

MEDIA at a glance

A guide to funding, training and networking opportunities offered by MEDIA 2007



Funding schemes

TRAINING	PRODUCER SUPPORT	DISTRIBUTION AND EXHIBITION	PROMOTION	NEW TECHNOLOGIES
Initial Training	Development Single Project	Selective Scheme	Access to Markets	Video-on-Demand and Digital Cinema Distribution
Vocational Training	Development Slate Funding	Automatic Scheme	Festivals	Pilot Projects
	Development Interactive Projects	Sales Agent Support		
	TV Broadcasting	Exhibition/Networks of Cinemas		
	i2i Audiovisual	Digital Projection		

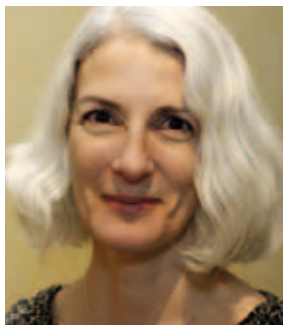
MEDIA Production
Guarantee Fund

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Message from Aviva Silver

Photo of Aviva Silver © Cecoforma



2011 marks the 20th anniversary of the MEDIA Programme – a time to celebrate past successes, and evaluate how the programme might best adapt in future to fit the needs of the fast-changing audiovisual industries. This year again demonstrates how the programme has evolved, with the arrival of a dedicated MEDIA funding scheme for the digitisation

of cinemas, and the opening of the MEDIA Production Guarantee Fund. It also sees the launch of MEDIA Mundus, which will capitalise on the growing opportunities offered by the global co-operation of the audiovisual industries.

To ensure MEDIA continues to adapt according to industry needs, important future considerations include the place of new digital media, and the vital role of media literacy. We are currently consulting with industry and maintaining negotiations regarding the shape and priorities of the MEDIA Programme after 2013.

MEDIA Desk UK and the Antennae offices in Scotland and Wales continue to be a valuable information resource for the MEDIA Programme in the UK. 2011 is a chance to reflect on

MEDIA Desk UK's successful ten-year partnership with the UK Film Council, and to look forward to continuing that good work at the British Film Institute.

Aviva Silver,
Head of MEDIA Programme and media literacy
Directorate-General for Education and Culture
European Commission



Introduction

The MEDIA Programme is an initiative of the European Union. It has three aims:

- 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
- To strengthen the competitiveness of the European audiovisual sector in an open market
- To increase the international circulation and viewership of European audiovisual products inside and outside of the European Union.

The Programme has five areas of priority:

- Acquisition of skills
- Project development
- Distribution
- Promotion and festivals
- New technologies.

The King's Speech, directed by Tom Hooper, received MEDIA Distribution funding.
Image courtesy of Momentum Pictures





Des hommes et des dieux (Of Gods and Men), directed by Xavier Beauvois, received MEDIA Distribution funding. Image courtesy of Artificial Eye

MEDIA 1991-1995	MEDIA II 1996-2000	MEDIA Plus 2001-2006	MEDIA 2007 2007-2013
<p>MEDIA started up in 1991 and MEDIA 2007 commenced in January 2007. It will run to December 2013 with a budget of €755 million, allocated as shown:</p> <p>The following countries participate: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, the Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and the United Kingdom.</p>			Training 7%
			Producer support 20%
			Distribution and exhibition 55%
			Promotion 9%
			Pilot projects 4%
			Desks and EAO* 5%

How MEDIA works

The **MEDIA Unit** in Brussels manages the policy and evaluation of the Programme and its budget. The Unit is part of the Directorate-General for Education and Culture at the European Commission.

The **Education, Audiovisual and Culture Executive Agency** (EACEA) is in charge of the operational management of the MEDIA Programme. This includes:

- Preparing and launching Calls for Proposals
- Evaluation and pre-selection of applicants and projects
- Contracting and signing project agreements
- Monitoring of projects and communicating with and providing information to beneficiaries.

The **MEDIA Management Committee** is made up of representatives from all participating countries, usually from ministries and/or national public funding agencies. It supervises the Commission in approving the Programme's budget, guidelines and funding allocations.

MEDIA Desks and Antennae staff answer enquiries about MEDIA funding. They also encourage participation in training courses, festivals and markets and help prepare applications. Each country has a central office, called a Desk, usually based in the capital city. One or more regional offices in key cities often support this national Desk – these are known as Antennae. The MEDIA Desks and Antennae are usually hosted by a national film agency or other relevant organisation.



A Dangerous Method, directed by David Cronenberg and produced by Jeremy Thomas, received MEDIA Development funding. Image courtesy of Recorded Picture Company. Photo by Liam Daniel

MEDIA 2007 funding schemes

All funding is distributed on the basis of Calls for Proposals consisting of a set of guidelines and application forms. Calls usually work on an annual basis with one or more deadlines in a year. All funding is offered as non-repayable grants.

Training

Initial Training

Financial support is available to encourage the networking and mobility of European students in the audiovisual industry, in particular through collaboration between European film schools, training institutions, and with the participation of partners from the professional sector. Eligible applicants are European training organisations, in particular higher education institutions and film schools.

The Lithuanian Academy of Music and Theatre's Summer MEDIA Studio is supported by the MEDIA Initial Training scheme. © Summer MEDIA Studio

The applicant consortia must be made up of higher education institutions from at least three countries participating in the MEDIA Programme. The consortia must propose a plan for joint training initiatives in the areas of economic, financial and commercial management, new technologies and/or scriptwriting techniques.

Level of support: Up to 50% of the eligible costs of the project. Up to 75% of the costs can be covered if one of the members of the consortium is based in one of the following countries: Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia and Slovenia.



Continuous Training

Funding is also available for training providers to deliver continuous training activities for industry professionals.

The eligible providers are:

- Film and television schools and universities
- Audiovisual production and distribution companies
- Specialist professional organisations and training centres.

Eligible training activities are:

- New technologies, including:
 - Production and post-production (digital production, 3D animation, HDTV)
 - Distribution (new channels for distribution of films for TV and cinema)
 - Marketing (new media such as internet, mobile phones)
 - New markets (internet, mobile phones, 3D cinema...)
 - Restoration and conservation technologies

- Economic, financial and commercial management, including:
 - Business skills (management, new business models, marketing, pitching)
 - Production
 - Distribution/exhibition
 - Legal and financial aspects of co-production
 - Understanding and accessing international markets
- Script development, including:
 - Identifying target audiences
 - International standards of scriptwriting and script presentation
 - Creative collaboration between writers, producers, directors and script editors.

Level of support: Up to 50% (in some cases 60%) of the costs of the training activity.

Seize the Media's Transmedia Next course is supported by the MEDIA Continuous Training scheme.



Producer support

Single and Slate Development Funding

Funding is available towards development costs for audiovisual projects intended for commercial exploitation including:

- Acquisition of rights
- Research
- Scriptwriting
- Preparation of production budgets and schedules
- Identification of key cast and crew
- Identification of industry partners, co-producers and financiers.

Independent European production companies with a proven track record are eligible. The minimum requirement is to have produced another project, meeting the eligibility criteria below, which has had recent distribution or broadcast.

Eligible projects:

- Fiction (one-off and series of minimum duration 50 minutes)
- Creative Documentary (one-off and series of minimum duration 25 minutes per episode)
- Animation (one-off and series of minimum duration 24 minutes).

Level of support: Companies can apply for single project funding grants of €10,000 – €60,000 (€80,000 for feature-length animation projects intended for cinema release). More established companies can apply for slate funding for three to six projects, and grants of €70,000 to €190,000.



The Promise, produced by Daybreak Pictures, received MEDIA TV Broadcasting funding.
Image courtesy of Daybreak Pictures. © Ed Miller



The Hive, a Hive Enterprises co-production with DQ Entertainment in association with Lupus Films, Monumental Productions, Bejuba! Entertainment and Picture Production Company, received MEDIA TV Broadcasting funding. Image © The Hive Enterprises Limited MMXI

In both cases up to 50% of the development budget is available. If the project is intending to promote European cultural diversity, the applicant can request up to 60%.

Development Funding for Interactive Works

Funding is also available for the development of digital interactive content specifically designed for at least one of the following platforms:

- Internet
- PC
- Console
- Handheld device
- Interactive television.

The interactive work must present substantial interactivity with a strong narrative component, as well as originality, creativity and innovation in relation to existing works.

It must also complement an audiovisual project in one of these categories:

- Fiction (one-off and series of minimum duration 50 minutes)
- Creative Documentary (one-off and series of minimum duration 25 minutes per episode)
- Animation (one-off and series of minimum duration 24 minutes).

Eligible costs include:

- Creation of programme content, including writing, storyboarding and visual concepts
- Production of a promo or a playable prototype
- Archive research
- Acquisition of rights
- Preparation of the budget, production schedule, business plan and a financing plan
- Identification of industry partners, financiers and co-producers
- Initial marketing and sales plans.

Level of support: Up to 50% of the development budget for the project. If the project is intending to promote European cultural diversity, the applicant can apply for up to 60%. There is no slate funding for interactive works but companies can submit up to two applications in one Call for Proposals. Companies can apply for between €10,000 and €150,000 per project.

TV Broadcasting

Support is available for independent European production companies with a production originally intended for the television market (exceptions apply – please see the guidelines for full details), in the following categories:

- Fiction (one-off and series of minimum duration 50 minutes)
- Creative Documentary (one-off and series of minimum duration 25 minutes)
- Animation (one-off and series of minimum duration 24 minutes).

The project must be European, 50% of the third-party finance must be in place and a minimum of three European broadcasters from three different countries must be attached. The rights in the project must revert to the producer after a maximum of seven years in the case of a pre-sale, and ten years in the case of a co-production with a broadcaster.

Level of support: Up to 12.5% of the budget, capped at €500,000 for fiction and animation or up to 20% of the budget, capped at €300,000 for documentary.

i2i Audiovisual

i2i Audiovisual facilitates access to film financing by supporting part of the costs and/or guarantees required by banks and/or financial institutions against the risks associated with audiovisual (co)productions. It is available for independent, European small and medium-sized companies. Recipients of MEDIA Development Funding, holders of a credit/financing agreement with a bank and/or financial institution and co-productions are awarded more points in the assessment of applications.

Eligible costs include:

- Insurance
- Completion guarantee costs
- Financing costs.

Level of support: Companies can apply for up to 50% (or 60% in some cases) of the eligible costs, capped at €50,000 per project and €100,000 per company annually.



Late Bloomers, directed by Julie Gavras, received MEDIA i2i Audiovisual funding. © The Bureau/Les Films du Worso. Photo credit: Simon Mein

MEDIA Production Guarantee Fund

The MEDIA Production Guarantee Fund is a loan guarantee fund aimed at making it easier for film producers to gain access to bank financing. The fund offers a guarantee to the banks and financial institutions which lend money to production companies to finance their projects.

Two organisations administer the €8 million fund, which will run until 2013, on behalf of the MEDIA Programme:

- French Institute for the Financing of Cinema and Cultural Industries (Institut pour le Financement du Cinéma et des Industries Culturelles, 'IFCIC')
- Spain's Guarantee Society for the Audiovisual Sector (Sociedad de Garantía Reciproca para el Sector Audiovisual, 'Audiovisual SGR').

In the event of a default, a bank would be able to recover up to 55% of its loan from IFCIC and up to 50% from Audiovisual SGR. The fund considerably reduces the risk to banks, therefore making it easier for producers to obtain loans.

Eligible type of projects: For IFCIC the project must be a European feature film intended for theatrical release, but Audiovisual SGR can also work with European projects aimed for television.

For more information see:

www.ifcic.fr/media-production-guarantee-fund_uk.html

www.audiovisualsgr.com/english_version/presentacion_ing.asp

Distribution and exhibition



L'arnacoœur (Heartbreaker), directed by Pascal Chaumeil, received MEDIA Distribution funding. Image courtesy of Revolver Entertainment

Automatic Scheme

Funding is available to enable investment in distributing European films originating from outside the distributor's home territory (non-national films). The scheme is designed in two stages:

- Generation: a potential fund is allocated to a distributor on the basis of the number of admissions for non-national European films in the previous calendar year
- Reinvestment: the funds generated in the first stage can then be reinvested in co-production, minimum guarantees and distribution costs (P&A) of new non-national European films.

Level of support: Up to 60% of the eligible costs (P&A costs and/or minimum guarantees) within the limit of the allocated generated amount.

Selective Scheme

This funding is for distribution costs e.g. print production costs, promotion and publicity. Funding is available for groupings of European distributors, operating in different national territories, which propose to distribute one or more recent non-national European films. A grouping must consist of at least five European distributors for films with budgets below €3 million and of at least seven European distributors for films with budgets from €3 to €15 million. Films with budgets over €15 million are not eligible for support from this scheme.

Level of support: Up to 50% of the distribution budget, capped at €150,000 per distributor, per film.



Sales Agent Support

Funding is available for companies specialising in international sales for further reinvestment in new non-national European films. The scheme is designed in two stages:

- **Generation:** a potential fund is allocated based on the agent's activity in international film sales over the period of four previous years (including paying admissions and current films in catalogue)
- **Reinvestment:** the funds generated in the first stage can then be reinvested in minimum sales guarantees, as well as promotion and marketing costs for new non-national European films.

Level of support: The amount depends on the sales agent's performance in selling non-national European films in the qualifying period.

Tamara Drewe, directed by Stephen Frears, received MEDIA Distribution funding.
Image courtesy of Momentum Pictures. © Peter Mountain

Exhibition – Networks of Cinemas

MEDIA support for exhibition is channelled through its funding for networks of cinemas. The most well-known network is Europa Cinemas, established in 1992. It screens European films in over 700 cinemas in over 440 European cities in all 32 MEDIA-participating countries. Member cinemas apply to Europa Cinemas once a year, reporting on their screening of European films, and receive support proportionate to paid admissions. Additional support is available for screening European films in digital format and for activities aimed at young audiences. New cinemas can apply to join the network at www.europa-cinemas.org.

Exhibition – Digitisation of Cinemas

From Autumn 2011 the MEDIA Programme will start supporting digital projection in Europe's cinemas. A limited budget will initially be available in 2011 with the likelihood of more funds in 2012 and 2013. The criteria for awarding funding will be based on the quality of the programming, defined as the ratio of films from European countries other than the one the exhibitor is based in (non-national films) to the total number of films screened. More information will be available later in 2011 on the MEDIA Programme's website: www.ec.europa.eu/media.



Promotion

Access to Markets

Support is available for organisations to:

- Improve access for professionals to industry markets and trade shows, in and outside of MEDIA-participating countries, via specific schemes including co-production and financing initiatives and events
- Promote European audiovisual works before and/or during production, in the form of co-production and financing initiatives and events

- Encourage the creation of computer-based information tools about the audiovisual and cinematographic industry, intended for professionals
- Encourage common European promotional activities.

Level of support: Up to 50% of the total cost of the project.



The MeetMarket at Sheffield Doc/Fest is supported by the MEDIA Access to Markets scheme.

© Jacqui Bellamy, Pixelwitch Pictures

Festivals

Support is available for festival organisers, covering up to 50% of the following costs (capped at €75,000):

- Print traffic, screening fees, subtitling and translation of European films
- Travel and accommodation costs for professionals accompanying European films
- Development, translation and printing of the official catalogue and brochure.

To be eligible the festival must screen at least 70% European films from at least ten different countries participating in the MEDIA Programme. The selection criteria are:

- European dimension of the programming
- Cultural and geographical diversity of the programming
- Quality and innovative nature of the programming
- Audience impact
- Impact on the promotion and circulation of European audiovisual works
- Industry participation.



BERGAMO FILM MEETING

XXIX EDIZIONE
12/20 MARZO 2011

New technologies

Video-on-Demand/Digital Cinema Distribution

Support is available for two kinds of service:

- Video-on-demand (VoD): enabling individual users to select audiovisual works for viewing on a remote screen by streaming and/or downloading (B2C)
- Digital Cinema Distribution (DCD): digital delivery (to an acceptable commercial standard) of content to cinemas for theatrical exploitation via hard disc, satellite, online etc. (B2B).

The applicant consortia can apply for funding for an online service if the content includes audiovisual works (feature films, TV drama, animation or documentary, as well as alternative content including shorts) from at least five eligible countries representing at least five different official languages of the European Union. No more than 40% of the content in programme hours may come from one single territory.

The projects are selected according to the following criteria:

- Catalogue and editorial line
- European dimension of the catalogue
- Quality and cost effectiveness of the business model
- Marketing and strategy
- Innovative aspects
- Target audience and potential impact
- Grouping and networking dimension.

Level of support: The maximum financial contribution is up to 50% of the eligible costs of the project budget, limited to €1m per action.

Pilot Projects

Funding is available for projects involving initiatives in the following areas:

- Distribution: new ways of creating and distributing European content via non-linear services
- Open Media Production Environment (OMPE)
- Distribution – promotion and marketing: the use of web techniques to develop local cinema communities
- Audiovisual Junction Portal: to widen and improve access to, and the exploitation of, structured information on European content across multiple databases.

Projects must have a European dimension in that the origin of the content and the target audience must be from at least four countries participating in the MEDIA Programme, and in at least three of the official languages of the EU.

Level of support: Applicants can apply for up to 50% of the eligible budget.



Curzon on Demand is supported by the MEDIA Video-on-Demand/Digital Cinema Distribution scheme.

It's not all about money

MEDIA supports training courses across Europe covering management, new technologies and script development. Courses may be intensive, long-term, or online.

Support is also offered to organisations providing promotional opportunities. This includes a wide variety of networking events, festivals and markets to promote European audiovisual works and facilitate the mobility of professionals.

MEDIA 2007 training opportunities

MEDIA-supported continuous training courses include:

Management

- ACE Advanced Producers Workshop & Network
- Berlinale Talent Campus
- Cartoon Masters
- Documentary Campus Masterschool
- EAVE Film Marketing Workshop
- EURODOC – Executives Seminar
- Inside Pictures.

New media

- Closing the Gap: Investment for 360° Content
- Multi Platform Business School.

New technologies

- 3D Cinema in Europe
- TransISTor.

Project development and production

- Budapest Cinematography Masterclass 2011
- Prime 4Kids&Family.

Cartoon Masters is supported by the MEDIA Continuous Training Scheme. © CARTOON



MEDIA 2007 networking opportunities

The following networking events are all supported by MEDIA:

Film festivals in Europe

MEDIA supports a wide variety of European film festivals including:

- BUFF (International Children and Young People's Film Festival Malmö)
- Critics' Week, Cannes Film Festival
- Helsinki Documentary Film Festival
- One World – International Human Rights Documentary Film Festival
- Premiers Plans – Festival d'Angers.

Film festivals outside Europe

European films are promoted with MEDIA support at international festivals and markets outside Europe, for example:

- The American Film Market
- The Asian Film Market
- International Film Festival Guadalajara
- Shanghai International Film Festival
- Sundance Film Festival
- Toronto International Film Festival.

Specialist markets

MEDIA funds documentary, animation, feature film and cross-media markets, where participants can meet with potential co-producers, television buyers, sales agents, distributors, fund representatives and other professionals. These include:

- Amsterdam FORUM for Co-financing of Documentaries
- Cartoon Forum
- The Film London Production Finance Market
- Power to the Pixel's Pixel Market.

Development and promotion of talent

MEDIA funds events dedicated to supporting Europe's best new up-and-coming acting and filmmaking talent. New European producers, writers, directors, actors and cinematographers are introduced to established professionals via programmes of events and networking opportunities. MEDIA-supported European Film Promotion organises the following events:

- Producers on the Move at the Cannes Film Festival
- Shooting Stars at the Berlin International Film Festival.



MEDIA Stand at the European Film Market, Berlin 2011. © Cecoforma

MEDIA Stand

Participants can enjoy reduced-price accreditation at several festivals and markets through the MEDIA Stand complete with a range of services and facilities at the following markets:

- European Film Market (EFM) at the Berlinale

- Marché du Film at the Cannes Film Festival
- MIPCOM – international film and programme market for television, video, cable and satellite
- MIPTV – international market for television programming.

For further details see: www.media-stands.eu

MEDIA goes global

MEDIA Mundus

Building on the work of MEDIA International (2008-2010), MEDIA Mundus enables professionals to build links with audiovisual professionals outside Europe. The aims of MEDIA Mundus are:

- To increase the competitiveness of the European audiovisual industry
- To enable Europe to play its cultural and political role in the world more effectively
- To increase consumer choice and cultural diversity.

The programme seeks to improve access to non-European markets and to build trust and long-term working relationships. At the core of MEDIA Mundus lies the principle of reciprocity, so funded projects must clearly demonstrate a mutual benefit for both European and non-European professionals/audiovisual works.

Activities can be funded in one or more of these three categories:

- Training
- Access to markets
- Distribution and circulation.

These are examples of projects that have been funded by MEDIA Mundus in 2011:

- **Babylon International:** This training activity brings together writers, directors and producers from Europe and West Africa to develop their projects and expand their professional networks
- **Cartoon Connection:** This project develops creative and commercial links between European animation professionals and their projects with colleagues from South Korea and Canada
- **Interchange:** This training course, run by EAVE, TorinoFilmLab and the Dubai International Film Festival, enables European teams of writers, directors and producers to train and swap knowledge with similar teams of professionals from the Gulf and selected Middle East countries
- **Sheffield Doc/Fest's OzEuXo:** This project brings together documentary, games and digital media producers from Europe and Australia in two reciprocal cross-platform creative development labs offering intensive professional networking and privileged access to content markets, commissioners and buyers.

MEDIA contacts in Europe

The Directorate-General for Education and Culture (DG EAC) is the Directorate-General of the European Commission responsible for EU policy in the fields of education, culture, multilingualism and youth. It is headed by Commissioner Androulla Vassiliou.

Directorate-General for Education and Culture

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www.ec.europa.eu/media

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Belgium – French community

Bulgaria

Croatia

Cyprus

Czech Republic

Denmark

Estonia

Finland

France

Germany

Greece

Hungary

Iceland

Ireland

Italy

Latvia

Lithuania

Luxembourg

Malta

The Netherlands

Norway

Poland

Portugal

Romania

Slovakia

Slovenia

Spain

Sweden

Switzerland

United Kingdom

MEDIA Antennae

Barcelona

Berlin-Brandenburg

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Marseille

Munich

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Awarding funds from

The National Lottery®



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