



A programme of the EU

Call for proposals N° 86/03

MEDIA Plus (2001-2005)

GUIDELINES 2004

SUPPORT TO DEVELOPMENT OF SINGLE PROJECTS

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ANNEX 1: LIST OF MEDIA DESKS AND ANTENNAE**ERROR! BOOKMARK NOT DEFINED.**

Purpose of the guidelines for support to development of single projects

- To inform you of the conditions for access to the mechanism and the conditions for selecting applications.

You are wondering whether your company is entitled to apply, whether your project can benefit from MEDIA funding, what amount you can expect to receive, how the selection procedure works. These guidelines will answer your questions as comprehensively as possible.

- To help you to prepare the application forms, by indicating clearly the information the Commission needs to evaluate your project properly and the documents that must be attached.

Before reading the detailed information in these guidelines, please consult the next page, which provides an overview of the conditions which must be met to apply for development support for single projects. This will help you to find out quickly whether or not this funding is available to you. If so, the subsequent pages will help you to prepare your application.

Summary of the access conditions for support to development of single projects

- When to apply?

During the period of the call for proposals. For 2004, the call for proposals will be open from 2 December 2003 to 1 June 2004. Two MEDIA award procedures will run during this period. See 2.1.1.

- Support mechanism for single projects or slates of projects (Slate Funding)?

Slate Funding is aimed at medium-sized companies which already have international experience and have the financial capacity to contemplate the simultaneous development of several projects. If you do not meet these conditions, please consider the support mechanism for single projects. See 1.

- What kinds of companies are accepted ?

Applicants for funding for the development of single projects must be independent European production companies. There are no minimum requirements in terms of the company's turnover or profit, but the company must provide evidence of its financial capacity. See 3.

- Is it necessary to have previous experience in audiovisual production?

Yes. However, the previous experience required (national or international distribution, during the 18 or 24 months prior to the date of submission of the application) varies depending on companies' country of origin and whether or not they have already received support from MEDIA. See 3.2.

- What categories of projects are eligible for MEDIA funding?

Fiction, animation, creative documentaries and multimedia concepts. For all these projects, minimum conditions regarding their length must be met, and the applicant company must hold the copyright. See 4.

- What is the amount of funding for the development of single projects?

MEDIA Plus support may cover up to 50% or 60% of the eligible development costs for a project, subject to the ceiling laid down for each type of project. See 5.

- What are the chances of being awarded funding for the development of single projects?

The applications received by the Commission are ranked, at the end of the selection procedure, according to their merit. The best ones are funded, until the available budget is exhausted. Under the last call for proposals (82/2002), 525 single projects were received, of which 183 were selected.

1. THE MEDIA PLUS PROGRAMME - DEVELOPMENT: FUNDING OBJECTIVES AND CONDITIONS

The aim of MEDIA Plus - Development is to provide funding to promote the development of production projects for the European and international markets submitted by independent European production companies in the following categories: fiction, creative documentaries, animation and multimedia concepts.

Two types of funding are available under the programme:

- support for the development of a slate of projects (Slate Funding, 1st or 2nd stage): the applicant submits an application for funding for the development of a slate of projects.
- support for the development of single projects: the applicant submits an application for the development of a single project.

Funding has been designed to meet the needs of two kinds of companies:

- medium-sized companies with previous experience at an international level and the financial capacity to develop several projects simultaneously (Slate Funding);
- small companies with limited financial capacity wishing to invest in the development of just one project.

The conditions for accessing these two instruments are therefore different. For access to Slate Funding, the conditions relating to previous experience of the company and financial and technical capacity are stricter.

These guidelines apply to applications for single projects. If you would like to apply for Slate Funding, please refer to the relevant guidelines, and check that you fulfil the access criteria.

2. TIMETABLE AND BUDGET FOR THE 2004 CALL FOR PROPOSALS

2.1. How and when to submit an application for support to development of single projects ?

2.1.1. When?

The call for proposals for the award of the 2004 MEDIA Plus - Development budget was published in OJ N° C 291 of 2/12/03. A corrigendum was published in OJ N° C 138 of 18/05/04.

This call for proposals is open from 2 December 2003 to 1 June 2004.

This means that you can submit your applications to the Commission between 2 December 2003 and 1 June 2004 inclusive.

Applications sent before or after these dates will not be accepted by the Commission (see 6.1.1.).

The relevant date is the date of posting (not the date of receipt by the Commission). The Commission cannot under any circumstances be held responsible for the shortcomings of courier services, and it is up to the applicant alone to ensure that the proposal is sent off in good time.

2.1.2. How?

Applications must:

- be sent in four copies (three bound and one unbound copy). Annexes I, II, III, IV and VII should be sent only once, attached to the unbound copy;
- be submitted using exclusively the 2004 application forms, which can be downloaded in French or English from the site:
http://europa.eu.int/comm/avpolicy/media/index_en.html;
- not include any documents other than those requested in the application. Any additional documents submitted by applicants will not be considered in the evaluation;
- include all the forms and all the supporting documents and information requested. The forms must be submitted in the correct order, and the information must be entered only in the spaces provided.
- not contain any handwriting (apart from the signature required on forms 1 and 2);
- be submitted on numbered A4 pages printed on one side only;
- be completed in one of the official languages of the European Union. However, we would advise you to complete your application in English as far as possible, in order to facilitate the evaluation.

Any application that does not meet these requirements will be declared ineligible and will not be evaluated by the Commission (see 6.1.1.).

NB: the Commission will not give applicants an opportunity to complete their application after submission, so do not submit your application if any one of the required documents is unavailable or does not meet the criteria.

Applications must be sent exclusively by registered mail or express courier to the following address:

EUROPEAN COMMISSION
 DG EAC – C/3 MEDIA Programme
 Mr Costas Daskalakis (office B100 4/27)
 Rue de Genève 1
 B-1049 Brussels

Applications may not be delivered directly to the above address in person.

Envelopes must be clearly marked:

‘MEDIA PLUS - DEVELOPMENT CALL N° 86/03’

Company Name

Country

Category (fiction, creative documentary, animation or multimedia)

2.2. No more than one application per company for each call for proposals is allowed.

Please note that no more than one application (for a Single project or Slate Funding) may be submitted by a production company per call for proposals.

This rule also applies where a company wishes to resubmit a project rejected under the 2004 call for proposals. It must wait until a future call for proposals (for 2005 or later), and must then demonstrate, on the relevant form, that substantial changes have been made compared to the previous version.

Moreover, a company which has a current Slate Funding agreement may not apply for support for a single project.

2.3. Budget and award timetable

For the 2003 call for proposals, the budget earmarked for the Development sector (Single Projects and Slate Funding) was €15 million. The Commission expects the budget for 2004 to be around the same amount. In 2003, € 5.945.000 was awarded to single projects. The proportion could be slightly different in 2004, depending on the number of applications received for Single projects and Slate Funding, and their respective merits.

For information, the following table shows the number of proposals received and selected in 2003 and the budget awarded to the various categories.

	Single Projects				Slate Funding		
	Fiction	Animation	Documen- tary	Multime- dia	SF1 1rst stage	SF2 1rst stage	SF 2nd stage
Applications received	252	68	145	60	129	82	42
Applications selected	77	30	59	17	47	34	15
MEDIA Funding (€)	2.710.000	1.340.000	1.275.000	620.000	3.640.000	3.825.000	1.590.000

The 2004 budget will be awarded in two rounds.

All applications sent between 2 December 2003 and 15 March 2004 will be evaluated in the first round, during which 50% of the 2004 budget will be allocated. The results of this first round will be available in June 2004. The agreements will be sent to the selected companies in the two months following the selection.

All applications sent between 16 March 2004 and 1 June 2004 will be evaluated in the second round, during which 50% of the budget will be allocated. The results of this second round will be available in October 2004. The agreements will be sent to the selected companies in the two months following the selection.

Applicants are strongly encouraged to apply as soon as the call for proposals opens, so that the two award rounds in 2004 are balanced. We would remind you that development costs can be considered eligible from the date of submission of the application (see 5.1.3.).

3. COMPANIES THAT MAY APPLY FOR SUPPORT TO DEVELOPMENT OF SINGLE PROJECTS

NB: All the criteria below must be met, and supporting evidence provided.

3.1. Independent European companies whose main activity is audiovisual and/or multimedia production

Companies submitting an application must have as their main object and activity audiovisual and/or multimedia production.

They must be established in one of the Member States of the European Union or in one of the other countries participating in the MEDIA Plus programme. They must also be owned and continue to be owned, either directly or by majority shareholding, by nationals of these countries.

The participating countries that are not members of the European Union are Iceland, Liechtenstein and Norway (EEA countries) and Bulgaria.

Companies established in one of the countries entering the European Union on 01/05/2004, that are owned and continue to be owned either directly or by majority control by nationals of these countries, or of other Member States and/or of participating countries may submit an application for this call for proposals.

Applications from groups of companies will not be accepted. If companies wish to submit co-development projects with other companies, this is acceptable only if the collaboration between the companies takes the form of a legal entity. The legal entity submitting the application will have to demonstrate its capacity to properly monitor the projects to be developed (see 4.2.).

A company submitting an application must not have majority control by a broadcaster, either in shareholding or commercial terms, and must have as its main activity audiovisual and/or multimedia production.

‘Majority control by a broadcaster’ is considered to occur where more than 25% of a production company's share capital is held by a single broadcaster (50% where several broadcasters are involved) or where, over a three-year period, more than 90% of a production company's revenue is generated from sales to a single broadcaster. The Commission reserves the right to apply this criterion taking into account the specific characteristics of the different audiovisual and/or legal systems of the Member States and other participating countries.

The Commission will check companies’ compliance with the criteria on the basis of the information provided in application form 4 ‘Status of the Applicant Company’ and the following supporting documents, which must be attached:

- Annex I to the application: a recent extract from the company’s registration stating the company’s date of establishment, legal status, objects and the names of its authorised legal representatives;
- Annex II to the application: the company’s up-to-date memorandum of association (or official equivalent document), stating in particular the shareholder’s names, nationalities as well as division of shares between shareholders.

3.2. Companies able to provide evidence that they have produced and distributed a previous work – principle and derogations

3.2.1. Principle: production of a previous work and distribution thereof outside the company's country of origin during the 18 months prior to submission of the application

In principle, companies submitting an application must show that they have completed the production of an audiovisual and/or multimedia production belonging to a category compatible with that of the project submitted and that the production has been distributed outside their country of origin during the 18 months prior to the date of submission of the application.

- Only productions where the applicant company was the majority producer can be considered.
- A production is regarded as completed on:
 - the date of official delivery by the laboratory of the copy zero (for cinema films)
 - the date of official delivery of the master copy (for works intended for television)
 - the date of official delivery by the laboratory the master (for offline multimedia productions)
 - the date of placing on the website (for online multimedia works).

- What is meant by ‘audiovisual and/or multimedia production belonging to a category compatible with that of the project submitted’?

Companies submitting:

- a fiction project: must have produced a previous fiction project or a creative documentary project
- a creative documentary: must have produced a previous creative documentary or fiction project
- an animation project: must have produced a previous animation project or at least two animation shorts
- a multimedia concept: must have produced a previous multimedia project or animation project.

NB: the previous production must meet the same criteria as the work for which support is requested (see 4). In particular, applicants’ attention is drawn to the requirements regarding minimum duration.

- What is meant by ‘distribution outside the country of origin’?
 - The term ‘distribution’ covers all forms of commercial release of the work to the public: cinema, television, offline and online. It may be the first commercial release, or it may be a case of re-release or re-publishing.
 - In the case of online distribution (e.g. websites), distribution is considered to have taken place outside the company's country of origin if the work is placed online on a site accessible in at least two languages of countries participating in the Media Plus programme.
 - Distribution envisaged under a contract or effectively realised through an international channel (TV5, Arte, 3SAT, TVE Internacional...) is regarded as distribution outside the company's country of origin.
 - Contracts with sales agents do not constitute proof of distribution. However, sales statements from international agents are accepted as proof of distribution.
 - If the previous experience is the production of two animation shorts, exhibition at festivals will be considered as “distribution outside the country of origin”.
- Which date is taken into account in verifying that distribution has taken place during the 18 months prior to the date of submission of the application?
 - The date on which the distribution contract was signed, OR
 - The effective distribution date (date of cinema release, broadcast date...)

- If the applicant company cannot demonstrate a sufficient track record to be eligible, can the experience of persons belonging to the company be taken into account?

Yes, but subject to three conditions:

- Only the experience of the applicant company’s producer or the head of development can be taken into account.
- These persons must be directly involved in the development of the project submitted.
- They must have been significantly involved in the production of the previous work. Only the following are considered to have played a significant role in the production of a work:
 - producers (except minority co-producers)
 - executive producer
 - delegate producer
 - associate producer.
- Additionally, for multimedia, on the provision that the relevant person has one of the following functions in the previous work and the project submitted:
 - author
 - director/project leader
 - head of computer graphics
 - head of interactive programming.

3.2.2. *Derogations: companies from countries with a low production capacity and/or limited language area, and companies which have never been selected under MEDIA*

- The reference period is increased from 18 to 24 months prior to the date of submission of the application in the case of companies in countries or regions with a low production capacity and/or a restricted linguistic area.

The following countries are considered to have a low audiovisual production capacity: Austria, Belgium, Bulgaria, Denmark, Finland, Greece, Ireland, Iceland, Liechtenstein, Luxembourg, Norway, the Netherlands, Portugal and Sweden, as well as those countries entering the European Union on 1/05/2004.

- In the case of companies which have never been selected under MEDIA II (1996–2000) or MEDIA Plus (2001–2005), national distribution, envisaged under a contract or effectively realised during the relevant reference period, is regarded as sufficient. However, this derogation does not apply in case of website content. In this case, the website must be necessarily in at least two languages of countries participating to the MEDIA Plus programme.

In both cases all the other conditions listed in point 3 must be fulfilled.

The Commission will check the company’s compliance with criteria on the basis of the information provided in application form 5 ‘Experience of the Applicant Company’ and the following supporting documents, which must be attached:

- Annex III to the application: distribution contract or any other document testifying to the international or national distribution of the reference production during the 18/24 months prior to the application. Evidence of the status of the majority producer (official credit list, co-production contract, etc.). If the reference work is a creative documentary: supporting evidence (author's statement of intent, press article, video, etc.).
- Annex IV to the application: where it is necessary to take account of the experience of persons in the applicant company, evidence of their status as producer or head of development within the applicant company and evidence of their significant participation in the production of the previous work.

3.3. Companies with stable and sufficient sources of funding to maintain their activity throughout the lifetime of the project

The Commission will check the company's compliance with the criteria on the basis of the information provided in application form 12 'Financial information relating to the applicant company and the project submitted' and the following supporting documents, which must be attached:

- Annex XV to the application: bank certificate stating that the applicant company is the holder of an account which is properly operated;

In form 12, the company must state its turnover for the last financial year. In the case of a newly established company, a detailed accountant's estimate of turnover must be provided.

3.4. Companies with the professional skills and qualifications required to complete the proposed project

The Commission will check the company's compliance with the criteria on the basis of the information provided in application form 6 'Experience of persons in the applicant company directly involved in the development of the project submitted' and the following supporting documents, which must be attached:

- Annex VI to the application: CVs of the members of the applicant company who will be working directly on the development of the project, in particular the managing director, the authorised signatory, the head of development and the key members of the creative team (author, director, director of photography, etc.).

3.5. Exclusion criteria

The financial regulation governing the award of Commission funding provides for the automatic exclusion of applicants where:

- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of *res judicata*;
- c) they have been guilty of grave professional misconduct proven by any means which the Commission can justify;
- d) they have not fulfilled their obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country of the contracting authority or those of the country where the contract is to be performed;
- e) they have been the subject of a judgement which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Community's financial interests;
- f) following another grant award procedure or procurement procedure financed by the Community budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations;
- g) they are subject to a conflict of interest;
- h) they are guilty of misrepresentation in supplying the information required by the Commission or fail to supply this information.

Applicants must declare on their honour, using form 2, 'Declaration on the applicant's honour', that they are not in any of the situations listed in points a) to h) above. The Commission may request further proof from applicants that they are not in one of the above situations.

4. PROJECTS QUALIFYING FOR DEVELOPMENT SUPPORT

4.1. Fiction projects, creative documentaries, animation projects and multimedia concepts

The Commission will check that the project submitted meets the conditions set out below, based on the information provided in form 7 'Project characteristics'.

4.1.1. Fiction projects for cinema or television

Both one-off projects and series are eligible.

The total duration of projects submitted (whether a one-off or a series) must be no less than 50 minutes.

IMAX format is permitted.

4.1.2. Creative documentaries for cinema or television

Creative documentaries take a real-life subject as their starting point but require substantial original writing and set out an author's and/or director's point of view. The creative aspect of the documentary must be explicitly demonstrated and described by the applicant company in form 7. The Commission will decide on the eligibility of the documentaries submitted on the basis of this information.

MEDIA Plus support will not be granted for any other form of documentary, in particular reports, news programmes and magazines, talk shows, reality shows, 'docusoaps', or educational, teaching and 'how-to' programmes.

Both one-off projects and series are eligible.

The total duration of projects submitted (whether a one-off or a series) must be no less than 25 minutes.

IMAX format is permitted.

4.1.3. Animation projects for cinema or television

Both one-off projects and series are eligible.

Total duration of projects submitted (whether a one-off or a series) must be no less than 24 minutes.

IMAX format is permitted.

4.1.4. Multimedia concepts

MEDIA Plus - Development support may be requested for the following:

- concepts for animation series specifically designed for online distribution (excluding individual short films);
- edutainment programmes for children/teenagers, character-based adventure games for individual or multiple players;
- new interactive concepts for fiction, games or formats for digital television, the Internet or mobile devices;
- interactive programmes for use exclusively on a personal computer and specifically developed to accompany or supplement a completed or "in production" European audiovisual project (fiction, creative documentary, animation), for publication on a digital medium (hybrid DVD or a boxed set of VHS and CD-ROMs, etc.).

4.2. On the date of submission of the application, the applicant company must hold, either directly or via an option, at least 50% of the rights to the project submitted.

The applicant company must demonstrate in the application (form 8 and Annex VII) that it has, at the latest on the date of submission of the application, a contractual agreement with the author(s) permitting development of an audiovisual work based on the author's work. This contractual agreement, duly dated and signed, must set out the extent of the transfer, the length and any remuneration. The company must, in any event, hold at least 50% of the rights to the project submitted.

If an option agreement is in place, it must be of an adequate duration to cover the whole development schedule and clearly set out the conditions for exercising the option.

If the project is an adaptation of an existing work, the contractual agreement must cover the rights to the original work as well as to the adaptation (contract with the writer of the adaptation).

The Commission will assess the ownership of the rights, or option rights, in accordance with the applicable national legislation.

Even if the author is also a producer or shareholder in the applicant company, a contractual agreement assigning the rights from the author to the company must be in place. In the case where the author is employed by the applicant company, the copy of his employment contract establishing the assignment of rights can be provided to demonstrate the contractual agreement.

The Commission will check that the project meets the above conditions, based on the information provided in form 8 'Copyright' and the following document:

- Annex VII to the application: copy of the option agreement, duly dated and signed, including the conditions for exercising the option, or the agreement for the transfer of rights, duly dated and signed, setting out the extent of the transfer, the length and any remuneration, including any co-development/co-production contracts and/or contracts relating to the right to adapt an existing work.

4.3. Cases in which projects meeting the above criteria cannot benefit from the development support for single projects

- Projects submitted must not promote, directly or indirectly, messages that are at odds with the policies of the European Union. For example, all grants for projects that may be contrary to the interests of public health (alcohol, tobacco, drugs), respect for human rights, people's security, freedom of expression, etc. are prohibited. Projects promoting violence and/or racism and/or with a pornographic content, or institutional productions to promote a specific organisation or its activities, will not be considered.
- Projects which have already benefited from MEDIA - Development support cannot benefit from further support.

- Projects which have already benefited from a development Community contribution other than MEDIA cannot benefit from further support.
- Projects where production has started before the date of signature of the agreement with the Commission (see 7.2).

5. ESTABLISHING THE DEVELOPMENT BUDGET ESTIMATE AND CALCULATING THE COMMUNITY CONTRIBUTION

5.1. Eligible costs

5.1.1. Eligible costs

Only costs directly associated with developing the project are eligible, i.e.

- acquisition of rights;
- research;
- archive research;
- scriptwriting, including treatments, up to and including the final draft;
- storyboards;
- research and identification of key cast and crew;
- preparation of the provisional production budget;
- preparation of a financing plan;
- search and identification of industry partners, co-producers and financiers;
- preparation of the production schedule up to delivery;
- initial marketing and sales plans (target markets and buyers, foreseen releases, presentation at festivals and markets, etc.);
- for creative documentaries: the production of a video treatment;
- for animation projects: graphics research and production of a pilot;
- for multimedia projects: creation of programme content (treatment), creation of basic audio and video graphic elements, software programming necessary to run the project, programming logic (flow-chart), production of a demo.

These costs must be incurred by the applicant company itself and correspond to actual expenditure, i.e. payments made by the applicant company which can be proved on the basis of settled invoices.

VAT may be included in the costs submitted if the company cannot recover it. If selected, the applicant company must therefore provide the Commission with proof of VAT status.

5.1.2. Ineligible costs

The following costs are ineligible:

- production costs;
- capital investment costs;
- debts and bad debts;
- interest on debts owed;
- contributions in kind;
- expenditure on luxuries;
- exchange rate losses;
- general provisions (for losses, possible future liabilities, etc.);
- purchase of equipment (except depreciation of IT equipment). See 5.2.5.

5.1.3. *Period of eligible costs*

In principle, the date from which costs can be considered eligible is the date of signature of the agreement between the Commission and the beneficiary company. See 7.2.

Exception:

Where the applicant company establishes that the project had to start before the signature of the agreement (form 13 ‘Development budget estimate’), costs incurred after the date of submission of the application may be considered eligible.

Only costs associated with the reservation or acquisition of rights incurred up to 12 months prior to the date of submission of the application (Chapter 1 of the forward budget – Artistic rights) may be considered eligible with retroactive effect.

The submission date is established officially in the acknowledgement of receipt (form 1) sent to the applicant by the Commission on receipt of the application.

5.2. Establishment of the detailed development budget estimate

The detailed development budget estimate must be established using form 13. It must only include eligible costs.

It must be in euro and rounded up or down to the nearest euro. Where projects are in non-EMU currencies, the rate used for the budget estimate must be the official exchange rate published in the Official Journal of the European Union on the first day of the month in which the project is submitted (see site <http://europa.eu.int/comm/budget/inforeuro/index.cfm>).

All costs higher than €10 000 must be broken down and explained in detail.

When implementation requires the publication of a call for tender, the following principles must be respected: transparency, equal treatment and no conflicts of interests.

Costs must be broken down according to the categories below.

1. Artistic rights

Only obligations generated, payable and paid during the development period are eligible. Payments associated with option agreements and/or copyright must be justified.

Any payments associated with options or copyright or payments due to the director which depend on the entry into pre-production, production and thereafter should not be included.

2. Personnel costs

Personnel costs must be calculated on the basis of the actual daily remuneration/fee paid to the employee/service provider, multiplied by the number of days worked on the project.

Application of the various eligible functions must correspond to the descriptions in form 10 'Description of the development strategy' and especially the description of the creative team.

The usual charges paid by employers, such as social security contributions, should be stated in Chapter 3 (Social charges)

Bonuses, incentive payments and profit-sharing schemes should not be included in personnel costs.

The different types of staff engaged should be shown in detail in the budget.

3. Social charges

Social security contributions relate to remunerations and fees in Chapters 1 (Artistic rights) and 2 (Personnel costs). The various percentages applied must be stated.

4. Travel and expenses

Only travel directly associated with the development of the project and specific, clearly identifiable activities can be considered. With regard to air travel, only economy class fares are accepted. In the case of travel by car, the eligible amount is the cost of the equivalent first class rail ticket.

The following maximum subsistence allowances, per person and per day, are eligible:

Country	Maximum in €	Country	Maximum in €
BE Belgium	150	IS Iceland	183
DA Denmark	179	LI Liechtenstein	174
DE Germany	127	NO Norway	171
GR Greece	113	BG Bulgaria	157
ES Spain	141	CZ Czech Republic	214
FR France	130	EE Estonia	129
IE Ireland	165	CY Cyprus	100
IT Italy	130	LV Latvia	174
LU Luxembourg	143	LT Lithuania	126
NL Netherlands	148	HU Hungary	136
AT Austria	122	MT Malta	86
PT Portugal	143	PL Poland	227
FI Finland	156	RO Romania	185
SU Sweden	157	SI Slovenia	148
UK United Kingdom	199	SK Slovakia	164

5. Technical equipment

The costs entered here must have a clearly identifiable link with the development activities of the project in question.

For multimedia projects, the depreciation of IT equipment (new or second-hand) which is indispensable to the implementation of the project is eligible as long as it corresponds to the market rate and the equipment concerned is written down in accordance with the tax and accounting rules applicable to the applicant company. Only the proportion of depreciation corresponding to the duration of the project can be taken into account by the Commission, except where the nature and/or use of the item justifies otherwise. It is up to the applicant company to prove this, using form 13 'Development budget estimate'.

6. Miscellaneous

A flat rate of up to 7% for overheads (based on the total for Chapters 1 to 6.5 of the development budget estimate) is allowed.

Total:

The amount of the detailed development budget estimate must be covered in full by the sources of finance indicated in form 14. The total in form 13 'Development budget estimate' must therefore be equal to the total in the table summarising the sources of finance in form 14.

5.3. Calculation of the Community contribution

The Community contribution is calculated using form 13 'Development budget estimate'. It must also be stated in form 1 'Acknowledgement of receipt of the project submitted', form 12 'Financial information concerning the applicant company and the project submitted' and form 14 'Sources of finance'.

- First of all, financial support from MEDIA Plus - Development may not exceed 50% of your development budget. However, a derogation is possible for projects highlighting Europe's cultural diversity, in which case MEDIA Plus funding may be 60% of the development budget. NB: it is up to the applicant to prove that the project meets this criterion, using form 12 'Financial information concerning the applicant company and the project submitted'. The Commission will decide on the basis of the arguments submitted.
- Secondly, depending on the type of project submitted, you must request an amount between the minimum and maximum given below.

Category	Minimum			Maximum
Fiction	€20 000	€30 000	€40 000	€50 000
Creative documentary	€10 000	€15 000	€20 000	€30 000
Animation	€10 000	€20 000	€30 000 €40 000	€50 000 €80 000 (feature-length films for cinema release only)
Multimedia concepts	€10 000	€20 000	€30 000 €40 000	€50 000

5.4. Sources of finance

The development budget estimate must be balanced in respect of revenue and expenditure. You must therefore state in form 14 'Sources of finance' how you intend to fund the development budget estimate presented in form 13. The grant of a Community contribution cannot have as its aim or effect to create a profit for the beneficiary.

You must state your other sources of funding, in addition to the Community grant requested, and whether this funding has already been obtained or is being considered. If you state that the funding has been confirmed, you must enclose the contract or confirmation letter from the funding provider (Annex XVI to the application). If the

¹ Guidelines, 6.2.3.

funding has not yet been confirmed but you have received letters expressing interest, you can also enclose them (Annex XVII to the application, optional). In any event, if your project is selected and whatever the outcome of the requests for funding made to third parties, you undertake, by signing form 2, 'Declaration on the applicant's honour', to match the full amount of the Community funding.

With regard to the summary table of sources of finance:

- Financial contributions from public or private funds such as advances repayable from revenues, loans and subsidies. This funding may be national, regional or local.
- Support funds or automatic support, generated by the producer's previous work, should be mentioned in line 1.4 'Others'.
- The following items must not be included in the 'Producer's investment' (4.):
 - overheads;
 - commercial loans/inputs;
 - profit-sharing;
 - contributions in kind.

NB: other sources of Community funding for the development of the same project (e.g. funding obtained under the MEDEA programme) must not be included in your financing plan. In fact, the Community rules state that no project may benefit from two sources of Community funding. You undertake on your honour to respect this rule by signing form 2.

5.5. In the event of selection

If your project is selected, the Commission will re-examine your development budget estimate to check that all the costs declared are duly eligible and justified by the quality and nature of the project. The Commission is not obliged to grant you support amounting to the sum you requested and may therefore reduce the amount of the Community contribution. Under no circumstances can the Commission grant you an amount that is higher than what you requested.

The final Community contribution will be expressed both as a percentage of the development budget and as an absolute amount.

6. HOW ARE THE PROJECTS TO BE FINANCED UNDER MEDIA PLUS - DEVELOPMENT SELECTED?

The applications received by the Commission are assessed on the basis of three types of criteria.

6.1. Eligibility criteria

6.1.1. Is the application file complete?

The Commission will check that ALL the following elements have been respected in the application:

Presentation of the application	Use of the forms for 2004. A4 pages, printed one side only and numbered. 4 copies, including one unbound (except for Annexes I, II, III, IV and VII, for which just one copy is required, with the unbound copy). No handwriting. All the signatures required. All the required forms and annexes are present. Use of one of the 11 official languages.
Respect for the start and end dates of the call for proposals	Application sent on or after 2 December 2003 and no later than 1 June 2004. Just one application per call for proposals (the first one received in the case of multiple applications) will be considered by the Commission.
Complete application file	All the application forms are present and complete and the obligatory annexes attached, <i>in particular</i> : - the bank certificate - details of the company's turnover - CVs of company members - signed declaration on the applicant's honour - proof of experience giving access to MEDIA - copyright - extract from the company's registration - memorandum of association - treatment or script

The Commission will not ask applicants for additional documents. If just one of the above elements is missing, the applicant company will be notified by mail that its application is ineligible and therefore has been rejected. The applicant company may resubmit the application, but only under another call for proposals and if substantial changes have been made to remove the reasons for rejection. The applicant company will have to explain the changes in the form provided to this effect.

6.1.2. Does the project submitted meet the programme access criteria?

The Commission will check that the project meets ALL the criteria below (see 4):

It is a fiction project, a creative documentary, an animation project or a multimedia concept.
It meets the minimum duration criteria.

On the date of submission of the application, the applicant company holds, either directly or via an option, at least 50% of the rights to the project submitted.

The project does not come under any of the exclusion criteria in 4.3.

If just one of these criteria is not met, the project will be regarded as ineligible and will be eliminated from the selection process. The applicant company may resubmit the rejected application, but only under a different call for proposals and provided that changes have been made to remove the reasons for rejection. The applicant company will have to explain this in the form provided to this effect.

6.1.3. Is the budget submitted really a development budget?

If the Commission takes the view that the detailed development budget estimate (form 13) contains costs other than development costs, the project will not be considered eligible and will be eliminated from the selection process. The applicant company may resubmit the rejected application, but only under a different call for proposals and provided that changes have been made to remove the reasons for rejection. The applicant company will have to explain this in the form provided to this effect.

6.2. Selection criteria – is the company able to successfully implement the project?

On the basis of the selection criteria, the Commission will evaluate if the applicant company is able, both technically and financially, to successfully implement the project.

Is the company able to successfully implement the project technically?	Is it an independent European company whose objective and main activity is audiovisual and/or multimedia production? See 3.1.
	What are the skills and professional qualifications of the members of the company? This evaluation is based on the CVs provided with the application and on form 6 ‘Experience of persons in the applicant company directly involved in the development of the project submitted’.
	Can it provide evidence of production and distribution of a previous work? See 3.2. What is its general experience? This evaluation is based on form 5 ‘Experience of the applicant company’.
Does the company have the financial resources to successfully implement the project?	Does the bank certificate (Annex XV to the application) confirm the proper operation of the company’s bank account?

	What was the company's turnover in the last financial year? (form 12 'Financial information relating to the applicant company and the project submitted')
	Does the company come under any of the exclusion criteria in 3.5? (form 2 'Declaration on the applicant's honour')

If the Commission takes the view that the applicant company is not able to properly implement the project, either technically or financially, the application will be rejected. The applicant company will be able to resubmit the rejected application, but only under a different call for proposals and provided that changes have been made to remove the reasons for rejection. The applicant company will have to explain this in the form provided to this effect.

6.3. Award criteria - quality of the project

Only applications considered eligible and fulfilling the selection criteria (see 6.1 and 6.2) will have the award criteria evaluated. The evaluation of the award criteria, unlike the eligibility and selection checks, involves awarding marks which are used as a basis for ranking projects. All the award criteria have an identical weight in the evaluation process.

Applications will be evaluated in terms of the award criteria with the help of two independent experts per project (one from the country of origin of the proposal and one from another country). This evaluation will serve as an opinion for the Commission, which is the sole body authorised to decide on the award of funding.

On the basis of the independent experts' opinions, the Commission will establish a list of projects, ranked according to merit, and will award funding to the best projects until the available budget is exhausted.

The Commission selects experts on the basis of their independence, professional experience and quality. Their identity may not be communicated to applicants, for reasons of confidentiality and impartiality. In countries or regions with a low production capacity and/or a limited language area or geographic area, the Commission reserves the right to recruit a non-national expert who meets the three criteria of independence, competence and specific knowledge of the country concerned.

6.3.1. Quality and originality of the concept, script or narrative structure

- In the case of fiction projects, creative documentaries and animation projects, this criterion includes, in particular, an examination of the subject, the narrative structure and the visual approach.

In the case of fiction projects, the characters and dialogues are examined; in the case of a creative documentary, its degree of creativity; for animation projects, the characters, graphics and dialogues.

- For multimedia concepts, the visual, audio and graphic components, the level of interactivity, the technology, the studio work and the preliminary version of the flow chart are examined in particular.

Evaluation of this criterion is based on forms 7 ‘Characteristics of the project’ and 9 ‘Description of the project’, together with Annexes VIII, IX and X (treatments, scripts, visual documents, statements of intent, etc.).

6.3.2. Quality of the project development strategy

Including, in particular, an examination of the following aspects:

- the description and timetable of development activities;
- the development budget and the financing plan for this budget.

Forms 10 ‘Description of the development strategy’, 13 ‘Development budget estimate’ and 14 ‘Sources of finance’ together with Annexes XI, XII, XVI and XVII, will serve as a basis for evaluation of this criterion.

6.3.3. Quality of the financing strategy and the project’s production potential

Including, in particular, an examination of the following aspects:

- the production financing plan and the status of co-funding (planned or confirmed)
- the information on possible co-production interest or agreements.

This criterion will be evaluated by taking account of forms 11 ‘Description of the distribution strategy’ and 12 ‘Financial information relating to the applicant company and the project submitted’ together with the supporting documents provided (Annexes XIII and XIV containing contracts, letters of interest, etc.).

6.3.4. European and international potential and quality of the marketing and distribution strategies of the project

Including, in particular, an examination of the following aspects:

- transnational potential and sales potential (national and international);
- reasons for the choice of country (or countries) for co-production and/or distribution;
- suitability of the chosen format (genre, duration, shooting format) for the intended market and audience;
- information on possible distribution interest or agreements.

Forms 9 ‘Description of the project’ and 11 ‘Distribution strategy’ together with the supporting documents provided in the Annexes (contracts, letters of interest, etc.) will be taken into account in evaluating this criterion.

Particular attention will be paid to applications from countries or regions with a low production capacity and/or a limited language or geographic area, as well as those submitted by small and medium-sized enterprises (SMEs).

7. AT THE END OF THE SELECTION PROCEDURE

7.1. Notification of the results to applicants

The list of companies, ranked according to merit, which may benefit from a MEDIA grant, depending on the budget available, is prepared by DG EAC (Directorate-General for Education and Culture) and adopted by a Commission decision.

Once the decision has been adopted, applicant companies are informed of the outcome of their application. No information, not even off-the-record, can be provided by DG EAC or the Technical Assistance Office (see 8.2.) before adoption of the decision by the Commission. If a project is rejected, the Commission will inform the unsuccessful applicant of the reasons.

NB: Applications (including any accompanying cassettes, CD-ROMs, drawings, etc.) will not be returned to the applicants at the end of the selection procedure.

7.2. Conclusion of agreements between the Commission and beneficiary companies in the event of selection

The Commission will send beneficiary companies an agreement specifying the amount of MEDIA support granted and the payment arrangements.

Unless the beneficiary provides reasons to the contrary, the name and address of the beneficiary, the subject of the financial support, the amount awarded and the rate of funding will be published on the MEDIA programme website as soon as the decision referred to in 7.1 has been adopted.

7.3. Payments

The final amount of the MEDIA contribution is calculated as explained in 5.3.

The beneficiary company must open a dedicated bank account exclusively for the purpose of managing the MEDIA contribution. The contribution will be paid into this account by the Commission in two instalments:

- 70% within 45 days of signature of the agreement between the beneficiary and the Commission
- the balance following submission and approval by the Commission of the certified final development expenditure accounts (no later than 21 months after signature of the agreement).

If the Commission takes the view that there is a financial risk, it may make payment of all or part of the Community contribution subject to the provision of a bank guarantee.

Beneficiary companies have a development period of no more than 20 months to use the contribution awarded for the selected projects.

7.4. In the event of entry into production of the project supported by MEDIA

In the event of entry into production of the project supported by MEDIA, the beneficiary company must repay the amount of the Community support into the dedicated bank account, no later than at the end of production (delivery of the zero copy for cinema films, master copy for works intended for television, or putting online in the case of multimedia projects).

The company then has six months to reinvest the amount of Community funding in one or more new development projects. Reinvestment projects can belong to any category (fiction, creative documentary, animation, multimedia), as long as they meet the criteria in point 4. They must be submitted to the Commission for approval.

- What is the Commission's objective underlying this mechanism?
 - to encourage companies to have a medium-term strategic vision of their activity
 - to increase the leverage effect of the Community funds.

8. CONTACTS

8.1. Commission departments responsible for implementing the MEDIA Plus - Development programme

Please contact the following people for more information on the Development sector of MEDIA Plus.

- For questions relating to selection:

Corinne MIMRAN
Corinne.Mimran@cec.eu.int
Tel. + 32 2 295.33.71

- For questions relating to agreements and their follow-up:

Domenico RANERI
Domenico.Raneri@cec.eu.int
Tel. + 32 2 296.21.20

8.2. The Technical Assistance Office

The Technical Assistance Office is responsible for helping the Commission to evaluate projects and follow them up. You may contact the Office for any practical information.

MEDIA Programme Technical Assistance Office

Rue du Trône, 12

B-1000 Brussels

Belgium

Tel. : + 32 2 743 20 87 or 88

Fax : + 32 2 743 27 27

8.3. The MEDIA Desks and Antennae

There are MEDIA Desks and Antennae in all the participating states. They are the closest to you and are the best placed to provide you with appropriate information and advice. You will find a complete list of MEDIA Desks and Antennae in Annex 1.

Annex 1 : list of MEDIA Desks and Antennae

BELGIË/BELGIQUE/BELGIEN (BE)

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Karen Depoorter

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 Fax (32-2) 413 20 68
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 Internet:
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Thierry Leclercq

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Ioanna Haritatu

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Olivier Trusson

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