



COMMISSION OF THE EUROPEAN COMMUNITIES

Annex

Summary

2009 Work Programme for the Preparatory Action MEDIA International

1. FRAMEWORK FOR PREPARATORY ACTION

The Preparatory Action MEDIA International is aimed at strengthening cooperation between the audiovisual industries of third countries and those of EU Member States. It also aims to encourage the two-way flow of cinematographic/audiovisual works. MEDIA International is in line with the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, the 2007 MEDIA programme and the provisions on cultural cooperation in economic partnership agreements and free trade agreements already in existence or under negotiation.

Since 2008 it makes it possible to encourage cooperation between European professionals and professionals of third countries following an approach aimed at maximising mutual benefit. Accordingly, it constitutes a vital starting point for the Commission in preparation for the future MEDIA Mundus programme for audiovisual cooperation between European professionals and professionals of third countries.

2. TIMETABLE AND BUDGET

The second year of implementation of the Preparatory Action MEDIA International is based on the publication of a single call for proposals with the following indicative timetable:

- early February 2009: publication of call for proposals;
- 2 June 2009: closure of call for proposals;
- mid-June 2009: selection committee.

Applicants will be informed of the results of the selection procedure within two weeks of the final decision on the awarding of the grant.

The budget for the call for proposals launched in 2009 amounts to EUR 4.96 million.

3. CALL FOR PROPOSALS

The call for proposals is designed to address the three main objectives of the Preparatory Action MEDIA International:

- objective No 1: exchange of information and knowledge of audiovisual markets;
- objective No 2: competitiveness and distribution;
- objective No 3: circulation.

To this end, the call for proposals consists of five separate lots.

Lot No 1: training for audiovisual professionals

This support is for training projects aimed at students/professionals from the audiovisual industry. Their aim is to build, through a training course or joint training measures, a deeper understanding of the operating conditions, legal framework and systems of financing of the audiovisual markets in all the countries participating in the proposed project.

Lot No 2: promotion of cinematographic/audiovisual works

Lot No 2 is aimed at supporting promotion actions which, through intervention upstream or at production segment level, facilitate access to international markets for cinematographic/audiovisual works (market for co-productions, pitch events, etc.), thus improving the conditions for their future distribution.

Lot No 3: distribution of cinematographic works

This support is aimed at projects liable to facilitate and improve the distribution of cinematographic works of third countries in cinemas in the EU and, vice versa, the distribution of European works in cinemas in third countries. The projects must also lay the foundations for sustainable cooperation between European and non-European professionals (for example distributors and/or sales agents and/or producers, etc.) so as to ensure and improve the conditions for the exclusive first release of their respective films in the territories concerned.

Lot No 4: showing cinematographic works in cinemas

This is aimed at encouraging cinema operators in EU countries and in third countries to increase, on a reciprocal basis, the scheduling and showing conditions (duration of showing and number of screenings) of exclusive first releases

Lot No 5: audience

Lot No 5 is aimed at supporting actions liable to sustainably improve the potential audience for foreign cinematographic/audiovisual works. In particular, it is a question of encouraging actions to educate and raise the awareness of the European public (and in particular young people) about cinematographic/audiovisual works of third countries and, vice versa, actions to educate and raise the awareness of the non-European public (and in particular young people) about European cinematographic/audiovisual works.