

MEDIA GUIDELINES 2024

D Countries: Albania, Bosnia and Herzegovina, Bulgaria, Cyprus, Estonia, Ireland, Latvia, Lithuania, Northern Macedonia, Malta, Montenegro, Portugal, Romania and Serbia

A. OBJECTIVES

- ◆ Increase and diversify programming in cinemas for European films and raise attendance for them, with a priority on non-national films.
- ◆ Encourage European exhibitors in their initiatives to attract Young Audiences.
- ◆ Develop a network of cinemas that can set up joint activities at the national and European level.
- ◆ Encourage innovation in the promotion of films and communication with the audiences.

B. TERMS AND CONDITIONS OF THE SUPPORT SCHEME

- **The main support** is awarded in increments ranging from 15,500€ for one screen, to 73 000€ for 30 screens. It is divided as follows:
 - **80%** of the support is granted for a **principally non-national European programming**, calculated based on number of screenings.
 - **20%** of the support is granted to encourage **exhibitor's initiatives to attract Young Audiences** (Young Audience support capped at €10,000). *See Young Audience guidelines.*
- **Bonuses can be granted in addition to the main support:**
 - A **bonus for diversity** in the number of different European nationalities present in the programming,
 - A bonus for films that have been awarded the **Europa Cinemas Label**,
- **The April meeting of the Validation Committee** analyses the annual results from member cinemas and proposes the payment of support if the contractual goals have been met.

C. TERMS AND CONDITIONS OF THE SUPPORT FOR EUROPEAN PROGRAMMING

Abbreviations: SENN - Non-National European Screenings / SE - European Screenings

1. Scale for the main support

To trigger support for their programming, cinemas must schedule enough screenings to reach the thresholds set out in Table 1 (columns 2 and 3), depending on the number of screens and the objectives mentioned in the signed agreement with Europa Cinemas.

Programming support is **calculated according to the number of screens achieving a minimum percentage of SENN, after the overall results of the screens covered by the same agreement have been averaged** (Table 1, column 4).

Table 1: D Countries - Albania, Bosnia and Herzegovina, Bulgaria, Cyprus, Estonia, Ireland, Latvia, Lithuania, Northern Macedonia, Malta, Montenegro, Portugal, Romania and Serbia

SCALE FOR SUPPORT BY NUMBER OF SCREENS - D Countries							
Thresholds for Support				Amount of Support			
Total number of screens under one Agreement	Minimum SENN % for one Agreement	Minimum SE % for one Agreement	Minimum SENN % per screen subsidised	Number of subsidised screens under one Agreement	Maximum annual support for one Agreement	Programming Support	Young Audience Support
1	20%	27%	20%	1	15 500 €	12 500 €	3 000 €
2	15%	26%	28%	2	18 000 €	14 500 €	3 500 €
3	15%	25%	28%	3	20 500 €	16 500 €	4 000 €
4	15%	24%	28%	4	23 000 €	18 500 €	4 500 €
5	15%	23%	28%	5	25 500 €	20 500 €	5 000 €
6	13%	22%	28%	6	28 000 €	22 500 €	5 500 €
7	13%	21%	28%	7	30 500 €	24 500 €	6 000 €
8	13%	20%	28%	8	33 000 €	26 500 €	6 500 €
9	13%	19%	28%	9	35 500 €	28 500 €	7 000 €
10	10%	18%	28%	10	38 000 €	30 500 €	7 500 €
11	10%	17%	28%	11	40 500 €	32 500 €	8 000 €
12	10%	16%	28%	12	43 000 €	34 500 €	8 500 €
13	10%	15%	28%	13	45 500 €	36 500 €	9 000 €
14	10%	14%	28%	14	48 000 €	38 500 €	9 500 €
15+	10%	12%	28%	15+	50 500 €	40 500 €	10 000 €

As of 15 beneficiary screens under the same Agreement, each additional beneficiary screen will generate 1,500€ incrementally. The amount of Young Audience support is capped at 10,000€. The maximum amount payable per Agreement (programming + Young Audience) cannot exceed 73 000€.

• **Minimum number of annual screenings for permanent cinemas: 520**

A reduced limit of 370 screenings is accepted for single-screen cinemas or cinemas operating under particular conditions (in regions with very few cinemas, multi-function establishments with reduced but regular programming, etc.).

For outdoor cinemas, a minimum of 30 screenings a month is required.

Seasonal touring cinemas and itinerant networks must provide evidence of at least 200 screenings a year.

• **Minimum number of admissions over 12 months:**

- **15,000 tickets** for Ireland and Portugal

- **10,000 tickets** for Albania, Bosnia and Herzegovina, Bulgaria, Cyprus, Estonia, Latvia, Lithuania, Northern Macedonia, Malta, Montenegro, Romania and Serbia

- **5,000 tickets** for mobile cinemas

• **Priority for first-run European films:** the programming must include a minimum of 70% SE dedicated to first-run films, meaning films shown within 12 months of their original national release.

• **SENN maximum by nationality:**

Should different films of a single nationality make up a significant portion of non-national European film screenings, they must not exceed:

33% of SENN for cinemas or groups of cinemas with more than 5 screens,

50% of SENN for cinemas or groups of cinemas with 2 to 5 screens,

66% of SENN for 1-screen cinemas.

• Degressivity measure

This degressivity measure established in 2015 applies to all cinemas having joined the network over ten years ago (first agreement signed in 2005).

Beyond these 10 years and for the following ten years, the support will be reduced by 1% per year (i.e. 1% of the *total* amount – programming support, diversity, Young audience support included).

Therefore, in 2024 the following reductions apply:

- 10% to cinemas having joined the network in 2005 or earlier,
- 9% to members since 2006,
- 8% to members since 2007,
- 7% to members since 2008,
- 6% to members since 2009,
- 5% to members since 2010,
- 4% to members since 2011,
- 3% to members since 2012,
- 2% to members since 2013,
- 1% to members since 2014

2. Diversity and Label Bonuses

2.a. Bonus for diversity of programming

In order to encourage exhibitors to diversify the countries of origin of the films shown, a bonus can be granted according to the number of **European** countries represented in the programming. The bonus ranges from 10 to 20% of the programming support and is awarded if there are at least **11 European nationalities** in their programming. For a nationality to be considered, it must have **at least 3 screenings** (Table 2).

Table 2: D Countries - Albania, Bosnia and Herzegovina, Bulgaria, Cyprus, Estonia, Ireland, Latvia, Lithuania, Northern Macedonia, Malta, Montenegro, Portugal, Romania and Serbia.

Number of European countries represented	Bonus
11 - 12	11%
13 - 14	12%
15 - 16	13%
17 - 18	14%
19 - 20	15%
21 - 22	16%
23 - 24	17%
25 - 26	18%
27 - 28	19%
29 - 30	20%

2.b. Europa Cinemas Label Bonus – Contribution to the screenings of films that have earned the Label

The Europa Cinemas Label is awarded to a European film by a jury of exhibitors at 5 different festivals: Berlin, Cannes, Karlovy Vary, Locarno and Venice. In order to consolidate their success, Europa Cinemas encourages member exhibitors to include these films in their line-up and to extend their run.

Modalities of the Bonus:

In order to encourage exhibitors to screen **European** Label rewarded films, a bonus of 200€ per film can be granted, within the limit of 1000€ per year, on the condition of a minimum number of screenings threshold per film:

- Single screen cinemas: minimum 7 screenings per Label rewarded film
- Cinemas with two or more screens: minimum 14 screenings per Label rewarded film

3. Ceiling of one euro maximum per European admission - Matching Fund

The purpose of the Matching Fund is to balance the support received and the cinema's investment: the amount awarded to the exhibitor cannot exceed his own investment.

In order to respect this principle, the programming support payment cannot exceed €1 per admission to European films.

4. Exit from the network

A film theatre whose results do not reach the contractual percentages or which has not submitted its programme for three consecutive years will be excluded from the network. This decision shall be validated during the meeting of the Validation Committee and film theatres shall be informed accordingly thereafter. An inactive member cinema (no communication with Europa Cinemas, extended closure period, etc.) during three consecutive years will also be liable to exit the network, upon decision of Europa Cinemas.

If a film theatre leaves the network, it may apply again to the network.

A film theatre exits the network the same year this information is being communicated.

D. DEFINITIONS

European films:

"European films" are fictional works or programmes lasting at least 60 minutes, as well as works of animation and documentaries that meet the MEDIA criteria and are for the majority produced by one or more producers resident(s)/citizen(s) of one or more MEDIA countries and are created with a significant participation of professionals established in states participating in the MEDIA programme / Creative Europe.

Albania	Italy
Austria	Latvia
Belgium	Liechtenstein
Bosnia and Herzegovina	Lithuania
	Luxembourg
Bulgaria	Malta
Croatia	Montenegro
Cyprus	Netherlands
Czech Republic	Northern Macedonia
Denmark	Norway
Estonia	Poland
Finland	Portugal
France	Romania
Germany	Serbia
Greece	Slovakia
Hungary	Slovenia
Iceland	Spain
Ireland	Sweden

MEDIA	Points
Director	3
Screenwriter	3
Composer	1
Leading role* °	2
2 nd lead* °	2
3 rd lead* °	2
Artistic direction	1
Image*	1
Editing	1
Sound and mixing	1
Filming location	1
Laboratory	1
TOTAL	19

* Excluding animated films

° Excluding documentaries

For further details please see:

https://ec.europa.eu/programmes/creative-europe/content/creative-europe-participating-countries_en

All films made for promotional purposes, all pornography or works which incite to racism or violence are strictly excluded.

National/Non-National European Film:

A European film is considered a national film in the country participating in the MEDIA / Creative Europe programme whose residents/citizens participated for the majority in the elaboration of the film. It is considered non-national in all other countries.

In the impossibility of determining the leading nationality of a European co-production, it will then be considered a European non-national film in all European countries.

E. INTERNAL REGULATION

• Catch-up measures

If a film theatre does not achieve its contractual percentages (SENN, SE, number of screenings or admissions), the amounts paid shall be allocated at a rate of 100%, 75%, 50% or 25%, in accordance with the support scales below. This measure applies to all countries.

In the case of partial payment of support, the **diversity bonus** and the **Europa Cinemas Label bonus** will be paid at the same percentage as the main support.

Admissions		
IE, PT	AL, BX, BG, CY, EE, LV, LT, ME, MK, MT, RO, RS	
-1000	-1000	Immediate catch-up
-2000	-2000	-25%
-4000	-3500	-50%
-6000	-5000	-75%

Screenings	
-25	Immediate catch-up
-50	-25%
-100	-50%
-150	-75%

SE	
-1,5	Immediate catch-up
-3	-25%
-4,5	-50%
-6	-75%

SENN	
-2	Immediate catch-up
-3,5	-25%
-5	-50%
-6,5	-75%

In order to know your catch-up rate, you need to reduce your percentage of support by the percentages shown in these tables. These percentages are cumulative.

If more than two goals are not reached, no support will be granted.

• **Outdoor film theatres and seasonal tours:** outdoor film theatres and seasonal film theatres will have their support pro-rated on the basis of their period of operation for single-screen theatres. For agreements covering several film theatres or screens, the number of screens under contract shall be calculated according to the period of operation during the year (for example, a summer film theatre and a winter film theatre may constitute a single screen under the terms of the agreement).

• **Seasonal and travelling cinemas:** For this particular type of events, the admissions' and number of screenings' thresholds benefit a specific scale: 5,000 admissions and 30 screenings annually as well as in a minimum of 5 different cities (out of which at least one with no active cinema).

• **Mini-networks:** Cinemas that wish to work together in mini-networks must meet the European programming criteria individually. A "network leader" is designated in keeping with the agreement signed by participating exhibitors whose names and cinemas must be explicitly mentioned. The "network leader" is the person who will sign the agreement with Europa Cinemas and the one who is delegated to receive the support.

Should common results under a **joint agreement** or for a **mini-network** (agreements covering several film theatres) prove insufficient, film theatres may be examined separately by applying the criteria in the guidelines. Support will then be given solely to the film theatres achieving the expected percentages, said support corresponding to the number of screens in question. This measure also applies to support for Young Audiences. With regard to the distribution of support within mini-networks, programming support must be shared proportionally to each cinema's results in the area of Non-National European Screenings. Europa Cinemas will ask the network leader for proof of payment to the co-beneficiary(ies).

Division of a Common Agreement/mini-network: film theatres which are part of a common Agreement or a mini-network may decide to split (and therefore benefit from individual Agreements) if both parties

involved communicate their intention to Europa Cinemas and subject to sufficient programming results. Their division will be taken into account for the signing of the upcoming Agreements.

• **Market variations**

Should in some countries the specific situation or an important market variation come to lower the national and European market shares by more than 8 points, the support scheme for Countries C and D will apply to Countries A and B, concerning the SENN, while the SE threshold will be lowered by 5 points. In Countries C and D, both criteria will be lowered by 5 points.

• **Cinema closures**

If a film theatre is closed for over 15 consecutive days, the period of operation is calculated on a pro-rata basis.

F. OBLIGATIONS AND VISIBILITY

Cinemas that are members of the network commit to:

- signing an Agreement for at least 1 year of European programming following the established criteria,
 - making public their membership to the network and the support of MEDIA by:
 - Visibly displaying the EUROPA CINEMAS / MEDIA signboard in the theatre's foyer.
 - Running the EUROPA CINEMAS / MEDIA animated logo before each screening.
 - Including the following legible text on their website, on all advertising material and documentation published: EUROPA CINEMAS - Creative Europe / MEDIA.
- IMPORTANT: the exhibitor's failure to duly respect these undertakings, without supplying justifiable cause, can lead to the suspension or cancellation of the support.
- setting up initiatives for Young Audiences of European cinema,
 - taking part in joint activities at the European level and contributing to their shared financing,
 - setting up an internet site,
 - ensuring the best conditions for the public, comfortable screening, quality projection, promotion and visibility,
 - providing Europa Cinemas regularly and at least once a year with the following information:
 - titles of all films on the programme,
 - number of screenings for every film,
 - number of admissions and ticket sales (Box-Office) for every film.

This detailed information should be sent to Europa Cinemas through the Member Zone page on Europa Cinemas' internet site, a secure and confidential space. This will allow the Validation Committee to calculate and pay the annual financing support the cinemas are to receive as long as the conditions of the contract are kept.

G. DATA CONTROL

Cash register excerpts and/or distributors' invoices for a selection of films can be required during the analysis of the programming reports.

Additionally, cinema members' commitment on visibility can be controlled and the following documents can be required:

- Photos of the signboard and of its location
- Proof of the presence of the Europa Cinemas logo on the website
- Proof of the presence of the Europa Cinemas logo on the printed communication of the cinema

H. DEADLINES

The deadline for annual programming reports is communicated by Europa Cinemas to its member cinemas. Programming reports for 2024 must be sent before the end of January 2025.

The reports will be analysed by the Europa Cinemas team and submitted to the Validation Committee in April 2025. The Committee will examine the programming reports as well as the applications that were carried over from the previous October. Cinemas will be informed of the final results for acceptance into the network following the Committee meeting.

Cinemas will be informed of the decision regarding their support after examination and decision of the Validation Committee and the Steering Committee, and subject to validation by the European Commission. The sum ultimately paid on the basis of each Agreement will depend in particular on the global financial package received from the European Commission, and on the number of theatres that are members of the network and receive financial support from Europa Cinemas. If the total amount due is superior to the available budget, each amount of support will be pro-rated.

YOUNG AUDIENCES GUIDELINES 2024

A. OBJECTIVES

- ♦ To encourage exhibitors to offer programming and special activities designed to attract Young Audiences to European films, in view of creating new audiences for their cinemas.
- ♦ To encourage policies of cinema education in network film theatres through regular work involving European films.

B. FUNDED ACTIVITIES AND EVALUATION CRITERIA

1. Type and quality of activities

“Young Audience activities” are considered to be initiatives set up by exhibitors aimed specifically at young cinema-goers. The Young Audience support is focused on developing children and adolescent taste for cinema. A theater’s policy aimed at young adults (university students) can be considered an extension of this activity.

Film Programming: films which are part of regular screenings yet specifically oriented for Young Audiences will be taken into account. Young Audience films shown as part of the cinema’s general programming with no special promotion or simply subject to reduced prices do not qualify for the support.

School screenings: screenings intended for schoolchildren with special conditions (prices, group welcome, special show times). These screenings can be organised at the exhibitor’s initiative or at the request of teachers and schools.

Screenings for very young children: screenings intended for children up to 6 years or age, under special conditions (prices, group welcome, show times), lasting exceptionally between 30 and 60 minutes (one film or a programme of shorts). These screenings can be organised at the initiative of the exhibitor or in partnership with kindergartens.

Festivals with screenings for Young Audiences: as part of festivals or special events, screenings particularly dedicated to Young Audiences will be considered as Young Audience activities.

Workshops around films: special support is given to workshops for young people organised in addition to the screening of films (workshops for making short videos, writing, etc.).

2. Evaluation

A cinema’s offering for Young Audiences is evaluated both in quantity and in quality. The evaluation takes into account the national context and the exhibitor’s personal investment.

2.a. Quantitative evaluation criteria required over one year in order to trigger the support:

- **Number of non-national European films programmed :**
A minimum number of non-national European films for the entire year is required in order to be eligible for the support.
For single-screens: 3 non-national European films
For cinemas with 2 to 7 screens: 4 non-national European films
For multiplexes: 7 non-national European films.
- **Number of European screenings scheduled:**
A minimum number of screenings for the entire year is required in order to be eligible for the support.
For single-screens: 12 screenings
For cinemas with 2 to 7 screens: 16 screenings
For multiplexes: 25 screenings.

If the minimum number of screenings or the minimum number of non-national European films is not reached, no support will be given.

2.b. Qualitative evaluation criteria:

- **Diversity and regularity of activities** (different types of activities programmed for different age groups, in particular children 12 and under. Activities should ideally be programmed both on a weekly basis and over several months)
- **Promotion and communication** (communication documents dedicated to Young Audiences and diversity in these documents)
- **Exhibitor's own investment** in terms of initiatives and cooperation
- **Coordination and networking** benefiting other exhibitors.

C. AMOUNTS AND DISTRIBUTION OF SUPPORT

A maximum of 20% of the amount attributed annually under one agreement can be used to support Young Audience initiatives. It ranges from €3,000 to €10,000 depending on the number of screens covered (see detailed guidelines).

The amount of the support will be attributed in its entirety or partially (25%, 50%, 100%), depending on the cinema's results.

The support cannot exceed €1 per European film ticket recorded as being for Young Audiences. All tickets for Young Audiences screenings will be counted.

The Young Audiences support is independent of the support given to the theatre strictly for its programming.

Concerning the distribution of support among mini-networks, the breakdown of support for Young Audiences initiatives must be proportional to the activities set up by each cinema and divided according to the number of European screenings.

D. PROCEDURE

To be eligible for the support, exhibitors in the network are invited to send a Young Audiences report to Europa Cinemas that includes:

- A Young Audience questionnaire duly filled in, together with a presentation of their Young Audiences policy,
- Information about every Young Audience initiative to allow us to count the total European film shown as part of this category. This information (name, type, frequency, etc.) should be included in the section available for that purpose in the exhibitor's Member Zone,
- **To be taken into consideration, at least one document must be provided to justify every activity, more if possible. If no such documentation is provided, no support will be given.**

List of documents that can serve as proof of such events:

- special publications for Young Audiences (brochures, Youth pages in the cinema programme, flyers),
- mailings sent to the target audience (schools, teachers, child care givers and activity leaders),
- internet pages for Young Audiences,
- notes addressed to distributors informing them of the Young Audiences screenings,
- promotion items that appeared in the press, media or social networks.

E. DECISIONS

Young Audiences funding will be granted to exhibitors after an in-depth review of their Young Audiences activities during the Validation Committee taking place in April. Members of the Validation Committee will take into account the quality of the programming as well as the exhibitor's commitment to developing Young Audiences, as detailed in the criteria above and **within the constraints of the budget granted to Europa Cinemas by the European Commission.**

YOUNG AUDIENCE INTERNAL REGULATIONS 2024

1 - Supported Young Audience Initiatives

We take into consideration the following initiatives:

- programming of films,
- school screenings,
- festivals with screenings for young audiences,
- animations and/or workshops related to screenings,
- active participation in collective programmes.

By Young Audience we understand primarily spectators – children and adolescents – up to the end of high school (18 years of age). Exceptionally, we can extend this classification to young students enrolled in universities.

A cinema that only targets a public of students (over 18 years of age) cannot be supported for young audience initiatives because we view these young adults as the normal audience of a cinema. However, close cooperation with a university (i.e: screenings in the cinema as part of a university curriculum, creation of a programme of films by a teacher who brings the students to the cinema to view the programme, presentation of student film creations) can be taken into account and supported.

2 - Summary sheet

- **Displays comments on the Young Audience initiatives and general policy towards youth** of member cinemas which have submitted a Young Audience report

These comments are more extensive if the results in terms of admissions are not representative enough of the personal involvement of the cinema. The Young Audience initiatives which do not involve a screening do not appear in the list of initiatives but are mentioned in the comments.

- **Meaning of abbreviations** in the Young Audience box of the **Summary sheet**: in parentheses after the name of the Young Audience initiative, these abbreviations provide details concerning regularity, nature and targeted age group of the initiative.

<i>2+/week : several times a week</i>	<i>0-4 : 0-4 years (pre-school)</i>	<i>school scrgs : school screenings</i>
<i>weekly : once a week</i>	<i>4-11 : 4-11 years (primary school)</i>	<i>reg. evt : regular screening for children</i>
<i>2+/year : twice or more/year</i>	<i>12-15 : 12-15 years (secondary school)</i>	<i>fest. : festival</i>
<i>holidays : school holidays</i>	<i>15-18 : 15-18 years (high school)</i>	<i>coll. pg : local, regional, national programme</i>
	<i>18-25 : 18-25 years (university)</i>	<i>debates : debate/meeting</i>

3 - Evaluation of Young Audience reports

The evaluation of the Young Audience activities of a cinema is based upon **quantitative and qualitative criteria**, as mentioned in the Young Audience Guidelines.

A **minimum threshold of non-national European films** is required each year in order to generate 25% of the total support, depending on the number of beneficiary screens (cf: Guidelines):

- For single screens: 3 non-national European films
- For cinemas with 2 to 7 screens: 4 non-national European films
- For multiplexes: 7 non-national European films

Ceiling of 1€ per Young Audience admission to European films

The amount of the Young Audience support attributed cannot exceed 1€ per admission to European films, all Young Audience activities combined.

The Young Audience evaluation grid: see Annex 1

This grid, listing the quantitative and qualitative criteria for each cinema, is used as reference to calculate the amount of support proposed.

The support will be allocated entirely or partially (25%, 50%, or 100%) depending on the cinema's results (see Young Audience Evaluation Grid in Annex 1).

ANNEX 1 to Internal Regulations Young Audiences Evaluation Grid 2024

THRESHOLDS	
ENN	For single screens : 3 non-national European films
	For 2 to 7 screens : 4 non-national European films
	For multiplexes : 7 non-national European films
Screenings	For single screens : 12 screenings
	For 2 to 7 screens : 16 screenings
	For multiplexes : 25 screenings.

Evaluation Criteria	Scale	Max. points
A. Regularity of Actions		
Monthly	1	2
Weekly	2	
B. Diversity of Actions		
Actions mainly initiated by the exhibitor	1	1
School screenings	1	1
Festivals with a specific Young Audience programme	1	1
Workshops with or without screenings	1	1
Actions for 2 different age groups, one of which being 12 and	1	1
C. Promotion and communication		
Communication dedicated to YA (site, brochure...)	1	2
Diversity of types of communication (social networks, ...)	2	
D. Network facilitation and/or coordination		
	1	1
TOTAL	10	10

Scale:	Points	Percentage
	Thresholds reached	25%
	3-5	50%
	6-10	100%

Result:		
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Comments

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