

2005 GUIDELINES

Examples

YOU MUST TAKE TWO CRITERIA INTO ACCOUNT:

- **THE PERCENTAGE OF SCREENINGS OF NON-NATIONAL EUROPEAN FILMS (SENN)**
- **THE PERCENTAGE OF EUROPEAN SCREENINGS (SE)**

1. CALCULATING THE AMOUNT OF FUNDING

FOR A SINGLE-SCREEN FILM THEATRE:

- *Example of calculation 1.*

1,600 screenings per annum including 1,040 SE, of which 448 are SENN.

In percentage terms this amounts to: 65% SE and 28% SENN.

The objective of 25% of SENN is attained; the objective of 54% of SE too. (For 28% of SENN, the minimum figure required for SE: 54% - Cf. table 2). **Therefore the film theatre is eligible for maximum annual funding of 15.000€.**

This is divided into 80% for the programming schedule: 12.000€ not including the bonus.
And 20% for Young Audiences: 3.000€.

- *Example of calculation 2.*

1,600 screenings per annum including 740 SE, of which 480 are SENN.

In percentage terms this amounts to: 46% SE and 30% SENN.

The objective of 25% of SENN is attained, however the objective of 50% of SE is not achieved. (For 30% of SENN, the minimum figure required for SE: 50% - Cf. table 2).

Therefore the film theatre is not eligible for funding.

2 TO 5-SCREEN MULTIPLEXES:

- *Example of calculation for a 5-screen multiplex in country A.*

7,300 screenings per annum, including 3,500 SE, of which 1,700 are SENN.

In percentage terms this amounts to: 48% SE and 23.3% SENN

The percentage of SENN is greater than 22%, the percentage of SE is greater than 46% (cf. table 3.).

The multiplex is therefore eligible for MEDIA funding, calculated using the following method:

Average number of screenings per screen: $7,300 / 5 = 1,460$ screenings.

To be eligible for funding, a screen must achieve 33% SENN, in other words $1,460 \times 33\% = 482$ screenings.

Number of screens that achieve this average in the multiplex: $1,700 / 482 = 3.53$

Therefore in this 5-screen multiplex, 3 screens included 33% SENN in the programming schedule.

The multiplex is therefore eligible for MEDIA funding as stipulated in table 2:

3 screens = maximum annual funding 20.000 €.

This is divided into 80% for the programming schedule: 16.000€ not including the bonus.
And 20% for Young Audiences: 4.000€.

MULTIPLEXES WITH MORE THAN 5 SCREENS:

Example of calculation for an 18-screen multiplex in country A, or for three multiplexes in the same agglomeration, managed by the same exhibitor, with a total of 18 screens.

27,000 screenings per annum, including 11,610 SE, of which 5,670 are SENN.

In percentage terms this amounts to: 43% SE and 21% de SENN.

The percentage of SENN is greater than 15%; the percentage of SE is greater than 35% (cf.

table 6).

The multiplex is therefore eligible for MEDIA funding, calculated using the following method:

Average number of screenings per screen: $27,000 / 18 = 1,500$ screenings.

To be eligible for funding, a screen must achieve 33% SENN, in other words $1,500 \times 33\% = 495$ screenings.

Number of screens that achieve this average in the multiplex or multiplexes: $5,670 / 495 = 11.45$.

Therefore of the 18 screens in this multiplex or multiplex group, 11 screens included 33% SENN in the programming schedule.

The cinema is therefore eligible for MEDIA funding as stipulated in table 3:

11 screens = maximum annual funding of 40.000 €.

This is divided into 80% for the programming schedule: 32.000€ not including the bonus.

And 20% for Young Audiences: 8.000€.

2. CALCULATING THE BONUS FOR EENN

To determine whether your film theatre is eligible for the bonus for EENN, take the figure payable under the programming schedule heading (not including Young Audiences) and divide it by the number of admissions to non-national European films (EENN) in your film theatre for the period in question. If the resulting figure is less than 0,50 €, you are eligible for the bonus as stipulated in table 7.

For example, take the aforementioned 5-screen multiplex in which 3 screens achieve 33% of non-national European screenings.

That is, according to the grid: 20.000 € of which 80% (in other words: 16.000 €) is for the programming schedule.

That gives a figure of EENN for the entire multiplex: 51,000 admissions.

Ratio: $16.000 \text{ €} / 51,000 \text{ EENN} = 0,314 \text{ €} / \text{EENN}$.

The film theatre is therefore eligible for a bonus of 9% of the sum due to it under the programming schedule heading.

That makes a bonus of $16.000 \times 9\% = 1.440 \text{ €}$.

Therefore the total sum granted under the programming schedule heading with the bonus for EENN: $16.000 + 1.440 = 17.440 \text{ €}$; the diversity bonus may be paid in addition to this (cf. below), as well as 4.000 € if funding is also granted for measures aimed at Young Audiences.

3. CALCULATION OF THE AMOUNT OF THE DIVERSITY BONUS

Principle:

In order to obtain the diversity bonus, at least 10 nationalities must be included in the programming schedule. There must be at least 7 screenings in the schedule for a nationality to be taken into account.

Example of calculation:

The aforementioned 5-screen multiplex, in which 3 screens achieve 33% of screenings of non-national European films. The programming schedule includes 20 nationalities:

- 15 nationalities, each with at least 7 screenings
- 5 other nationalities, not achieving 7 screenings each, but together making up a total of 30 screenings.

15 nationalities will automatically be taken into account, with the pro rata figure for nationalities with a total of 7 screenings:

$30 \text{ screenings} / 7 \text{ screenings} = 4 \text{ additional nationalities}$.

The total figure for nationalities in the programming schedule is thus: $15 + 4 = 19$, i.e. a diversity bonus of 10% calculated on the basis of the main programming support: $16.000 \times 10\% = 1.600\text{€}$.

Thus the total sum allocated under the programming heading with the diversity bonus:

$16.000 + 1.600 = 17.600\text{€}$, plus the bonus for EENN. The film theatre will receive in total: $16.000 + 1.440 + 1.600$, i.e. 19.040€ for programming.

Support for activities aimed at Young Audiences may also be granted in addition. In this case the film theatre would receive in total $19.040 + 4.000 = 23.040\text{€}$.