

EUROPA CINEMAS INTERNATIONAL

DISTRIBUTION SUPPORT

GUIDELINES 2011

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With the support of the Centre National du Cinéma et de l'image animée (CNC)



DISTRIBUTION OF EUROPEAN FILMS IN THEATRES IN NON-MEDIA COUNTRIES - GUIDELINES 2011

A. Objectives

- Promote sales of European films in the countries concerned
- Encourage financial investment on the part of distributors to facilitate the release of such films in theatres
- Increase programming of European films in cinemas to improve their public visibility and attendance numbers
- Bring together film professionals from the countries concerned into an international network, giving them common objectives to achieve a better circulation of European productions in these regions

B. Countries

The countries concerned are countries that are not members of the MEDIA programme, in particular countries of Latin America, Asia and the MEDA zone.

C. Beneficiaries

Distributors in non-MEDIA countries in connection with the release of European films.

D. Eligible films

All recent European films (copyright date 2005 or later) purchased for commercial release in the countries concerned are eligible for distribution grants.

Special attention will be paid to films produced in European countries with low audio-visual production capacities and in the new members states of the European Union.

Distribution and promotion of European films in non-MEDIA countries

In order to promote sales of European films, support will be provided to distributors in non-MEDIA countries in the form of co-funding to cover the following expenses:

- purchase, circulation, transport of film prints and related expenses
- expenditure linked to the production of digital copies: masterisation, encoding, encryption
- sub-titling and dubbing
- production of promotional and advertising material
- publication expenses
- PR activities
- travel expenses for professionals of the industry in connection with the distribution of the films

Funding granted cannot exceed 50% of a distributor's expenses as evidenced through submission of relevant receipts.

Eligibility criteria for distributors:

This support is available to distribution companies:

- Marketing European films in the countries concerned
- Which have been in business for a minimum of 24 months
- Authorised to distribute films among theatres in the entire country/countries
- Providing the entire package of services associated with film distribution: acquisition of rights, manufacturing of materials, promotional work, rentals to theatres and increase in takings

Film diversity

In order to encourage sales of a greater variety of European films in the countries concerned, a diversity criterion has been established: distributors cannot be given grants for more than 2 film releases from the same country in the same year. This rule is applied insofar as possible and in due consideration of the available range of European films in these markets.

Obligations of distribution companies:

1. With a minimum of 2 months before the release date, the distribution company undertakes to:
 - Submit a detailed application form including the following information: date of release and release plan, the number of prints as well as an estimated budget for the technical and advertising expenses.
 - submit a copy of the distribution contract concluded with the owner of the rights. Deal memos are not acceptable.

Applications must be sent to Europa Cinemas minimum 2 months before the national release date and in accordance with the following schedule:

RELEASE DATE OF THE FILM	RECEPTION OF THE APPLICATION
Between 01/01/2011 and 30/04/2011	Between 01/11/2010 and 28/02/2011
Between 01/05/2011 and 31/08/2011	Between 01/03/2011 and 30/06/2011
Between 01/09/2011 and 31/12/2011	Between 01/07/2011 and 31/10/2011

2. The distribution company undertakes to bring the release dates of the film close together between key cities to allow theatres to benefit from the whole national marketing campaign.
3. After the film release, the distribution company undertakes to:
 - submit invoices and receipts for eligible costs
 - submit an overview of results in the countries involved (numbers of contract, admissions and box office takings)

Modalities of funding to distributors:

- *Funds cannot be granted to finance the purchase of film rights.*
- *Decisions on funding will not be made until after a distributor has submitted a funding request form as well as all the information required by Europa Cinemas.*
- *Funds may not exceed 50% of the distributor's net budget and may not exceed the following amounts for each distributed film:*
 - *EUR 6,000 for a release of 2 to 5 prints*
 - *EUR 9,000 for a release of 6 to 10 prints*
 - *EUR 12,000 for a release of 11 to 15 prints*
 - *EUR 15,000 for a release of more than 15 prints*
 - *EUR 20,000 for a release of more than 20 prints*

- Where this concerns predominantly a digital copy release, the amount of the funding awarded shall be less than 50% of the total budget if the costs associated with the production of digital copies constitutes more than a third of the overall budget for the release of the film.
- Special attention will be paid to distribution companies able to act in several countries of the same region.
- Funds cannot be granted to films benefiting from support from another European organisation (among them CNC, German Films, Swiss Films etc.) if it is for the same expenses.
- Funds will not be paid out until after a film has been released and after the distributor has provided a report on initial results and submitted the pertinent receipts.
- A distribution company will be supported for a maximum of 3 films per year.
- Funds will not be paid out to companies that are no longer in business at the time of payment.
- Advertising films, pornographic or racist films and films inciting to violence are not eligible for funding.

Definition

European films

“European films” are feature-length or short fictional films, documentaries or animated films produced or co-produced in a majority proportion by one or several European companies and where European film professionals have contributed significantly to production (cf. MEDIA criteria).

Advertising films, pornographic or racist films and films inciting to violence are excluded from this definition. To be eligible, films must be recent productions (copyright 2005 or later).

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