000	CFP-EA	80	130.000	20%	Sept-10	AGR
3.30	3.3. Cinema Network	10.285.000	CFP-EA	1	10.285.000	60%	Sept-08	AGR
3.40	3.4. Distribution Cinema Automatic	18.314.675	CFP-EA	500	36.629	60%	Mar-09; Feb-10 & Dec-10	AGR
3.50	3.5. Sales Agents	1.000.000	CFP-EA	50	20.000	50%	Feb-10 & Feb-11	AGR
3.60	3.6. Digitisation of Cinemas	2.000.000	CFP-EA	100	20.000	60%	Feb-11	AGR
	4. PROMOTION							
4.10	4.1. Market Access (including Promotion outside MEDIA countries)	7.260.000	CFP-EA	50	145.200	50%	Aug-08; Sept-10 & Mar-11	AGR
4.20	4.2. Festivals	3.500.000	CFP-EA	90	38.889	50%	Sept-08 & Sept-10	AGR/DEC
4.30	4.3. Stands	2.300.000	PP-EA	6	383.333	100%	Nov-08	na
	5. TECHNOLOGICAL DEVELOPMENT							
5.10	5.1. Pilot Projects	1.500.000	CFP-EA	4	375.000	50%	Feb-11	AGR
	6. NEW ACTIONS							
6.10	6.1. Access to Finance	2.000.000	Art.54.2(c) FR	2	1.000.000	100%	Jan-10	na
6.20	6.2. On Line Distribution	7.000.000	CFP-EA	20	350.000	50%	Feb-11	AGR
	7. ACTIONS FOR THE SECTOR							
7.10	7.1. MEDIA Desks	3.844.325	Art.54.2(c) FR	44	87.371	50%	na	AGR
7.20	7.2. European Audiovisual Observatory	250.000	CONTR	1	250.000	50%	na	na
	Total	112.904.000		1.663				

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

CFP: Grants awarded with a call for Proposals
 PP: Public Procurement

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

CONTR: Contributions paid by the EU as subscriptions to bodies of which they are members - Art.108.2(d) FR
 na: not applicable