

**DISTRIBUTION OF EUROPEAN FILMS IN THEATRES
IN NON-MEDIA COUNTRIES
SUPPORT SCHEME GUIDELINES 2014**

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. Eligible Countries

The countries concerned are countries that are not members of the MEDIA programme, in particular countries of Latin America, Asia, Mediterranean area, South Africa as well as Australia and New Zealand.

C. Beneficiaries

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

D. Eligible films

All recent *European films* (copyright date 2009 or later) purchased for commercial release in the countries concerned are eligible for distribution grants.

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

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

**APPLICATION PROCESS FOR EUROPEAN FILM DISTRIBUTION SUPPORT
TERMS AND CONDITIONS OF SUPPORT**

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:

- Expenditure linked to the production of digital prints: masterisation, encoding, encryption
- Purchase and strike, transport of film prints and related expenses
- Subtitling 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 the distributor's expenses as evidenced through submission of relevant receipts.

Eligibility criteria for distributors

This support is available for distribution companies:

- Marketing European films in the countries concerned
- Which have been in business for a minimum of 24 months
- Authorized 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. The distribution company undertakes to:
 - Submit a detailed application form including the release plan 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 at least 8 WEEKS before the national release date planned. Incomplete applications will not be accepted.

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:
 - € 6,000 for a release of 2 to 5 prints
 - € 9,000 for a release of 6 to 10 prints
 - € 12,000 for a release of 11 to 15 prints
 - € 15,000 for a release of more than 15 prints
 - € 20,000 for a release of more than 20 prints
 - € 25,000 for a release of more than 25 prints

- Young Audiences Bonus: a bonus up to an amount of €5,000 may be awarded to encourage distributors to target young audiences in their release campaigns, and to organize targeted events or cinema screenings. In that perspective, distributors should make their request for support, completing the 'Young Audience Campaign' section (promotional tools, specific expenditures, desired results, etc). The amount of the bonus will take into consideration the number of prints in circulation and may not exceed 50% of the distributor's Young Audience investments. The relevant paid invoices and documentary proofs of specific tools published and events organized must be supplied.

- Particular attention will be paid to distribution companies likely to be active in several territories of a single region. The maximum amount granted for release costs in all countries will be calculated in relation to the distributor's efforts and investments.

- Funds cannot be granted to any company already benefiting from a financial support for the release of the same film from another European organization (among them CNC, German Films, Swiss Films, Netherlands Film Fund 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 paying the support agreed.

- Advertising films, pornographic or racist films and films inciting to violence are not eligible for funding.

Applications, when properly filled out, signed and stamped, must be sent:

By air mail to: Europa Cinemas – Distribution Support Scheme- 54 rue Beaubourg –75003 Paris – France

And / Or by e-mail to: ecm@europa-cinemas.org

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 54 rue Beaubourg, FR - 75003 Paris – Tel: + 33 1 42 71 53 70 – Fax: + 33 1 42 71 47 55
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