

Info Day MEDIA

The new MEDIA Production Guarantee Fund

Saturday 30th October 2010 - 3.00 pm

Hotel Majestic (1st floor)

Via Veneto, 50

Due to its specificities, the audiovisual sector has always suffered from structural fragility and under-capitalization; the financial crisis made even more difficult for producers of audiovisual content to access bank credits.

Following a study on European Film Banking, the European Commission launches a new action in the framework of MEDIA 2007, the EU Programme in supporting the audiovisual sector. The **MEDIA Production Guarantee Fund**, will be launched at the end of 2010. The new Fund, aimed at facilitating access to private sources of financing for SMEs, will partially guarantee loans granted by local banks to the film producers. It is open to all film producers and commercial banks within the MEDIA Territories (EU and EEA countries, Switzerland and Croatia).

The Fund, established for a period of 4 years, will receive an initial contribution of € 2 million in 2010 and an additional € 6 million over the period 2011-2013, these € 8 million will be able to guarantee a total amount of credits ranging between € 64 and 160 million.

On Saturday 30th October 2010, in the framework of *The Business Street* at the *International Rome Film Festival*, **Aviva Silver** (MEDIA Unit, DG EAC - European Commission) and other experts present the objectives and functioning of the Fund. She will also present an update on the new MEDIA Mundus Programme to be launched on 1st January 2011 and on the ongoing preparation work for the new MEDIA Programme after 2013.

The event is organized by **MEDIA Desk Italia** and **Antenna MEDIA Torino**, in collaboration with **The Business Street** and **Roma Lazio Film Commission**.

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