

INTRODUCTION TO THE MEDIA PROGRAMME





Thomas Vinterberg's *The Hunt* is in the Official Cannes Selection in 2012

How MEDIA supports the audiovisual industry

The MEDIA Programme supports companies for the development, distribution and promotion of projects and audiovisual works.

TRAINING

MEDIA provides international professional training opportunities by co-financing over 60 courses in script and project development; management, legal and finance issues; marketing and distribution; new media and new technology; animation; and documentaries. MEDIA also supports networking of film schools and universities to enhance the link with the industry, and increase student and teacher mobility in Europe.

DEVELOPMENT FUNDING

MEDIA supports independent European production companies in the development of animation, creative documentaries or fiction projects intended for European and international TV and theatrical markets. Support is provided for single projects or a slate of three to six projects. Similar support is available for interactive works developed specifically to complement an audiovisual project.

ACCESS TO FINANCE

"i2i Audiovisual" facilitates access to financing from banks and other financial institutions by subsidising part of the production-related financial costs, such as insurance, financial interest and completion bonds.

MEDIA PRODUCTION GUARANTEE FUND

This fund facilitates access to private sources of financing for film producers by guaranteeing part of their bank loans. The scheme is implemented by the Institut pour le Financement du Cinéma et des Industries Culturelles in France (<http://www.ifcic.eu>) and the Sociedad de Garantía recíproca para el Sector Audiovisual in Spain (<http://www.audiovisualsgr.com>).

SUPPORT FOR TELEVISION BROADCASTING

This funding encourages independent European audiovisual production companies to produce work (fiction, documentaries or animated films) that involves the participation or cooperation of at least three broadcasters – and preferably more – from several Member States.

SUPPORT FOR DISTRIBUTION

MEDIA supports the circulation of European audiovisual works across MEDIA Programme countries. Financial backing is available as automatic or selective support for distributors, automatic support for sales agents, support for Video on Demand and Digital Cinema Distribution (VOD-DCD), and support to cinemas through the Europa Cinemas network

PILOT PROJECTS

Pilot projects ensure that the latest developments on the information and communication technology markets are introduced and taken up by the players of the European audiovisual sector.

MARKET ACCESS

MEDIA supports most major markets and co-production forums in Europe in order to foster the greatest possible diversity and quality of projects and works, as well as the mobility of professionals. MEDIA also provides an umbrella stand, advisory and logistic services for European professionals at the European Film Market (Berlin), MIPTV, MIPCOM and the Marché du Film at the Festival de Cannes (www.media-stands.eu).



Lotte & the Moonstone Secret, which screened at the Berlinale film festival in 2012

FESTIVALS

Every year the MEDIA programme supports nearly one hundred festivals in Europe notable for their particularly rich and varied programme of European films, their efforts to engage with the general public and their activities involving professionals in large numbers.

MEDIA MUNDUS

Launched in 2011, the MEDIA Mundus programme is a broad international cooperation programme for the audiovisual industry to strengthen cultural and commercial relations between Europe's film industry and filmmakers from other countries. The EU is providing EUR 5 million of funding per year from 2011 to 2013 for projects submitted by audiovisual professionals from Europe in cooperation with their counterparts from the rest of the world.

MEDIA Mundus finances training, networking and market events for professionals and encourages distribution and circulation of European and international films.

http://ec.europa.eu/culture/media/mundus/funding/index_en.htm



CREATIVE EUROPE

The Commission's proposal for a Creative Europe programme for the period 2014-2020 will bring the current culture and audiovisual programmes under a single umbrella with distinct identities. The new programme will consist of three strands: one for MEDIA, one for Culture and a cross-sectoral strand to promote cross-border policy cooperation and foster innovative approaches to audience building and new business models. To learn more about the programme, go to: <http://ec.europa.eu/culture/creative-europe>.

ec.europa.eu/media

MEDIA Desks and Antennae

MEDIA Desks and Antennae are one-stop shops in each MEDIA Programme participating country for information on the various types of support available from the MEDIA Programme, and advice and technical assistance in applying for MEDIA co-funding.

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NOTE: List correct as of May 1, 2012.

