



The MEDIA programme

The Media 'Automatic' Scheme 2009 aims to encourage the development of links between the production and distribution sectors thus improving the market share of European films and the competitiveness of European companies.

The programme supports transnational distribution of recent European films by providing funds to European distributors who have distributed at least one European work from another European country from 2005 onwards. Funds are granted on market performance basis for reinvestment in new non-national European films.

The total budget available is €17m. The European Commission's contribution can vary from 40% to 60 % of the total eligible costs.

How does the support work?

- Phase 1 - Generation stage
Distributors declare the box-office receipts from films from other European countries that they distributed in previous years from 2005.
- Phase 2 - Reinvestment stage
The receipts determine the amount of support which will be available, in each case, for three forms of reinvestment in new films from other European countries:
 - co-production
 - minimum distribution guarantees
 - distribution costs.

All recent works of fiction, cartoons and documentaries more than 60 minutes long. The copyright of the film cannot be dated earlier than 4 years before the year of submission of the application.

Applicants must be film distributors established in one of the 27 countries of the European Union, Iceland, Liechtenstein, Norway, Switzerland and Croatia.

Applications must be sent (postmark date) before 29 May 2009 inclusive to:

Education, Audiovisual and Culture Executive Agency (EACEA)
Constantin Daskalakis — BOUR 3/66
Avenue du Bourget, 1
1140 Brussels
BELGIUM

Envelopes must clearly mention:

MEDIA 2007 — DISTRIBUTION EACEA/03/09 — AUTOMATIC CINEMA



NB. Applications sent by fax or e-mail will be rejected. Only applications submitted on the official application form, signed by the person entitled to enter into legally binding commitments on behalf of the applicant organisation will be accepted.

Deadlines:

- Generation: 29 May 2009
- Reinvestment: 1 October 2010

Where can I get more support and advice?

Enterprise Europe Network London can support you throughout the application process. We provide tailored advice to make sure this is the appropriate funding stream for your project idea (if not, we will help you in identifying the right one). This service is provided free of charge.

For further details contact us at eurofunding@gle.co.uk / 020 7940 1512 / www.een-london.co.uk
http://ec.europa.eu/information_society/media/distrib/schemes/auto/index_en.htm
http://ec.europa.eu/information_society/media/distrib/schemes/auto/docs/eacea_032009guidelines_en.pdf

Neither the European Commission nor the Executive Agency for Competitiveness and Innovation nor any person acting on behalf of them is responsible for the use which might be made of the information contained herein. The views in this publication are those of the author and do not necessarily reflect the policies of the European Commission.