



**MEDIA 2007 (2007-2013) \***

**CALL FOR PROPOSALS EACEA/03/2009**

**SUPPORT FOR THE TRANSNATIONAL DISTRIBUTION OF EUROPEAN  
FILMS – THE "AUTOMATIC" SCHEME 2009**

**GUIDELINES**

**\* Decision N° 1718/2006/CE  
of the European Parliament and the Council**

**Contents :**

- 1. Introduction**
  - 2. Objectives and priorities**
    - 2.1. Global objectives of the Programme**
    - 2.2. Specific objectives of the "Automatic Scheme"**
    - 2.3. Priorities of this Call for Proposals**
  - 3. Timetable**
    - 3.1. Timetable for "Generation" Stage**
    - 3.2. Timetable for "Reinvestment" Stage**
  - 4. Available Budget**
  - 5. Eligibility Criteria**
    - 5.1. Eligible companies**
    - 5.2. Eligible countries**
    - 5.3. Eligible films**
    - 5.4. Eligible admissions**
    - 5.5. Eligible applications**
  - 6. Exclusion Criteria**
  - 7. Selection Criteria**
    - 7.1. Operational capacity**
    - 7.2. Financial capacity**
    - 7.3. Audit**
  - 8. Award Criteria**
    - 8.1. Generation Stage**
    - 8.2. Reinvestment Stage**
  - 9. Financial Conditions**
    - 9.1. Payment procedure**
    - 9.2. Certificate on the financial statements and underlying accounts**
    - 9.3. Guarantee**
    - 9.4. Double financing**
    - 9.5. Eligible costs**
    - 9.6. Ineligible costs**
  - 10. Subcontracting and award of procurement contract.**
  - 11. Publicity**
  - 12. Data Protection**
  - 13. Procedure for the Submission of Proposals**
    - 13.1. Publication**
    - 13.2. Application forms**
    - 13.3. Submission procedure**
    - 13.4. Applicable rules**
    - 13.5. Contacts**
- Annexes:**
- 1. National correspondents**
  - 2. Application forms – “Generation”**
  - 3. Application forms - “Reinvestment”**
  - 4. Summary table for the generation stage**

## **1. INTRODUCTION**

The current call for proposals and attached guidelines (hereafter: "Call for proposals") are based on Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007).<sup>1</sup>

The total budget for the MEDIA Programme 2007-2013 amounts to EUR 754,95 million.

The European Commission is responsible for the implementation of the MEDIA Programme and for the decision to grant individual European Community funds. The Education, Audiovisual and Culture Executive Agency hereafter "the Agency" manages the MEDIA Programme on behalf and under the control of the European Commission.

The MEDIA programme unit of the Education, Audiovisual and Culture Executive Agency is responsible for the implementation of this call for proposals.

This call is aimed at European organisations whose activities contribute to the achievement of the objectives of the MEDIA Programme as described in the Council Decision 1718/2006/EC.

These guidelines explain how to submit a proposal in view of obtaining a community financial contribution.

The measures covered by the Decision include support for the trans-national distribution of European films.

Applicants attention is drawn to the fact that the previous contracts and payments procedure has been significantly modified. Please see section 9.1. below for further information.

## **2. OBJECTIVES - PRIORITIES**

### **2.1. Global objectives of the Programme**

The global objectives of the programme are to:

- a) To protect and enhance cultural diversity and the European audiovisual heritage, to guarantee public access and to encourage cultural exchanges;
- b) To increase the circulation of European audiovisual works within and outside of the European Union, and
- c) To reinforce competitiveness of European audiovisual works within the framework of an open and competitive European market.

---

<sup>1</sup> published in the Official Journal of the European Communities on the 24th of November 2006 (OJ L327, pp 12-29).

In the distribution sector, the objectives of the programme are to:

- strengthen European distribution sector in the field of cinema by encouraging distributors to invest in the co-production, acquisition and promotion of non-national European films and to set up coordinated marketing strategies;
- promote the transnational dissemination of European audiovisual works produced by independent production companies by encouraging cooperation between broadcasters on the one hand and distributors on the other.

## **2.2. Specific objectives of the "Automatic scheme"**

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.

## **2.3. Priorities of this Call for proposals**

This Call for proposals 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
  - editing costs (prints, dubbing and subtitling), promotion costs and publicity costs for non-domestic European films.

## **3. TIMETABLE**

Applications must be sent to the Agency by the following deadline (the postmark will be taken as proof of timely sending): **29 May 2009 at the latest.**

Please read carefully section 13 of this Call for Proposals for a detailed description of the methodology to follow when submitting an application.

### **3.1. Timetable for "Generation" Stage**

Applicants will be informed normally within 6 months of the submission deadline whether or not they have been granted a financial contribution. This decision will be final.

Should an application be unsuccessful, the Agency will inform the applicant as soon as possible and in writing of the reasons for its decision with regards to the criteria established in this Call for Proposals.

### **3.2. Timetable for "Reinvestment" Stage**

Reinvestment applications must be sent to the Agency **by 1st October 2010 at the latest** (the postmark will be taken as proof of timely sending).

Only those costs incurred by the beneficiary during the following periods in the execution of the reinvestment project will be eligible.

<b>Module</b>	<b>Period of the Eligible Costs</b>
1 – Co-production	From the 1 <sup>st</sup> August 2009 until 1 <sup>st</sup> February 2012
2 – Minimum guarantees	From the 1 <sup>st</sup> August 2009 until 1 <sup>st</sup> February 2012
3 – Distribution costs	1 <sup>st</sup> February 2009 until 1 <sup>st</sup> August 2012

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

However, if after the signing of the agreement and the start of the project it becomes impossible for the beneficiary, for fully justified reasons beyond his control, to complete the project within the scheduled period, an extension to the eligibility period may be granted if requested 1 month before the end of the eligibility period as specified in the agreement.

## **4. AVAILABLE BUDGET**

The maximum budget earmarked for the co-financing of projects under this scheme is estimated at EUR 17.000.000 for the year 2009. For 2010, the implementation of this Call for Proposals and the earmarked budget is subject to the adoption of the European Union budget for the year 2010 by the budget authority.

The amount of the financial contribution to be awarded will be determined within the limits of the available budgetary resources and with regards to the selection and award criteria. Under no circumstance may the amount of the financial contribution awarded by the Agency exceed 60% of the total eligible costs of the projects.

The recipient company must guarantee the remaining finance.

“Generation”: The total annual amount of potential funding available to each distributor shall be determined on the basis of the paid admissions to recent non-national European films achieved by the distributor in the reference year (2008).

In the case of “Reinvestment”, the amount of the financial contribution awarded to each company is determined with respect to the cost and nature of each proposed reinvestment project (production, distribution Minimum Guarantees and P&A costs). Support will be in the form of a subsidy.

The Agency reserves the right not to distribute all the funds available.

## 5. ELIGIBILITY CRITERIA

Applications which comply with the following criteria will be the subject of an in depth evaluation.

Applications duly signed by the legal representative of the company must be submitted before the relevant deadlines and use the application forms annexed hereto.

### **5.1. Eligible Companies**

The call is only open to a:

#### 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

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

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

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

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

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

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);
3. and pay the associated distribution costs.

In the event that distribution activities are shared between several companies, the contracts/agreements between these companies must be previously disclosed to the Agency. The Agency will consider as eligible a distribution company that fulfils at least two of the criteria defined in the above paragraph.

The use of « physical distributors » for specific services (booking of cinemas, circulation of prints and collection of receipts) is allowed, provided that it has been previously disclosed to the Agency. Such « physical distributors » shall not be eligible for support.

### **5.1.1. Legal Entity**

As the legal structure of a company may vary from country to country, the relevant Legal Entity Form is only enclosed with these guidelines in sample form. Applicants must access the appropriate form at [http://ec.europa.eu/budget/execution/legal\\_entities\\_en.htm](http://ec.europa.eu/budget/execution/legal_entities_en.htm) and complete the form in their national language.

In order to demonstrate its existence as a legal person, the applicant must provide the following documents:

- Private Companies, associations etc.:
  - A copy of the Certificate of Registration/Incorporation (from an Official Journal if appropriate) as well as a copy of the VAT Registration (EVEN for those countries where the Registration & VAT numbers are identical), and the Articles of Association.
- Public Entities:
  - Copy of the decree/act or governmental decision or any other official documents establishing the public body.
- Individuals:
  - Copy of the ID card and/or passport.

Note: Individuals who are registered for VAT will be treated as Private Companies.

### **5.2. Eligible Countries**

#### Participating countries:

This call for proposals is open to companies registered in and owned by nationals from the Member States of the European Union and countries of the European Economic Agreement participating in the MEDIA 2007 Programme (Iceland, Liechtenstein and Norway), as well as Switzerland and Croatia.

#### Countries with a low production capacity

For the purpose of this call for proposals the following countries will be considered as countries with a low production capacity: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Greece, Hungary, Eire - Ireland, Iceland, Liechtenstein, Latvia, Lithuania, Luxembourg, Malta, Norway, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Sweden and Switzerland.

### **5.3. 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 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 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 Design	1
Director of Photography	1
Editor	1
Sound	1
Shooting location	1
Laboratory	1
<b>Total</b>	<b>19</b>

Recent films are those whose first copyright has been established during or after **2005**.

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

#### National / Non-national European film

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

#### **5.4. 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.

#### **5.5. 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 Community cofinancing.

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

## **6. EXCLUSION CRITERIA**

Applicants must state that they are not in any of the situations described in Articles 93(1), 94 and 96(2)(a) of the Financial Regulation applicable to the general budget of the European Communities and set out below.

Applicants will be excluded from participating in the call for proposals if they are in any of the following situations:

- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of *res judicata*;
- c) they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
- d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;
- e) they have been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;
- f) they are subject to an administrative penalty referred to in Article 96(1) of the Financial Regulation

Applicants will not be granted financial assistance if, on the date of the grant award procedure, they:

- (a) are subject to a conflict of interests;
- (b) are guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the grant award procedure, or fail to supply this information.
- (c) find themselves in one of the situations of exclusion, referred to in art 93(1) of the Financial Regulation, for this grant award procedure;

and they are subject to the penalty consisting in the exclusion from contracts and grants financed by the budget for a maximum period of ten years.

In accordance with Articles from 93 to 96 of the Financial Regulation, administrative and financial penalties may be imposed on applicants who are guilty of misrepresentation or are found to have seriously failed to meet their contractual obligations under a previous contract award procedure.

To comply with these provisions, applicants must sign a declaration on their honour certifying that they are not in any of the situations referred to in Articles 93 and 94 of the Financial Regulation.<sup>2</sup> This declaration is included in the Application Forms.

## **7. SELECTION CRITERIA**

<sup>2</sup> Article 114 FR; Article 174 IR.

Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out or the year for which the grant is awarded and to participate in its funding. They must have the professional competencies and qualifications required to complete the proposed action or work programme.

Applicants must submit a declaration on their honour, completed and signed, attesting to their status as a legal person and to their financial and operational capacity to complete the proposed activities.

Applicants who fail to provide the requested documents or who, on the basis of the documents submitted, are judged not to meet the selection criteria, will be excluded.

### **7.1. Operational Capacity**

In order to permit an assessment of their operational capacity, applicants must submit, together with their applications:

- the curriculum vitae of the legal representative of the company and
- the curriculum vitae of the Head of Distribution (if they are not the same person).

### **7.2. Financial Capacity**

In order to permit an assessment of their financial capacity, applicants must submit, together with their applications:

- the audited annual accounts of the 2 most recent completed fiscal years for profit companies and of the last year for non profit companies (i.e balance sheet, profit and loss accounts and the annexes) must be included within the application form. These accounts should be certified by an approved auditor external to the company;
- Or, for new companies: a bank declaration (document delivered by the bank confirming that the applicant company is the holder of an account which is properly operated);
- the Financial Capacity form (see point IV of Company Application Form) carefully and fully completed must be signed by the legal representative of the company. The information (in figures) should be given in national currency and must be based on the certified accounts. Applicants guarantee that these figures are correct and verifiable. This information is required to evaluate the financial strength and co-financing capacity of the applicant.
- the Financial Identification form (see page 4 of Company Application Form) completed by the applicant and certified by the Bank (original signatures are required);

The analysis of the Financial Capacity will take into account the legislative framework of the different countries participating in the Programme.

If, on the basis of the documents provided, the Agency considers that the financial capacity has not been proven or is not satisfactory, it may:

- reject the application
- ask for further information
- require a bank guarantee (see 9.3)
- offer a grant agreement without pre-financing.

### **7.3. Audit**

For applicants requesting a contribution of more than 500 000 €, the certified accounts must be accompanied with an external audit report done by an approved auditor external to the company<sup>3</sup>. This report certifies the accounts of the last or most recent fiscal year and gives an opinion on the financial viability to implementing the project based on the last audited year end but also on the viability of the company for the current year.

## **8. AWARD CRITERIA**

### **8.1. 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 (**2008**).

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 (**2008**) 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.

---

<sup>3</sup> The approved auditor external to the company must be authorized to the terms of the Eight directive 84/253/CEE of the Council of 10<sup>th</sup> April 1984 on article 54 paragraph 3 point g) of the CEE treaty, regarding the authorization of the individuals in charge of the legal control of accounting documents (JO n°L 126 of 12/05/1984).

<b>Territory of distribution</b>	<b>Maximum threshold (nr of admissions)</b>
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 following information shall be published on the Agency's website and via the MEDIA Desks and Antennae.
  - name and territory of the distribution company;
  - title(s) of the non national European film(s) distributed;
  - number of admissions made by the film(s) between 01/01/2008 and 31/12/2008, and the
  - amount of automatic support generated on that basis.

All other information supplied shall be treated as confidential.

- 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:

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

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

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

Territory of distribution	Number of admission thresholds		
	1 <sup>st</sup> threshold	2 <sup>nd</sup> 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	Availability Threshold of 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 availability 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.

## **8.2 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 (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 2009**.

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 all three of the following conditions:

- **begin at the earliest on 1 August 2009**

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

<b>Module</b>	<b>Earliest start date of the project</b>
1. Co-production	The co-production contract may be signed at the earliest on 1/08/2009
2. Minimum guarantee	The distribution contract/license agreement may be signed at the earliest on 1/08/2009
3. P&A costs	The first theatrical release of the film in the territory may take place at the earliest on 1/08/2009

- **be submitted to the Agency within the following deadlines :**

<b>Module</b>	<b>Deadline for presentation of the reinvestment project</b>
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

Examples:

The reinvestment in a minimum guarantee (module 2) for which the distribution contract / license agreement was signed between the distributor and the producer / sales agent on 10 August 2009 is eligible. The request for reinvestment must be presented to the Agency at the latest on 10 November 2009.

The reinvestment in P&A (module 3) for which the first theatrical release date in the territory of the distributor is set on 8 August 2009 is eligible. The request for reinvestment by the distributor must be presented to the Agency at the latest on 8 August 2009.

- **be submitted to the Agency at the latest on 1st October 2010.** The potential Fund which is not reinvested by the beneficiary on this date will be lost.

## **9. FINANCIAL CONDITIONS**

Community grants are incentives to implement actions and are based on the principle of co-financing. They complement the applicant's financial contribution and/or national, regional or private financial contributions that have been obtained elsewhere.

Acceptance of an application does not constitute an undertaking to award a financial contribution equal to the amount requested by the beneficiary. However, the allocated amount may not exceed the amount requested. The awarding of a grant does not establish an entitlement for subsequent years.

Grant applications must include a detailed estimated budget in which all costs are given in euro. For those countries which are not members of the Euro zone or for expenses incurred in the currencies of countries which are not part of the Euro zone, the exchange rate to be used is the official exchange rate published by the Commission at the beginning of each month for the month in which the application is submitted.

This exchange rate is available from the MEDIA Desks and Antennae and from the web site of the Commission at <http://ec.europa.eu/budget/inforeuro/> ).

The budget for the action attached to the application must have revenue and expenditure in balance and show clearly the costs which are eligible for financing from the Community budget.

The amount of the own resources indicated in the revenue part of the estimated budget is regarded as secured, and the amount as a minimum, must be entered in the revenue section of the final account.

The applicant must indicate the sources and amounts of any other funding received or applied for in the same financial year for the same action or for any other action.

The beneficiary shall supply evidence of the co-financing provided, either by way of own resources, or in the form of financial transfers from third parties.

The Community grant may not have the purpose or effect of producing a profit for the beneficiary. Profit is defined as a surplus of receipts over costs. The amount of the grant will be reduced by the amount of any surplus.

### **9.1 Payment Procedure**

In the event of definitive approval by the Agency, a financial agreement, drawn up in euro and detailing the conditions and the level of funding will be entered between the Agency and the beneficiary. This agreement (the original) must be signed and returned to the Agency immediately. The Agency will sign it last. Where an applicant has presented (and the Agency has accepted) multiple projects within a single module, then a unique contract covering these projects will be drawn up with a single consolidated duration, budget and eligibility period. The contract will clearly identify the amount of the award for each reinvestment application and will require individual reports on the execution of same.

The account or sub-account indicated by the beneficiary must make it possible to identify the funds transferred by the Agency. If the funds paid into this account give rise to interest or equivalent profits in accordance with the legislation of the country where the account is held, such profit or interest will be recovered by the Agency where it results from the prefinancing payment if this payment exceeds 50 000 euros.

As a general rule payments will be made as follows:

- A pre-financing payment of 60% will be transferred to the beneficiary within 45 days of the date when the last of the two parties signs the agreement and all the necessary guarantees are received. Prefinancing is intended to provide the beneficiary with a float.
- Payment of the balance is made after the end of the action on the basis of the implementation of the action and the approbation by the Agency of final reports. In order for the Agency to agree to a payment, additional information may be requested from applicants when the final reports are submitted. The amount of this final contribution depends on actual eligible costs incurred by the beneficiary within the period of eligibility of costs and the levels of co-financing ultimately obtained. If applicable, the beneficiary will be required to reimburse any surplus already paid as part of initial pre-financing. The final payment will be made within 45 days following approval by the Agency of the final reports accompanying the request for payment of the balance.

The Agency will establish the amount of the final payment to be made to the beneficiary on the basis of the final reports certified by an independent and approved external auditor.

### **9.2 Certificate on the financial statements and underlying accounts**

A certificate on the financial statements and underlying accounts, produced by an approved auditor or in case of public bodies, by a competent and independent public officer, may be demanded by the authorising officer responsible in support of any payment on the basis of his assessment of risks. In the case of a grant for an action or of an operating grant, the certificate shall be attached to the request for payment. The certificate shall certify, in accordance with a methodology approved by the authorising officer responsible, that the costs declared by the beneficiary in the financial statements on which the request for payment is based are real, accurately recorded and eligible in accordance with the grant agreement. Except in the case of lump sums and flat rate



financing, the certificate on the financial statements and underlying accounts shall be compulsory for interim payments per financial year and for payments of balances in cases of grants for an action of EUR 750,000 or more when the cumulative amounts of request for payment is at least EUR 325 000.

### **9.3 Guarantee**

The Agency may require any organisation which has been awarded a grant to provide a guarantee first, in order to limit the financial risks linked to the pre-financing payment.

The purpose of this guarantee is to make a bank or a financial institution, stand as irrevocable collateral security for, or first-call guarantor of, the grant beneficiary's obligations.

This financial guarantee, in euro, shall be provided by an approved bank or financial institution established in one of the Member State of the European Union. When the beneficiary is established in a third country, the authorising officer responsible may agree that a bank or financial institution established in that third country may provide the guarantee if he considers that the bank or financial institution offers equivalent security and characteristics as those offered by a bank or financial institution established in a Member State.

The guarantee shall be released as the pre-financing is gradually cleared against interim payments or payments of balances to the beneficiary, in accordance with the conditions laid down in the grant agreement.

### **9.4 Double financing**

Subsidised actions may not benefit from any other Community funding for the same activity.

To ensure this, details are to be given in the application form of any other grant requests which the applicant has submitted or intends to submit to the European Institutions during the same year, stating in each case the budget heading, the Community programme and the amount requested.

### **9.5 Eligible costs**

Eligible costs of the action are costs actually incurred by the beneficiary, which meet the following criteria:

- they are incurred during the duration of the action as specified in the grant agreement, with the exception of costs relating to final reports and certificates on the action/Action's financial statements and underlying accounts;
- they are connected with the subject of the agreement and they are indicated in the estimated overall budget of the action;
- they are necessary for the implementation of the action which is the subject of the grant;
- they are identifiable and verifiable, in particular being recorded in the accounting records of the beneficiary and determined according to the applicable accounting standards of the country where the beneficiary is established and according to the usual cost-accounting practices of the beneficiary;
- they comply with the requirements of applicable tax and social legislation;
- they are reasonable, justified, and comply with the requirements of sound financial management, in particular regarding economy and efficiency;
- directly linked to the distribution of the film concerned.

The beneficiary's internal accounting and auditing procedures must permit direct reconciliation of the costs and revenue declared in respect of the action with the corresponding accounting statements and supporting documents.

**9.5.1 Eligible costs for reinvestment in Module 1 (co-production).**

Only those contributions linked to the investment of the distributor in the co-production and which are set out in the co-production contract signed with the producer and / or co-producer of the film will be eligible provided that they are paid within the eligible period.

The beneficiary must submit together with his certified financial (final) report a certified copy of the bank debit detailing the date of payment, the name of the recipient and the amount(s).

**9.5.2 Eligible costs for reinvestment in Module 2 (MG).**

Only the costs of the Minimum Guarantee set out in the distribution contract signed with the producer or sales agent of the film will be eligible provided that they are paid within the period of eligibility of costs.

It is common that distribution rights are acquired by distributors for multiple territories and that the amount of the Minimum Guarantee is defined for all these territories.

The Agency can only co-finance the Minimum Guarantee for the territory of the distributor concerned. The amount of the eligible Minimum Guarantee will therefore be reduced following the methods established in the light of experience and set out below:

<b>Territories</b>	<b>Division of the MG</b>
Germany - Austria	- Germany: 90 % - Austria: 10 %
Belgium - Luxemburg	- Belgium: 97,5 % - Luxemburg: 2,5 %
BENELUX (Belgium - Netherlands - Luxemburg)	For French language films: - Belgium: 73% - Luxemburg: 2 % - Netherlands: 25 %  For other films : - Belgium: 48 % (without LU: 50%) - Luxemburg: 2 % - Netherlands: 50 %
Greece - Cyprus	- Greece: 97,5 % - Cyprus: 2,5 %
United Kingdom - Ireland	- United Kingdom: 95 % - Ireland: 5 %
Scandinavia (Denmark - Finland - Iceland - Norway - Sweden)	- Sweden: 35 % - Norway: 30 % - Denmark: 25 % - Finland: 9 % (without Iceland: 10 %) - Iceland: 1 %
Czech Republic - Slovak Republic	- Czech Republic: 80 % - Slovak Republic: 20 %
Estonia - Latvia - Lithuania	- Estonia: 30 % - Latvia: 30 % - Lithuania: 40 %
Switzerland - Liechtenstein	- Switzerland: 99% - Liechtenstein: 1%

The other cases of multi-territory acquisitions will be treated individually.  
The decision of the Agency on the relevant deduction will be final.

### 9.5.3. Eligible direct costs for reinvestment in Module 3 (Distribution Costs)

The eligible direct costs for the action are those costs which, with due regard for the conditions of eligibility set out above, are identifiable as specific costs directly linked to the performance of the action and which can therefore be booked to it directly. In particular, the following direct costs are eligible, provided that they are paid within the eligible period and that they satisfy the criteria set out in the previous paragraph:

#### **Advertising costs (heading 1)**

**Publicity Material** : design, layout and printing of the posters, slides and stills, production of advertising spots for radio and TV, flyers, design and layout of press advertising, ...

**Publicity Space**: purchase of advertising spaces (TV, radio, internet, press), distribution of publicity material (trailers, flyers, posters, mailing...) and other advertising costs.

Please detail any other costs for a better understanding of the distribution strategy.

**Promotion costs (heading 1)**

**Promotion:** Promotion material such as press dossiers, EPKs, promotion events such as organisation of press screenings, premieres or receptions for launching the film in the territory, organisation of test screenings, travel and accommodation of the director / cast of the film in the distribution territory for the promotion of the film, design and construction of a web site / homepage for the promotion of the film; other promotion costs...

Please detail any other costs for a better understanding of the distribution strategy.

**Optical Costs (heading 2)**

These costs include the costs related to the optical manufacturing and circulation of the prints for the exploitation of the film/trailers in the cinemas: striking of an inter-negative and prints of the film/trailers, prints insurance, prints maintenance, dubbing and subtitling of the prints of film/trailers, translation; transport and taxes, costs for the national systems of certification of the film.

Please detail any other costs for a better understanding of the distribution strategy.

**Digital Costs (heading 2)**

These costs include the costs related to the optical manufacturing and circulation of the digital copies for the exploitation of the film/trailers in the cinemas: mastering<sup>4</sup> and duplication of the digital copies, digital copies insurance, dubbing and subtitling of the prints of film/trailers, translation; transport and taxes, costs for the national systems of certification of the film.

DVD or Digital Beta for promotional purposes are to be included in heading 2 Promotion Costs.

If the digital costs are eligible according to the list above, the different digital services should be detailed relating to the following:

- master (Digital Source Master (DSM), Digital Cinema Distribution Master (DCDM), specific colour grading for digital release...);
- digital copies : specify what kind of digital copy you use;
- dubbing and subtitling.

Please detail any other costs for a better understanding of the distribution strategy.

**Other Costs (heading 3)**

**Audit Fees.**

In the framework of the execution of an eventual financial support contract, the Agency requires the beneficiary to produce a statement of the final costs of the action. This document must be certified by an independent approved auditor, external to the company on the basis of justifying documents and the accountancy records of the beneficiary. Therefore the costs of this certification are the only costs eligible beyond the eligibility period.

---

<sup>4</sup> Colour grading required for theatrical release, compression of the data, encoding, encryption.

**All other Costs.**

A space is provided in the form for the disclosure of other costs directly linked to the action, which are not expressly provided for in the form and have to be clearly identified and detailed in the application form and in the financial report for them to be eligible. Moreover, those costs normally associated with the running of the company are not eligible under this heading.

These “other costs” must not fall under costs listed under Section 9.6 - Ineligible costs.

**9.5.4 Indirect costs (Overheads)**

A flat-rate amount, not exceeding 7% of the eligible direct distribution costs of the action within the limit of EUR 30,000 is eligible under indirect costs, representing the beneficiary's general administrative costs which can be regarded as chargeable to the action (i.e. rent of company offices, insurance, maintenance costs, telecommunications, postal charges, heating, lighting, water, electricity, office supplies, rental of stands on markets and festivals)

Indirect costs are not eligible where the beneficiary already receives an operating grant.

Indirect costs may not include costs entered under another budget heading.

**9.6 Ineligible costs**

The following costs shall not be considered eligible:

- return on capital;
- debt and debt service charges;
- provisions for losses or potential future liabilities;
- interest owed;
- doubtful debts;
- exchange losses;
- VAT, unless the beneficiary can show that he is unable to recover it;
- costs declared by the beneficiary and covered by another action or work programme receiving a Community grant;
- excessive or reckless expenditure.

<b>10. SUB-CONTRACTING AND AWARD OF PROCUREMENT CONTRACT</b>
--

Not applicable.

<b>11. PUBLICITY</b>
----------------------

All grants awarded in the course of a financial year must be published on the Internet site of the Community Institutions during the first six months of the following financial year, after the completion of the budget under which they were granted. The information may also be published in any other appropriate medium, including the Official Journal of the European Union.

With the agreement of the beneficiary, (taking account of whether information is of such a nature as to jeopardise its security or prejudice its financial interests) the Agency will publish the following information:

- name and address of the beneficiary,
- the subject of the grant,
- the amount and rate of financing.

Beneficiaries must clearly acknowledge the European Union's contribution in all publications or in conjunction with activities for which the grant is used. The name and logo of the programme as well as the mention "with the support of the MEDIA Programme of the European Union" must appear on all publications, posters, programmes and other products created in relation to the co-financed action. If this requirement is not fully complied with, the beneficiary's grant may be reduced.

Any MEDIA grant shall remain the exclusive property of the beneficiary. Community Law and the general conditions of any eventual contract offered to a distributor clearly lay down the fact that the Community Contribution (Grant) "shall be used by the Beneficiary solely, exclusively and directly in discharging eligible expenses incurred".

## **12. DATA PROTECTION**

All personal data (such as names, addresses, CVs, etc.) will be processed in accordance with Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data.<sup>5</sup>

Your replies to the questions in the application form are necessary in order to assess your grant application and they will be processed solely for that purpose by the department responsible for the Community grant programme concerned. On request, you may be sent personal data and correct or complete them. For any question relating to these data, please contact the Agency. Beneficiaries may lodge a complaint against the processing of their personal data with the European Data Protection Supervisor at any time.

## **13. PROCEDURE FOR THE SUBMISSION OF PROPOSALS**

The purpose of this section is to define clearly for the applicants the procedures to follow when applying for support and submitting reinvestment projects.

### *Duration and validity of the Call for Proposals*

These guidelines are valid for the year 2009 and for all those reinvestment projects submitted using the funds generated under this Call.

### *Deadline for submission of proposals*

Proposals for the "generation" of a potential Fund must be sent (postmark date) on **29/05/2009** at the latest. Only complete proposals sent before the deadline will be examined by the Agency. The outcome of the award procedure may normally be expected 6 months after the closing date. This decision will be final.

---

<sup>5</sup> Official Journal L 8, 12.1.2001.

Assessment of proposals

The “Automatic” support system works in two successive stages:

- The generation of the support: a potential Fund is generated by the eligible distribution companies in proportion to the number of paying theatrical admissions achieved by the non national European films distributed in 2008, within the limits for each film and adjusted for the relevant territory.
- The mobilisation or reinvestment of the potential support in the co-production, acquisition (MG) or the distribution of new non-national European films.

These two stages can be summarised as follows:

	<b>Stage 1: GENERATION</b>	<b>Stage 2: REINVESTMENT</b>
<b>Deadline</b>	<b>29/05/2009</b>	<b>1/10/2010</b>
<b>Distributor</b>	Application from the distributor for the generation of the support (declaration of the paid admissions)	Presentation of reinvestment projects
<b>Agency</b>	Calculation of the potential Fund generated  Notification of approval (or rejection) of its available potential Fund and of the reinvestment rules	Acceptance/Rejection of the reinvestment project  Signature of the Agreement between the Agency and the beneficiary
<b>Payment of a Community Financial Contribution</b>	No	Yes

Reinvestment Application Forms

All reinvestment requests must be made using the application forms attached to the current Call for proposals (Annex 3) together with one copy of the requested documents except where specified otherwise.

Three types of reinvestments are possible:

- Module 1: In the production of new non-national European films (i.e. not yet completed at the time of the submission of the reinvestment application).
- Module 2: In Distribution Minimum Guarantees for new non-national European films.
- Module 3: In distribution costs (prints / publicity) for new non-national European films.

Reinvestment projects must be submitted within the deadlines set out in Section 8.2 of these Guidelines.

Amount of the Project Allocation

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

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

**Example:**

<u>Reinvestment project :</u> Module 2 (MG), contract signed before completion of the principal photography of a UK film. Amount of MG: EUR 600,000	Maximum amount which can be covered by potential Fund (60%): EUR 360,000
---	--

<u>Reinvestment project :</u> Module 3 (P&A) UK Film Distribution budget (P&A): EUR 60,000	Maximum amount which can be covered by potential Fund (50%): EUR 30,000
---	---

<u>Reinvestment project :</u> Module 2 (MG) Date of completion of principal photography irrelevant Irish Film Amount of MG: EUR 100,000	Maximum amount which can be covered by potential Fund (60%): EUR 60,000
---	---



### **13.1. Publication**

The Call for proposals is being published in the Official Journal of the European Union and is accessible on the MEDIA Programme website at the following address:

<http://ec.europa.eu/media>

### **13.2. Application forms**

Grant applications must be submitted in one of the official EU languages (preferably in English or French). Only applications presented on the correct forms, duly completed, dated, showing a balanced budget (revenue/expenditure), in duplicate (as defined in the application forms), and signed by the person authorised to enter into legally binding commitments on behalf of the applicant organisation will be accepted.

Applications which do not include all the stipulated documents and which are not submitted before the deadline will not be considered.

The official forms can be downloaded from the website mentioned in 13.1.

### **13.3. Submission procedure**

Applications which do not include all the stipulated documents and which are not submitted at the respective deadline will not be considered.

European distribution companies applying for the type of support described above must present their proposal in view of the generation of a potential Fund in triplicate (as defined in the application forms) by using the attached application forms and providing the required annexes.

Proposals must include the following items (see Annex 2):

- a) Application form « COMPANY 2009 » in duplicate.**
- b) Application form « Film »: the admission statement (in triplicate) + information on each non-qualified film (only one copy).**

**as well as all the annexes defined in the application forms.**

Application and documents must be sent to the following address **on 29/05/2009 at the latest:**

Education, Audiovisual and Culture Executive Agency (EACEA)  
*Constantin Daskalakis*  
BOUR 3/66  
Avenue du Bourget, 1  
B-1140 Brussels  
Belgium

- (a) by registered post , date as postmark;
- (b) in person, at the address above mentioned, in which case the evidence shall be constituted by a signed and dated receipt (**on 29/05/2009 before 15h00**)
- (c) by courier service, date of receipt by the courier service.

**Envelopes should be clearly marked:**

#### **MEDIA 2007 - DISTRIBUTION EACEA/03/2009 – AUTOMATIC CINEMA**

No changes to the dossier can be made after the application has been submitted. However, if there is a need to clarify certain aspects, the Agency may contact the applicant for this purpose.

Only applications that fulfil all of the eligibility criteria will be considered for a grant. If an application is deemed ineligible, a letter indicating the reasons will be sent to the applicant.

The applicant has to submit all distribution agreements relevant to the application, including agreements already submitted when applying for support under any previous call of the MEDIA programme. Incomplete applications will be considered non-eligible.

The information submitted by the distributor will be treated as confidential.

No file or document submitted will be returned to applicants at the end of the evaluation and award procedure.

Please note that for the Reinvestment stage, Reinvestment applications must be sent to the Agency **by 1st October 2010 at the latest** (the postmark will be taken as proof of timely sending). Please refer to article 3.2.

#### **13.4. Applicable Rules**

- Decision n° 1718/2006/EC of the European Parliament and the Council of 15<sup>th</sup> November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007).

And the implementing rules adopted giving force to this Regulation:

- Council Regulation (EC, Euratom) N° 1995/2006 of 13 December 2006 amending Regulation N° 1605/2002 on the Financial regulation applicable to the general budget of the European Communities (OJ L 390/2006 of 30 December 2006).
- Commission Regulation (EC, Euratom) No 478/2007 of 23 April 2007 (OJ L 111 of 28.04.2007)

#### **13.5 Contacts**

The Commission service responsible for managing the MEDIA 2007 Programme is the EAC Executive Agency (EACEA).

Any requests for clarification should be addressed to:

Mr. Chris MILLER

[Christopher.Miller@ec.europa.eu](mailto:Christopher.Miller@ec.europa.eu)

Tél : + 32 2 298 8383

National contacts

Additional information, as well as guidelines and applications forms in the Community's official languages are available at MEDIA Desks and Antennae as per the list on the following website:  
[http://ec.europa.eu/information\\_society/media/overview/who/desks/index\\_en.htm](http://ec.europa.eu/information_society/media/overview/who/desks/index_en.htm) .

**Annexes**

**Annex 1 – National correspondents**

**Annex 2 – Application forms for the « generation » of the support**

Application form « Company 2009 »

Application form « Films » (including the admission statement)

**Annex 3 – Reinvestment project forms**

Module 1 – Co-production

Module 2 – Minimum Guarantee

Module 3 – Distribution costs (P&A)

**Annex 4 – Summary table for the generation stage**

## **Annex 1 - NATIONAL CORRESPONDENTS**

### **AUTOMATIC SUPPORT TO CINEMA DISTRIBUTION**

<p align="center"><b><u>AUSTRIA</u></b></p> <p>Mr. Werner MÜLLER  <b>FACHVERBAND DER AUDIOVISIONS- UND FILMINDUSTRIE ÖSTERREICHS</b>  Wiedner Hauptstrasse 63, Postfach 327  A-1045 Wien  T: 00 43 590 900 or 590 3010  F: 00 43 590 900 or 276  mueller@fafo.at</p>	<p align="center"><b><u>BELGIUM</u></b></p> <p>Mr. Jack VERBEKE  <b>S.I.C.R. - I.C.D.O.</b>  <b>Contrôle des recettes - Controledienst Ontvangsten</b>  Square Plasky 92 - 94  B-1030 Bruxelles  T: 00 32 2 648 17 08  F: 00 32 2 648 93 57  sicr@scarlet.be</p>	<p align="center"><b><u>BULGARIA</u></b></p> <p>Ms. Ralitsa NIKOLOVA  <b>NATIONAL FILM CENTRE</b>    2A Blvd Dondukov    BG - 1000 Sofia  T: 00 359 2 988 38 31  F: 00 359 2 987 36 26</p>
<p align="center"><b><u>SWITZERLAND+LIECHTENSTEIN</u></b></p> <p>Mr. Laurent STEIERT  <b>DEPARTEMENT FEDERAL DE L'INTERIEUR (DFI) – Bundesamt für Kultur – Sektion Film</b>  Hallwylstr. 15  CH – 3003 Bern  T: 00 41 31 323 13 40  F: 00 41 31 322 57 71  laurent.steiert@bak.admin.ch</p>	<p align="center"><b><u>CYPRUS</u></b></p> <p>Mr. Ricardo LOPEZ  <b>PRESS AND INFORMATION OFFICE/ AUDIOVISUAL PRODUCTION SERVICES</b>  Apellis Street  CY- 1456 Nicosia  T: 00 357 22 80 12 04  F: 00 357 22 66 21 68  rlopez@pio.moi.gov.cy</p>	<p align="center"><b><u>CZECH REPUBLIC</u></b></p> <p>Ms. Katerina BESSEROVA  <b>MINISTERSTVO KULTURY Zahranicni odbor</b>    Maltezske namesti 1  CZ - 160 00 Praha 1  T: 00 420 257 085 111  F: 00 420 224 324 282  katerina.besserova@mkcr.cz</p>
<p align="center"><b><u>DENMARK</u></b></p> <p>Mr. Thomas THESSEN  <b>DANMARKS STATISTIK</b>  Sejrgade 11  DK-2100 København  T: 00 45 39 17 33 62  F: 00 45 39 17 39 99  tts@dst.dk</p>	<p align="center"><b><u>GERMANY</u></b></p> <p>Mr. Peter DINGES  <b>F.F.A.</b>  Große Präsidentenstraße, 9  D-10178 Berlin  T: 00 49 30 275 77 511  F: 00 49 30 275 77 555  dinges@ffa.de</p>	<p align="center"><b><u>ESTONIA</u></b></p> <p>Mr. Meelis MUHU  <b>MINISTRY OF CULTURE</b>  Suur-Karja 23  EE - 15076 Tallinn  T: 00 372 628 22 50  F: 00 372 628 22 00  meelis.muhu@kul.ee</p>
<p align="center"><b><u>SPAIN</u></b></p> <p>Ms. Beatriz de ARMAS SERRA  <b>MINISTERIO DE LA CULTURA I.C.A.A.</b>    Plaza del Rey, 1- 2 Planta  E-28071 Madrid  T: 00 34 91 701 72 57  F: 00 34 91 701 74 01  beatriz.dearmas@icaar.mcu.es</p>	<p align="center"><b><u>FINLAND</u></b></p> <p>Ms. Reetta HAUTAMAKI  <b>THE FINNISH FILM INSTITUTE</b>    Kanavakatu 12  FIN - 00160 Helsinki  T: 00 358 9 62 20 30 44  F: 00 358 9 6220 30 50  reetta.hautamaki@ses.fi</p>	<p align="center"><b><u>FRANCE</u></b></p> <p>Mr. Raphaël CÉRIEZ  <b>C.N.C. Direction du service du contrôle des résultats d'exploitation</b>  32 rue Galilée  F - 75116 Paris  T: 00 33 1 44 34 37 46  F: 00 33 1 44 34 34 80</p>

<p><b><u>GREECE</u></b></p> <p>Ms. Lila DASKALAKI <b>MINISTRY OF CULTURE</b></p> <p>Metsovou 5 GR-10682 Athinai T: 00 302 10 82 53 611 F: 00 302 10 82 53 604 protocol@dkom.culture.gr</p>	<p><b><u>HUNGARY</u></b></p> <p>Mr. Miklos TABA <b>NEMZETI FILMIRODA ( NATIONAL FILM OFFICE )</b> Wesselenyi u. 16 HU-1075 Budapest T: 00 36 1 327 70 70 F: 00 36 1 321 92 24 info@filmoffice.hu</p>	<p><b><u>IRELAND/EIRE</u></b></p> <p>Mr Declan BRENNAN <b>DEPARTMENT OF ARTS, SPORTS &amp; TOURISM Film Section</b> New Road IRL- Killarney, Co Kerry T: 00 353 64 6627378 F: 00 353 64 6627350 declanbrennan@dast.gov.ie</p>
<p><b><u>ICELAND</u></b></p> <p>Mr. Snaebjorn STEINGRIMSSON <b>SMAIS</b></p> <p>Laugavegur 182 IS-105 Reykjavik T: 00 354 588 38 00 F: 00 354 588 38 00 ss@smais.is</p>	<p><b><u>ITALY</u></b></p> <p>Mr. Salvatore CANNELLA <b>S.I.A.E. Sezione Cinema</b> Via della Letteratura 30 I-00144 Roma T: 00 39 06 59 90 23 22 F: 00 39 06 59 90 20 06</p>	<p><b><u>LITHUANIA</u></b></p> <p>Mr. Valdas GEDGAUDAS <b>MINISTRY OF CULTURE</b></p> <p>J. Basanavicius 5 LT-2600 Vilnius T: 00 370 52 61 60 051 F: 00 370 52 62 31 20 gedgaugas@muza.lt</p>
<p><b><u>THE NETHERLANDS</u></b></p> <p>Mr. Michael LAMBRECHTSEN <b>N.F.C. p/a N.V.F.</b></p> <p>Teleport Boulevard 110  NL-1043 EJ Amsterdam T: 00 31 20 38 68 630 F: 00 31 20 38 68 631 michael.lambrechtsen@filmdistributeur.nl</p>	<p><b><u>NORWAY</u></b></p> <p>Ms. Lene LØKEN <b>FILM &amp; KINO National Association of Municipal Cinemas</b> P.O. Box 446 Sentrum (Filmens Hus, Dronningensgate 16) N-0104 Oslo T: 00 47 22 47 45 00 F: 00 47 2247 46 99 lene@kino.no</p>	<p><b><u>POLAND</u></b></p> <p>Ms. Agnieszka ODOROWICZ <b>POLSKI INSTYTUT SZTUKI FILMOWEJ</b></p> <p>ul Krakowskie Przedmiescie 21/ 23  PL - 00 -071 Warszawa T: 00 48 22 42 10 518 F: 00 48 22 22 42 10 241 agnieszka.odorowicz@pisf.pl pisf @pisf.pl</p>
<p><b><u>PORTUGAL</u></b></p> <p>Mr. Paulo GONCALVES <b>INSTITUTO DO CINEMA E DO AUDIOVISUAL, I.P. (ICA-IP)</b></p> <p>R. Sao Pedro de Alcantara 45, 1er P-1269-138 Lisboa T: 00 351 21 323 08 00 F: 00 351 21 343 1952 paulo.goncalves@ica-ip.pt</p>	<p><b><u>SLOVENIA</u></b></p> <p>Ms. Natasa GORSEK - MENCIN <b>MINISTRY OF CULTURE OF REPUBLIC OF SLOVENIA MEDIA DEPARTMENT</b> Maistrova 10 SI - 1502 Ljubljana T: 00 386 1 369 59 80 F: 00 386 1 369 59 92 natasa.gorsek-mencin@gov.si</p>	<p><b><u>SLOVAKIA</u></b></p> <p>Ms. Natasa SLAVIKOVA <b>MINISTRY OF CULTURE MEDIA, AUDIOVISUAL AND COPYRIGHT DEPARTMENT</b> Namestie SNP 33 SK - 81 331 Bratislava T: 00 421 2 204 82 121 F: 00 421 2 204 82 174 sma@culture.gov.sk</p>

<p align="center"><b><u>SWEDEN</u></b></p> <p>Mr. Peter RUNSTEN  <b>FILMAGARNAS KONTROLLBYRA AB</b>  Box 23021  SU- 10435 Stockholm  T: 00 46 8 441 55 70  F: 00 46 8 34 38 10  filmgarnas@fkb.se</p>	<p align="center"><b><u>UNITED KINGDOM</u></b></p> <p>Mr. Stewart KEMSLEY  <b>DEPARTMENT FOR CULTURE, MEDIA &amp; SPORT Media Division</b>  Cockspur Street 2-4  GB-SW1Y 5DH London  T: 00 44 20 7211 63 59  F: 00 44 20 7211 62 30  stuart.kemsley@culture.gsi.gov.uk</p>	<p align="center"><b><u>LUXEMBURG</u></b></p> <p>Ms. Joy HOFFMANN  <b>Centre National de l'Audiovisuel</b>  Boîte postale 105  L-3402 Dudelange  T: 00 352 52 24 241  F: 00 352 520655  Joy.hoffmann@cna.etat.lu</p>
<p align="center"><b><u>CROATIA</u></b></p> <p>Mr. Albert KAPOVIC  <b>HAVC – CROATIAN AUDIOVISUAL CENTER</b>  Ulica kralja Zvonimira 20  HR- 10000 Zagreb  T:  F:  albert.kapovic@havc.hr</p>	<p align="center"><b><u>ROMANIA</u></b></p> <p>Ms. Alexandra GRECEANU &amp; Ms. Doina BOSTAN  <b>CENTRUL NATIONAL AL CINEMATOGRAFIEI</b>  Rue Dem. I. Dobrescu no 4-6  RO-010025 Bucharest  T: 00 40 21 310 4301/0446  F: 00 40 21 310 4300  alexandra.grecean@yhoo.com  cnc_doina@yahoo.com</p>	<p align="center"><b><u>LATVIA</u></b></p> <p>Ms. Laura OSLEJA  <b>NATIONAL FILM CENTRE OF LATVIA</b>  Peitavs 10/12  LV-Riga LV1050  T: 00371 6735 8869  F: 00371 6735 8877  laura.osleja@nfc.gov.lv</p>

**Annex 2 – Application forms for the « generation » of the support**

Application form « Company 2009 »

Application form « Films » (including the admission statement)

**Annex 3 – Reinvestment project forms**

Module 1 – Co-production

Module 2 – Minimum Guarantee

Module 3 – Distribution costs (P&A)

**Annex 4 – Summary table for the generation stage**

Territory of distribution	Amount per eligible admission according to the origin of the films and the number of admissions								
	Films originating from France and United Kingdom			Films originating from Germany, Spain and Italy			Films originating from low production capacity countries		
Germany, Spain, France, Italy	Up to 75.000 admissions	Between 75.001 and 300.000 admissions	Between 300.001 and 600.000 admissions	Up to 75.000 admissions	Between 75.001 and 300.000 admissions	Between 300.001 and 600.000 admissions	Up to 75.000 admissions	Between 75.001 and 300.000 admissions	Between 300.001 and 600.000 admissions
	0.60€	0.40€	0.14€	0.75€	0.50€	0.18€	1.05€	0.70€	0.25€
Austria, Belgium, Switzerland, The Netherlands, Poland, United Kingdom	Up to 25.000 admissions	Between 25.001 and 100.000 admissions	Between 100.001 and 200.000 admissions	Up to 25.000 admissions	Between 25.001 and 100.000 admissions	Between 100.001 and 200.000 admissions	Up to 25.000 admissions	Between 25.001 and 100.000 admissions	Between 100.001 and 200.000 admissions
	0.68€	0.45€	0.16€	0.83€	0.55€	0.19€	1.05€	0.70€	0.25€
Czech Republic, Denmark, Finland, Greece, Hungary, Norway, Portugal, Sweden,	Up to 18.000 admissions	Between 18.001 and 75.000 admissions	Between 75.001 and 150.000 admissions	Up to 18.000 admissions	Between 18.001 and 75.000 admissions	Between 75.001 and 150.000 admissions	Up to 18.000 admissions	Between 18.001 and 75.000 admissions	Between 75.001 and 150.000 admissions
	0.75€	0.50€	0.18€	0.90€	0.60€	0.21€	1.05€	0.70€	0.25€
Bulgaria, Croatia, Cyprus, Estonia, Iceland, Ireland, Latvia, Liechtenstein, Lithuania, Luxemburg, Malta, Romania, Slovakia, Slovenia	Up to 4.000 admissions	Between 4.001 and 16.000 admissions	Between 16.001 and 32.000 admissions	Up to 4.000 admissions	Between 4.001 and 16.000 admissions	Between 16.001 and 32.000 admissions	Up to 4.000 admissions	Between 4.001 and 16.000 admissions	Between 16.001 and 32.000 admissions
	0.83€	0.55€	0.19€	0.98€	0.65€	0.23€	1.05€	0.70€	0.25€