



Information Day **BERLINALE**

MONDAY 11. 2. 2008

There are limited spaces so please register with MEDIA Desk Germany (info@mediadesk.de) before 18 January 2008 stating whether you will attend the morning sessions, the afternoon sessions or the whole day.

You will receive a confirmation of participation by 31 January 2008, which will give you all the information about the venue as well as an updated schedule of the day.



PROGRAMME

10h00-12h00 Producers session

- MEDIA gets interactive! - Presentation of the new scheme to support interactive projects
- More money – less paperwork for MEDIA development fund: Presentation of guidelines for MEDIA support for the development of single and slates
- Presentation of TV scheme : Presentation of 2008 guidelines
- Short presentation of I2I

12h15-13h 30 Distribution session

- Video On Demand & Digital Cinema Distribution. Short presentation of the results of the 1st Call for Proposals and an orientation for 2008.
- Reform of the selective and automatic schemes for theatrical distribution

13h30-14h00 – MEDIA Preparatory Action

The European Commission will launch a new initiative "MEDIA Preparatory Action" to favour audiovisual relationships between the EU and the rest of the world. The Commission will announce the different actions to be covered by this initiative (training, distribution and exhibition)

14h15 – 15h30 Training session

- **Partnership in continuous training:** MEDIA will publish a new call in continuous training. It offers the possibility of long term (4-year) partnership agreement between MEDIA and some training providers. Presentation of new guidelines and agreements.
- **Favouring the mobility of students and trainers in Europe**– short Q&A session on the new guidelines (published in January 2008) of this new Initial training scheme launched in 2007

15h45- 16h15: Festival

- Q&A session on MEDIA support to festivals