



2010 GUIDE

**Support for
theatres**

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For all the latest information about EURIMAGES, please consult the Fund's website:
www.coe.int/Eurimages

I – INTRODUCTION

Active since 1989, Eurimages was set up as a cultural support fund of the Council of Europe. It currently numbers 34¹ of the 47 member states of the Strasbourg-based organisation.

Objective

Eurimages promotes the European audiovisual industry by providing financial support to feature films, animations and documentaries produced in Europe. In doing so, it encourages co-operation between professionals from different European countries.

Budget

Eurimages has a total annual budget of €22 million. This financial appropriation derives essentially from the contributions of the member states and from reimbursement of the support.

Board of Management

The Board of Management, under the authority of its President, defines the policy of the Fund and takes decisions on support. It meets four times a year in different European cities and is composed of representatives of the Fund's member states.

Secretariat

The Eurimages Secretariat is responsible for implementing the decisions taken by the Board of Management. It maintains contact with cinema professionals and has the task of assessing applications for funding as well as ensuring the follow-up of support agreements. The Secretariat is based in Strasbourg under the authority of its Executive Director.

Support schemes

Eurimages has four support schemes: cinema co-production, theatrical distribution, exhibition and digitisation of answer prints. The regulations in this brochure refer to the exhibition support scheme. For the other support schemes, please refer to the other relevant regulations.

Funding

The support granted by Eurimages for exhibition takes the form of a subsidy.

Information

The procedure for submission of an application and contact details can be found on the website www.coe.int/eurimages.

¹ Eurimages member states are: Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, the Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovenia, Slovakia, Spain, Sweden, Switzerland, "the former Yugoslav Republic of Macedonia" and Turkey.

Support for theatres

The technical management of the support programme for theatres has been entrusted to Europa Cinemas so as to ensure complementarity with the theatre support programme run under the European Union's MEDIA programme. Only theatres located in Eurimages member states that do not have access to support under the MEDIA programme are eligible for the Eurimages programme of support for theatres.²

Theatres financed by Eurimages belong to the Europa Cinemas network, which enables the exhibitor to benefit from the joint co-ordination, information and communication measures implemented by Europa Cinemas. These activities are co-financed by the exhibitors, who pay Europa Cinemas 5% (five per cent) of the amount of support granted to the theatre.

Objectives

The objectives of the theatre support programme are the following:

- to increase the programming in theatres and raise attendance for European films, with priority being given to non-national and Eurimages films. The term "Eurimages films" designates films which have been granted co-production support by Eurimages;
- to foster diversity in the screening of European films and to support theatres' efforts to enhance the programming and promotion of European films;
- to develop a Europe-wide network of theatres, allowing joint initiatives, both between exhibitors and distributors and with other European organisations that support theatres.

² Albania, Bosnia and Herzegovina, Serbia, "the former Yugoslav Republic of Macedonia" and Turkey.

II - Regulations concerning support for theatres

1. Eligibility

Theatres located in Eurimages member states that do not have access to the European Union's MEDIA programme are eligible.³ A "theatre" designates an establishment run by an exhibitor, whether it has one or several screens.

Theatres must guarantee good projection conditions and audience comfort and be situated in national or regional capitals, university cities or other key cities or towns for cinematographic distribution.⁴

To be eligible, theatres must also satisfy the following criteria:

- commercial theatres⁵ that have been open to the public for at least 6 months and operate with a box office/ticketing system and declaration of receipts,
- minimum number of screenings: 520 per year,
- minimum number of seats: 70,
- minimum admissions over 12 months: 20,000,
- technical equipment meeting professional standards,
- safety conditions complying with national law,
- pornographic theatres excluded.

The Eurimages Board of Management may nonetheless approve exceptions to the above criteria for single-screen theatres operating in specific exploitation circumstances.

2. Support access threshold

The theatre must ensure that its screenings include a minimum percentage of European films:

- 33% of all films programmed must be European films, representing at least 50% of screenings;
- at least half of these European film screenings must concern non-national European films (that is, 25% of total screenings);
- in addition, a share of the European screenings, to be determined in the annual contract, must be devoted to the programming of Eurimages films;
- the films must be spread evenly over different screenings and different periods of the year.

These reference percentages may be modified on a case-by-case basis, by decision of the Eurimages Board of Management, taking into consideration the following:

- the total number of screens belonging to the same theatre under the same ownership or at the same address,
- the market share of European films in the country where the theatre operates,
- the theatre's results for the previous year,

³ As at 1 September 2009: Albania, Bosnia and Herzegovina, Serbia, "the former Yugoslav Republic of Macedonia" and Turkey.

⁴ For instance, towns where films are screened during the first week of national release.

⁵ Businesses, companies, associations (or any other type of entity) owned either directly or through share ownership by citizens of the member states concerned.

- how long the theatre has been part of the network.

Where, for two consecutive years, a selected theatre is no longer able to achieve the required programming percentages, the Eurimages Board of Management may decide to withdraw the support and the award of the Eurimages/Europa Cinemas label.

3. Commitments of theatre exhibitors

The theatre exhibitors undertake to:

- annually provide Europa Cinemas, by 15 January at the latest, with the information requested in the programming report for the last year (for all films: title, director, nationality of the film or Eurimages film, date of national release, date of release in the theatre, number of screenings, total admissions and box office). This information must be entered in the Member Zone of the Europa Cinemas Internet site;
- gradually introduce measures to promote and publicise European films;
- promote the European quality label on any publicity material issued during the term of this support contract by adding the following words "with the support of the Eurimages Fund of the Council of Europe" and the systematic screening of the trailer of Europa Cinemas;
- send Europa Cinemas the required documentary proof of programming and results.

4. Definition of European films

"European films" are defined as full-length features, documentary or animation films, produced or majority co-produced by one or more European companies,⁶ to which a majority of European professionals⁷ have contributed. Films must have been recognised as national films by the European production countries.

Advertising films, those of a pornographic or racist nature and films advocating violence are excluded.

5. Amount and conditions of financial support

A contract between the exhibitor and the Executive Director, acting on behalf of Eurimages, sets out the conditions for awarding the support. It is concluded for a period of one year and is renewable.

The amount of the support is decided by the Eurimages Board of Management; if the theatre meets the programming requirements set out in the contract, Eurimages will contribute € 1 (one euro) maximum per non-national European admission in the theatre, including admissions to national films made as European co-productions, subject to an annual maximum amount of € 15 000 (fifteen thousand euros). However, the Eurimages Board of Management may decide to award a bonus for the programming of Eurimages films, according to criteria to be defined in the annual contract and subject to an annual maximum amount of € 5 000 (five thousand euros).

The support is payable in a single instalment after the Eurimages Board of Management has examined and approved the theatre's programming schedule and the corresponding report drawn up by Europa Cinemas. Approval is in principle given at the first Board meeting held in the course of the year. The amount of support paid to the exhibitor will be reduced by the share (5%)

⁶ Having their registered office in a Council of Europe member state.

⁷ Nationals of Council of Europe member states.

payable by Eurimages to Europa Cinemas for the implementation of joint initiatives via the Europa Cinemas network.

If the theatre changes exploitation company during the course of the accounting period, the support will be paid to the company managing the theatre at the time of the Board of Management's decision awarding the amount of the support, provided the managing company is willing to sign a new contract with Eurimages and undertakes to comply with the conditions as provided for in the contract concluded with the former exhibitor.

6. Procedure

The registration of application files must be completed online by following the steps below:

6.1. Transmission of the following information by electronic mail to mricha@europa-cinemas.org :

ON THE THEATRE

- Name of the theatre
- Number of screens
- Country
- City
- Telephone number
- E-mail

ON THE EXHIBITION COMPANY/OR INDIVIDUAL EXHIBITOR

- Name of the company
- Corporate status of the company
- Country
- City
- Surname and first name of the legal representative of the company
- Telephone numbers
- E-mail
- Surname and first name of the director of the theatre
- Surname and first name of the person in charge of programming

6.2. Upon receipt of this message, Europa Cinemas will send you a log-in identification and password which will allow you to enter, via the Member Zone of Europa Cinemas, all the necessary information concerning the theatre and the programming.

6.3. Eurimages will be informed of your application upon validation on your part of the above information and will transmit an acknowledgment of receipt.

6.4. Once your application is validated, you should send to Europa Cinemas at 54, rue Beaubourg, 75003 PARIS :

- the downloaded identification sheet, signed by the legal representative of the company,
- the list of initiatives towards young audiences,
- a certificate of receipts declared to the distributors,
- copies of publications issued by the theatre,
- photos of the theatre (if they cannot be uploaded to the Member Zone).

Any applications that are incomplete or are received after the deadline will be refused.

After the applications have been received by Europa Cinemas, on the basis of a programme of visits organised by the relevant country's representative on the Board of Management, members of the "Theatres" Working Group and a representative of Europa Cinemas will make an initial selection from among the theatres which have been visited. The final decision lies with the Board of Management, which takes account of their proposals.

7. Deadline

For theatres new to the network, the deadline for receipt of applications is 30 September of each year, at the latest, for financial support for the following year.

For theatres already belonging to the network, the Board of Management will verify, in principle at the first meeting of the year, the conditions for maintaining the theatre in the network. The exhibitor will be informed of the decision within 30 days following the Board's meeting, and it will take effect as of 1 January of the current year.