



MEDIA



MEDIA Plus Programme

A Community action to support the
European audiovisual sector (2001 –
2005 + 2006)

MEDIA



MEDIA – THE BASICS

- Why MEDIA?
- How MEDIA works
- The different MEDIA mechanisms (2001-2006)
- MEDIA 2007





WHY MEDIA?

- Increase the circulation of European audiovisual works within the European Union and worldwide;
- Strengthen the competitiveness of the European audiovisual sector;
- Preserve and enhance European cultural diversity and its cinematographic and audiovisual heritage.



Context

- Digital revolution : profound transformation of the audiovisual economy
- Strategic importance of content
- Strong potential for growth
- Source of highly qualified employment



Structural Weaknesses

- Fragmentation of the market
- Vicious circle of under-investment
- Under-capitalization of companies



MEDIA 2 : results (1)

- Development support for 1690 projects
- Support for 281 production companies
- 1930 promotion/distribution campaigns for 400 European films
- Coproduction/broadcast of 380 TV works
- Publication and distribution of 212 video catalogues



MEDIA 2 : results (2)

- Support for 96 audiovisual catalogues
- Support to 350 cinemas in 213 towns (75 million admissions)
- Annual support for 64 film festivals (2 million admissions) and 50 events for professionals
- 5.000 professionals trained through 40 training initiatives

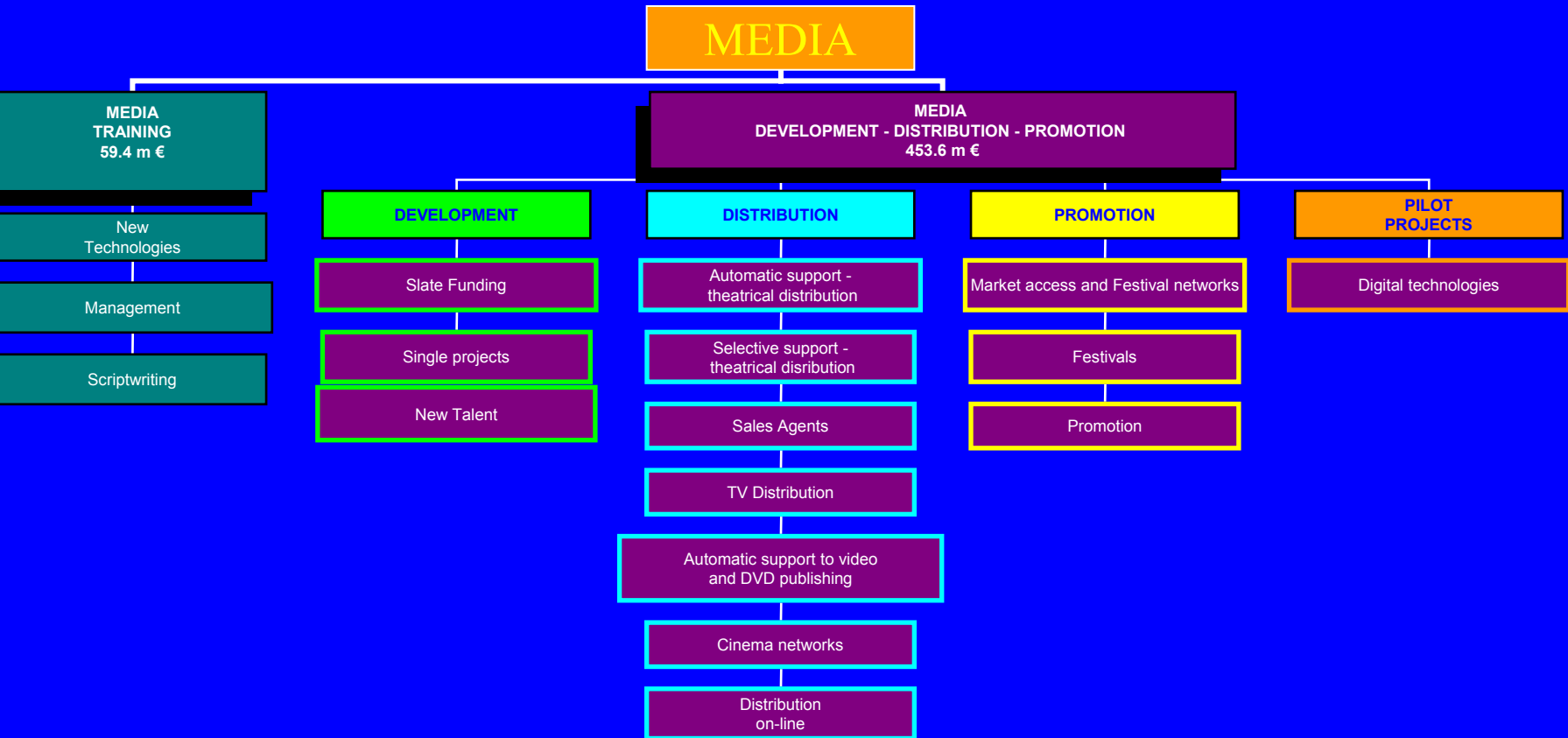
Areas of intervention

- Continuous training of audiovisual professionals
- Development of companies and projects
- Distribution of audiovisual works
- Promotion, market access, festivals
- Digital technologies



BUDGET

- 513 million € over six years (2001-2006)
- MEDIA PLUS 453.6 M€
- MEDIA Training 59.4 M€





HOW MEDIA WORKS

- All funding is given on the basis of “Calls for Proposals”;
- These Calls include guidelines and application forms;
- Calls are usually annual with one or more deadlines during the year.

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The different MEDIA mechanisms (2001-2006)



MEDIA Training

Objectives:

- Improve and update the know-how and skills of the professionals from the European audiovisual industry
- Develop an independent European production and distribution sector

Beneficiaries

- **Scriptwriters, editors, producers, Film and television schools**
- **Universities**
- **Specialised professional training institutions**
- **Companies from the audiovisual industry**
- **Specialised professional organisation from the industry**
- **directors, managers, distributors, sales agents, postproduction, commissioning editors, exhibitors**
- **Training for trainers**
- **Professionals from legal, banking, finance**



Target groups

- **Producers**
- **Directors**
- **Writers**
- **Script editors**
- **Commissioning editors**
- **Distributors**
- **Exhibitors**
- **Sales Agents**
- **New Media content providers**
- **Professionals from the animation industry**
- **Professionals from post-production**
- **Trainers**

Training actions

- Training in new technologies in television and cinema
- Training in interactive media
- Training in economic, financial and commercial management
- Training in script-writing techniques



MEDIA - Development

- A support to development...
 - Acquisition of rights
 - Research
 - Scriptwriting
 - Research of key cast and crew
 - Research of co-producers and financiers
 - Production, marketing and sales plans...



What is MEDIA Development?

- 4 schemes :
 - MEDIA New Talent
 - Support to single projects
 - Support to Slate Funding 1 and 2
 - Support to Slate Funding 2nd stage

....



What is MEDIA Development?

- MEDIA New Talent / Single project: support to the development of one project
- From 10.000€ to 80.000€
- Maximum 50% of the development costs of the project



What is MEDIA Development?

- Slate Funding: support to the development of a slate of projects comprising from 3 to 10 projects
- From 60.000€ to 150.000€
- Maximum 50% of the development costs of the projects



What kind of projects are eligible?

- Dramas (at least 50 mn)
- Creative documentaries (at least 25 mn)
- Animation (at least 13 mn for MEDIA New Talent, at least 24 mn for SP and SF)
- Multimedia Concepts



MEDIA - Distribution

- To strengthen the European distribution sector by encouraging distributors to invest in the production, acquisition, marketing and promotion of non-domestic European cinema films.
- To foster the wider trans-national dissemination of non-domestic European films.
- To encourage the establishment and consolidation of co-operation networks between European distributors, as well as cooperation between distributors, sales agents and/or producers.

Distribution : the Mechanisms (1)

Support for the cinema sector

- **Selective support for theatrical distribution**
- **« Automatic » support for distributors**
- **Support for sales agents**
- **Support for cinemas**



Distribution : the Mechanisms (2)

- **Support for TV distribution**
- **Support for off-line publication and distribution (video, DVD)**
- **Support for on-line distribution (pay-per-view, VOD, Internet)**



MEDIA - Promotion

- Access for professionals to European and international markets
- Networking of promotion organisations and shared initiatives (databases and catalogues)
- Festivals :
 - support for European audiovisual festivals
 - support for European festivals networks
 - support for promotion of European films at festivals outside the EU



MEDIA – Promotion

- **Promotion and access to professional markets (MipTV, MipCom, Forum Amsterdam, Rotterdam...)**
- **Promotion outside Europe (American Film Market, Toronto, Pusan...)**
- **Activities promoting European films and audio-visual programmes (European Film Awards, European Film Promotion)**
- **Festivals (Angers, Tampere, Sheffield.....)**



MEDIA – Festivals eligibility

Minimum 70% European films from at least 6 MEDIA countries

- **Promotional impact**
- **Cultural diversity**
- * **audience impact**
- * **quality of the programme**
- * **innovative aspect of actions carried out**
- **Networking with other festivals (European Coordination of Film Festivals)**

Pilot Projects

- A “test” line/initiative to stimulate the use of digital technologies for the distribution and promotion of European content
- Who can apply? A consortia (several partners from different countries)
- Level of support: grant



Transparency

- MEDIA Committee
- Executive agency
- Independent experts/TAG
- Network of MEDIA Desks and MEDIA Antennae



Complementarity

- National support
- eEurope initiatives
- EURIMAGES, European Audiovisual Observatory



MEDIA 2007

- Proposal for a new integrated programme
- 2007-2013
- Budget of 755 M€
- New initiatives for access to funding for SMES and digital.

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