



**MEDIA**   
MUNDUS

**MEDIA Mundus**  
Boosting international cooperation  
in the audiovisual industry

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***Androulla Vassiliou***  
*European Commissioner  
responsible for Education  
and Culture*

2011 is an important year for cinema.

The European Commission is celebrating the 20th anniversary of its MEDIA programme and we are also launching a new programme called MEDIA Mundus, which will support projects linking European film and TV professionals with their counterparts from all over the world.

The current European MEDIA programme has been a huge success story, helping to bring many superb films to the screen, including more than a dozen Oscar and Palme d'Or winners in the past decade.

It will be exciting to see what we can achieve on the world stage with our new funding programme.

I am confident that MEDIA Mundus will be of great benefit to the industry and to film fans across the globe. Thanks to this new programme's support for world-wide distribution, the public will be able to see even more great films in the cinema and via other platforms.

I am convinced that MEDIA Mundus will strengthen cultural diversity and cooperation in the audiovisual sector, as well as creating many new business opportunities.

I wish success to everyone connected with the programme.



**Doris Pack**  
*Chair of Committee on  
Culture and Education,  
European Parliament*

Europe possesses a rich and diverse culture which manifests itself in many ways, not least of all through audiovisual media, which helps Europeans to share our many cultural identities through a universal channel. 2011 marks the 20th anniversary of the European Union's MEDIA programme and will include the launch of MEDIA Mundus, a new initiative that will extend the reach and effects of the current programme to the wider world.

European cinema can do for Europe what Hollywood did for the United States, and create a 'European dream' where Europeans are united in their cultural diversity and where people from outside the EU can learn more about our rich and diverse traditions. There can be no genuine sense of shared European identity if we forget our culture, especially cinema. At the end of November 2010, the European Parliament awarded its Lux prize, which was first introduced in 2007, to *Die Fremde*, a German film depicting honour killings within a Turkish family living in Germany.

This is an exciting time for European media, especially cinema, and I am confident that the new MEDIA Mundus programme will play a pivotal role in educating more people about Europe's unique cultural flavour and in promoting our very own European dream.

# Introduction



The audiovisual industry is increasingly globalised, with new technologies opening up exciting possibilities for developing and disseminating innovative audiovisual content. These changes are also leading to new kinds of collaboration between filmmakers.

To make the most of these opportunities, the European Union launched the MEDIA Mundus programme in October 2009 to support cooperation between audiovisual professionals in Europe and the rest of the world.

Running from 2011-2013, the programme will benefit both European and non-European audiovisual professionals alike by strengthening cultural and commercial ties and creating new business opportunities.

## Promoting your work worldwide

MEDIA Mundus will boost the exchange of information and knowledge between European audiovisual professionals and their counterparts around the world and make networking easier. This closer contact will enable audiovisual professionals to build long-term working relationships and access international markets.

The programme will allow audiovisual professionals to be more competitive and help develop worldwide distribution by, among other things, making international co-productions easier. It will also make sure that more audiences get the chance to see films from around the world.



## How to take part

MEDIA Mundus has a budget of EUR 15 million to fund projects that:

- Enhance the skills of audiovisual professionals from Europe and outside ('third countries').
- Improve access to international markets.
- Strengthen the distribution and circulation of European audiovisual works in non-European markets and vice versa.

Audiovisual professionals from both inside and outside Europe must apply together for funding and then, if successful, jointly carry out a project.

To ensure that projects promote networking between audiovisual professionals from around the world, each project team should:

- include normally at least three partners;
- include a coordinator leading the team with a registered office in an EU Member State or Iceland, Lichtenstein or Norway;
- include at least one partner with a registered office in a non-EU country (other than Croatia and Switzerland).

The first round of funding was published in July 2010. The first projects funded under MEDIA Mundus will be carried out between February 2011 and March 2012.



Visit our MEDIA Mundus website:  
<http://ec.europa.eu/culture/media/mundus>



SOFIA INTERNATIONAL FILM FESTIVAL  
 INTERNATIONAL ISTANBUL FILM FESTIVAL  
 TRANSILVANIA INTERNATIONAL FILM FESTIVAL  
 SARAJEVO FILM FESTIVAL  
**OPERATION KINO**

# Projects



In this section you will find descriptions of 16 projects funded through MEDIA International, the predecessor to MEDIA Mundus which ran from 2008-2010 and had a budget of EUR 8 million.

These projects have also been selected for the first call of MEDIA Mundus.

These innovative projects bring together audiovisual professionals from around the world to exchange information, skills and experiences with the aim of building lasting working relationships. Accessing international markets and increasing the distribution of audiovisual products are also key objectives.

Projects range from international workshops and training courses to film markets and cinema networks. Partners come from around the world, including the Middle East, Asia, Eastern Europe, the Balkans, Africa and the Americas.

The new MEDIA Mundus programme will build on these success stories which reveal the audiovisual industry's growing interest in global cooperation.



## Script&Pitch Workshops International

Training scriptwriters  
and story editors from  
all over the world

Script&Pitch Workshops is an advanced script development course for European scriptwriters and story editors. The course is opened up to the rest of the world through Script&Pitch Workshops International which provides funding for non-European participants.

The joint programme lasts 11 months and 20 participants from all over the world (writers, story editors and community managers) are selected and receive support throughout the whole scriptwriting process: from the generating of ideas and structuring of the material, through first and second drafts, to a final pitch in front of a group of international producers and sales agents during the Torino Film Festival.

The course is organised by TorinoFilmLab.



[www.torinofilmlab.it/training.php](http://www.torinofilmlab.it/training.php)



## Eurodoc International

Bringing diversity  
into training for  
documentary makers

Eurodoc International is a new initiative to include non-European professionals in the Eurodoc training programme alongside European participants. The programme targets professionals in the field of documentary and includes independent producers and commissioning editors.

Currently around 15 % of the producers and 30 % of the executives taking part in the programme come from non-European countries. Despite the very different situations, economies and specific documentary traditions of participants' countries, documentary making involves the same skills which participants are able to acquire through the programme.

The inclusion of participants from a wide range of countries results in rich cultural and professional exchanges during meetings which benefit all those taking part. The opening up of the programme to non-Europeans also offers all participants more opportunities to cooperate internationally.

 [www.eurodoc-net.com/en/international/international.php](http://www.eurodoc-net.com/en/international/international.php)



## CARTOON CONNECTION

Breaking new frontiers  
for European animation

CARTOON CONNECTION is a programme aimed at developing commercial and creative links between European animation professionals and their counterparts in South Korea, Canada and Latin America.

It consists of a series of three-day events, gathering together between 80 and 100 European, South Korean and Latin American animation producers, broadcasters and distributors. Each event features informative speaker presentations, co-production case studies, and one-to-one meetings that allow participants to meet and exchange ideas.

To date, successful meetings have taken place in Argentina (November 2009), South Korea (March 2010), Canada (October 2010) and Mexico (December 2010). The events generated great enthusiasm among the participants to develop new animation projects.

Two such projects have already been showcased at a co-production forum: 'Tin Gods', a feature film co-produced by animation professionals from France and Argentina, and 'Robot Arpo', a TV series co-produced by animation professionals from Italy, Spain, Finland and South Korea.

CARTOON CONNECTION is organised by CARTOON, the European association of animation film.



## Greenhouse

Developing documentaries  
on racism and human rights

Greenhouse is a one year international training programme for documentary filmmakers from Europe and the Mediterranean region which encourages the development of documentaries on the theme of racism and human rights.

The filmmakers participate in three five-day seminars to work on the quality of their projects, including both the content as well as the economic and artistic aspects. A full production file, including a trailer, is eventually produced.

At the final seminar, participants present their projects in a pitching session in front of potential financiers from the international documentary market, such as The Sundance Institute, Jan Vrijman Fund (IDFA), ARTE/ZDF, ITVS, Channel 4, BBC, World Cinema Fund, P.O.V, or MDR Germany.

 <http://ghfilmcentre.blogspot.com>



## Crossing Borders

Helping filmmakers from  
Europe and the Asia-Pacific  
region reach their market

Crossing Borders is an international training programme which offers established and up-and-coming filmmakers from Europe and the Asia-Pacific region a unique opportunity to find their way onto the international non-fiction market.

The programme consists of three workshops which help filmmakers exchange experiences and share knowledge, while promoting cooperation and co-production in the documentary film sector. With one-to-one access to renowned professionals and trainers, the programme offers creative and practical support for every phase in the development of a project for the international market.

To date, workshops have taken place in Shanghai, China (June 2010), Leipzig, Germany (October 2010) and Guangzhou, China (December 2010), covering introductions to the Asian market, European market, and presentation/pitching training respectively.

Crossing Borders is organised by the Documentary Campus and the European Documentary Network (EDN).

 [www.documentary-campus.com](http://www.documentary-campus.com)

 [www.edn.dk](http://www.edn.dk)





## Ties that Bind

Facilitating Asian-  
European productions

Ties that Bind is an innovative programme which aims to help 10 producers from Asia and Europe develop potential European-Asian co-production projects.

Each producer is selected together with a feature film project in development. Participants work together on their projects in two workshops during the Udine Far East Film Festival in Italy and the Pusan International Film Festival in Korea. Led by a team of experts from both Asia and Europe, sessions focus on script analysis, developing financial and marketing strategies, understanding the legal aspects and identifying funding sources in both regions. Other activities include pitching sessions, case studies and one-to-one meetings with decision makers.

Ties that Bind is organised by the Friuli Venezia Giulia Audiovisual Regional Fund, the Udine Far East Film Festival, European Audiovisual Entrepreneurs (EAVE) and the Pusan International Film Festival.



<http://eave.org/programmes/ties-that-bind>



## ACE UNIJAPAN Coproductio Lab (AUC LAB)

Enhancing cooperation  
between Europe,  
Japan and Canada

AUC LAB is a project-based workshop which brings together European, Japanese and Canadian producers for five days in the cities of Kyoto and Tokyo in Japan.

The workshop aims to develop opportunities for artistic and financial cooperation between producers and improve mutual understanding of their respective professional environments. It consists of case studies, marketplace presentations, pitching sessions, networking events and one-to-one meetings.

AUC LAB is organised by ACE in collaboration with UNIJAPAN and Telefilm Canada.

 [www.telefilm.gc.ca/en/funds-and-programs/call-candidates-ace-unijapan-coproductio-lab](http://www.telefilm.gc.ca/en/funds-and-programs/call-candidates-ace-unijapan-coproductio-lab)



## Trans Atlantic Partners (TAP)

Providing international  
training for Canadian  
and European producers

Trans Atlantic Partners is an intensive training programme for Canadian and European producers which combines hands-on sessions with effective networking and partner search opportunities.

The programme helps participants develop specific skills in international co-production, provides them with up-to-date information on Canadian and European film funds and tax incentives and enables them to learn about new international partners and projects. As well as offering networking opportunities, the programme also gives producers access to leading industry players to discuss their projects in one-to-one meetings. It consists of two modules: one based in Berlin, Germany and the other in Halifax, Canada.

Trans Atlantic Partners is organised by the Erich Pommer Institut, Potsdam, Germany and Strategic Partners, Halifax, Canada.



[www.coproduction-training.com](http://www.coproduction-training.com)



## Producers Lab Toronto

Promoting exchange  
between European and  
Canadian Producers

Producers Lab Toronto brings together 12 feature film producers from across Europe and 12 Canadian producers for three days of programming at the Toronto International Film Festival®. It is based on the European Film Promotion (EFP)'s annual 'Producers on the Move' project at the Cannes International Film Festival.

The initiative aims to enable producers to exchange projects, build knowledge, and strengthen relationships, as well as to support partnership building for the financing, production and distribution of Canada-Europe co-productions.

Producers Lab Toronto is an initiative of the EFP, the Ontario Media Development Corporation and the Toronto International Film Festival®.

 [www.efp-online.com/en/activities/projects/toronto\\_producerlab.php](http://www.efp-online.com/en/activities/projects/toronto_producerlab.php)



## Ventana Sur

Reinforcing links between  
the European and Latin  
American film industries

Ventana Sur is the most important film market in Latin America and provides a unique opportunity to strengthen ties between the Latin American film industry and international sales companies, distributors and buyers from all over the world.

It includes a video library with more than 400 recent Latin American films, more than 80 screenings of the latest outstanding films made in the region, and a selection of 10 films in their post production stage in the 'PRIMER CORTE' section, as well as related activities and roundtables.

Ventana Sur is organised by the National Institute of Cinematography and Audiovisual Arts (INCAA) Argentina and the Marché du Film, Cannes International Film Festival.

 [www.ventanasur.com.ar](http://www.ventanasur.com.ar)



## PUENTES – EAVE Europe Latin America Producers Workshop

Enhancing filmmaking  
between Europe  
and Latin America

The PUENTES – EAVE Europe Latin America Producers Workshop brings together five producers from Latin America and five from Europe for two workshops to exchange experiences and help develop their feature-length fiction film projects.

The first workshop takes place in Buenos Aires, Argentina, during the Buenos Aires Festival de Cine Independiente (BAFICI) in April and the second in November during the Festival Internacional de Gijón, Spain.

Participants work with leading experts from both continents to enhance their script development, explore co-production between Latin America and Europe, identify financing in the two regions, understand the legal aspects of co-production, and develop their marketing, pitching and promotion skills. Producers also have the opportunity to meet decision makers during both sessions.

Launched in 2009, the project is organised by European Audiovisual Entrepreneurs (EAVE), TyPA, Buenos Aires Lab/Buenos Aires Festival de Cine Independiente (BAFICI), and the Festival Internacional de Gijón.



[www.puentesworkshop.com](http://www.puentesworkshop.com)



## PRIMEXCHANGE Europe – India 2011

Harnessing the potential  
of the European and  
Indian film markets



PRIMEXCHANGE is a training programme which aims to promote cooperation between European and Indian producers.

Participants, who are each in the process of developing a project, take part in a workshop which evaluates the potential of their work in the European and Indian markets, in this way helping them gain an insight into the specific market conditions and to prepare pitches for their projects.

Taking place in Goa, India, the training includes support in script analysis and market evaluation, combined with in-depth coaching on financing, marketing, world sales and distribution. Participants work together as a group, as well as receiving individual consultation and coaching from leading experts from the Indian and European audiovisual industries. Networking between the European and Indian participants and experts is also one of the main focuses of the workshop.

PRIMEXCHANGE is organised by PRIMEHOUSE GmbH, Germany in cooperation with the National Film Development Corporation, India.

 [www.primehouse.eu/xchange.html](http://www.primehouse.eu/xchange.html)



## Babylon International

Building bridges  
between filmmakers  
from Europe  
and West Africa

Babylon International is a new training programme to bring together filmmakers from Europe and West Africa, which took place for the first time in 2010.

The producers and writer-directors participating in the programme meet on both continents to compare working notes, share creative aims through the development of their projects and expand their professional networks to include contacts from Europe and West Africa.

Following a first week of training in Berlin, filmmakers return home to rewrite their scripts. A second workshop in Nigeria then focuses on the production and marketing of the films in development. The workshop provides each participant with the opportunity to shoot selected scenes from their films under the guidance of directing consultants and using onsite facilities and equipment.

 [www.babylon-film.eu/babylon-international.php](http://www.babylon-film.eu/babylon-international.php)





## Interchange

Strengthening cooperation  
between filmmakers in  
Europe and the Arab World

Interchange is a training course launched in 2010 which aims to build cooperation between audiovisual professionals in Europe, the Gulf countries and selected Middle East countries (Bahrain, Iraq, Jordan, Kuwait, Lebanon, Oman, the Palestinian Territories, Qatar, Saudi Arabia, the United Arab Emirates and Yemen).

The organisers select 12 teams of writer-directors and producers and who come together for two five-day residential workshops. One workshop, which takes place in April in Turin, Italy, is dedicated only to the writer-directors, while the other, which takes place in December in Dubai, United Arab Emirates, is for both the writer-directors and producers.

The course is run by TorinoFilmLab, the Dubai International Film Festival and the European Audiovisual Entrepreneurs (EAVE).



[www.torinofilmlab.it/interchange.php](http://www.torinofilmlab.it/interchange.php)



## Operation Kino

Taking films  
to new audiences

Operation Kino is a project which involves four international film festivals in the Balkan region: Sofia International Film Festival (IFF), Bulgaria, Transilvania IFF, Romania, Sarajevo Film Festival, Bosnia and Herzegovina, and Istanbul IFF, Turkey. The initiative aims at introducing audiovisual works to new audiences and to support the development of the next generation of filmmaking talent.

Each festival selects 10-25 feature films which are then taken 'on tour' and screened in neighbourhoods, towns and regions previously underexposed to quality audiovisual content on the big screen. In Romania, for example, the caravan visited various locations following the ninth edition of the Transilvania IFF, which ran from June to August 2010. Following the same pattern, caravans in the other three partner countries got underway following the end of their respective film festivals.

Films screened in 2010 included Grand Prize winners and short films from each participating film festival, award-winning European films from the past two years, and a selection of notable pictures from outside Europe.

 [www.romfilmpromotion.ro](http://www.romfilmpromotion.ro)

 [www.tiff.ro](http://www.tiff.ro)



## EUROPA CINEMAS INTERNATIONAL

Helping films circulate  
around the globe



The EUROPA CINEMAS INTERNATIONAL project brings together exhibitors in an international network to support programming in cinemas in Asian, Latin-American, Mediterranean and EU countries.

Its objective is to improve the visibility and encourage the circulation of films between participating countries. By providing financial and networking support to exhibitors, the scheme aims to develop the market and audience for European films in cinemas in non-EU countries, and for films from non-EU countries in European cinemas. Through professional meetings and joint operations, especially targeting young audiences, the project also helps foster a policy of trade and partnership between exhibitors.

EUROPA CINEMAS INTERNATIONAL works in 48 countries and currently involves 171 cinemas in Asia, Latin America and the Mediterranean region, and 392 cinemas situated in the EU.

Launched in 2009, the project is organised by Europa Cinemas.

 [www.europa-cinemas.org/en/programmes/media-international/index.php](http://www.europa-cinemas.org/en/programmes/media-international/index.php)

## Other European programmes



### EU support for the audiovisual industry in Europe

#### MEDIA programme

The EU's MEDIA programme has been supporting the European audiovisual industry since 1991. It co-finances training initiatives for audiovisual industry professionals, the development of projects, distribution/exhibition and the promotion of European audiovisual works.

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

### Other EU support for the audiovisual industry around the world

#### ACP Films

ACP (African Caribbean and Pacific States) Films is a programme carried out within the framework of the EU-ACP Partnership Agreement and financed under the ninth European Development Fund (EDF). It supports the production of cinema and audiovisual works, the promotion, distribution, dissemination and networking of the cinema and audiovisual sector, and the development and training of professionals in the cinema and audiovisual sector in the ACP States. The programme covers the 79 countries of the ACP Group and the 15 EU Member States that contributed to the ninth EDF under the Cotonou Agreement.

 [www.acpfilms.eu](http://www.acpfilms.eu)

## Euromed Audiovisual programme

The Euromed Audiovisual programme supports the training of professionals in the audiovisual sector, the building of distribution capacity and the emergence of new distribution models and media in Southern Mediterranean countries, as well as the development of a Euro-Mediterranean audience for audiovisual productions. It is implemented as part of the Euro-Mediterranean Partnership (EUROMED).

 [www.euromedaudiovisuel.net](http://www.euromedaudiovisuel.net)

## Eastern Partnership Culture Programme

The Eastern Partnership Culture Programme also covers projects in the audiovisual sector. The programme covers Armenia, Azerbaijan, Georgia, Moldova, Ukraine and Belarus.

 [http://ec.europa.eu/europeaid/what/culture/index\\_en.htm](http://ec.europa.eu/europeaid/what/culture/index_en.htm)

## MERCOSUR Audiovisual programme

MERCOSUR Audiovisual, or RECAM\* as it is officially called, was created by the MERCOSUR authorities in December 2003 to promote audiovisual cooperation within the region. The programme receives EU financial support. MERCOSUR is an economic and political agreement between Argentina, Brazil, Paraguay and Uruguay to create a southern common market.

\* Reunión Especializada de Autoridades Cinematográficas y Audiovisuales del MERCOSUR (Special Conference of Cinema and Audiovisual Authorities of MERCOSUR).

 [http://ec.europa.eu/europeaid/documents/aap/2008/af\\_aap\\_2008\\_mercosur.pdf](http://ec.europa.eu/europeaid/documents/aap/2008/af_aap_2008_mercosur.pdf)

 [www.recam.org](http://www.recam.org)



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