

MEDIA GUIDELINES 2026

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

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 Audience.
- ◆ 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 audience.

B. TERMS AND CONDITIONS OF THE SUPPORT SCHEME

- **The main support** is awarded in increments ranging from 17,500€ for one screen, to 75,000€ 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 Audience** (Young Audience support capped at €10,500). *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, Serbia and Ukraine

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%	30%	20%	1	17 500 €	14 000 €	3 500 €
2	17%	29%	30%	2	20 000 €	16 000 €	4 000 €
3	17%	28%	30%	3	22 500 €	18 000 €	4 500 €
4	17%	27%	30%	4	25 000 €	20 000 €	5 000 €
5	17%	26%	30%	5	27 500 €	22 000 €	5 500 €
6	15%	25%	30%	6	30 000 €	24 000 €	6 000 €
7	15%	24%	30%	7	32 500 €	26 000 €	6 500 €
8	15%	23%	30%	8	35 000 €	28 000 €	7 000 €
9	15%	22%	30%	9	37 500 €	30 000 €	7 500 €
10	13%	21%	30%	10	40 000 €	32 000 €	8 000 €
11	13%	20%	30%	11	42 500 €	34 000 €	8 500 €
12	13%	19%	30%	12	45 000 €	36 000 €	9 000 €
13	13%	18%	30%	13	47 500 €	38 000 €	9 500 €
14	13%	17%	30%	14	50 000 €	40 000 €	10 000 €
15+	13%	15%	30%	15+	52 500 €	42 000 €	10 500 €

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 10,500€. The maximum amount payable per Agreement (programming + Young Audience) cannot exceed 75,000€.

• **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 seasonal cinemas, a minimum of 30 screenings per month of operation is required.

Touring cinemas and circuits must provide evidence of at least 30 screenings a year, held in a minimum of 5 different cities (incl. one with no active cinema).

• **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, Serbia and Ukraine
- **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**

After 10 years in the network, the support will be reduced by 1% per year (i.e. 1% of the *total amount* – programming support, diversity, label, Young Audience support included) onward, until reaching 10% of the total amount.

Therefore, in 2026 the following degressivity rates apply:

- 10% to cinemas having joined the network in 2007 or earlier,
- 9% to members since 2008,
- 8% to members since 2009,
- 7% to members since 2010,
- 6% to members since 2011,
- 5% to members since 2012,
- 4% to members since 2013,
- 3% to members since 2014,
- 2% to members since 2015,
- 1% to members since 2016

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, Serbia and Ukraine.

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 Non-National 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 Non-National European films.

4. Exit from the network

A cinema whose results do not reach the contractual percentages, or which has not submitted its programming for three consecutive years will be excluded from the network. This decision shall be validated during the meeting of the Validation Committee and cinemas 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 cinema leaves the network, it may apply again to the network.

A cinema 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.

Table 3 - 36 countries participating in the MEDIA programme in 2026

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

Table 4 – MEDIA Grid (European film qualification / Main nationality determination)

FICTION	Pts	DOCUMENTARY	Pts	ANIMATION	Pts
Director	3	Director	3	Director	3
Screenwriter	3	Screenwriter	3	Screenwriter	3
Composer	1	Composer	1	Composer	1
Actor 1	2	Production Designer	1	Artistic Direction	1
Actor 2	2	Director of Photography	1	Editing	1
Actor 3	2	Editing	1	Sound and mixing	1
Production Designer	1	Sound and mixing	1	Character Designer	2
Director of Photography	1	Filming Location	1	Animation Supervisor	2
Editing	1	Post Production Location	1	Storyboard Artist	2
Sound and mixing	1			Technical Director	1
Filming Location	1			Studio Location	1
Post Production Location	1			Post Production Location	1
TOTAL	19	TOTAL	13	TOTAL	19

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 cinema does not achieve its contractual goals (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, UA	
-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.

• **Seasonal cinemas:** For agreements covering seasonal cinemas or screens, the number of screens under contract shall be calculated according to the period of operation during the year (for example, a summer/outdoor screen and a winter/indoor screen may constitute a single screen under the terms of the agreement).

• **Touring cinemas and circuits:** For this particular type of events, the admissions' and number of screenings' thresholds benefit a specific scale: 5,000 admissions, and 30 annual screenings, held in a minimum of 5 different cities (incl. one with no active cinema).

• **Mini-networks:** Cinemas - from different exhibition companies - that wish to work together in mini-networks must meet the European programming criteria individually (SE%/SENN%). 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 **mini-network** or a joint agreement (agreements covering several cinemas) prove insufficient, cinemas may be examined separately by applying the criteria in the guidelines. Support will then be given solely to the cinemas, achieving the expected percentages, said support corresponding to the number of screens in question. This measure also applies to support for Young Audience.

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).

Exit from a mini-network: cinemas which are part of a mini-network may decide to split (and therefore benefit from separate Agreements), should all the parties involved communicate their intention to Europa Cinemas and subject to sufficient results. A cinema may not leave a mini-network before the end of the period covered by the agreement. Any change 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, both the SENN and SE thresholds will be lowered by 5 points in Countries D.

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 Audience 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 2026 must be sent before the end of January 2027.

The reports will be analysed by the Europa Cinemas team and submitted to the Validation Committee in April 2027. 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.

A. OBJECTIVES

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

B. SUPPORTED ACTIVITIES AND EVALUATION CRITERIA

1. Definitions and classification

Young Audience Activities:

Young Audience activities are initiatives organised by exhibitors specifically targeting young cinema-goers. For the purposes of this regulation, "Young Audience" [YA] primarily refers to spectators—children and adolescents—up to the end of secondary education (typically 18 years of age). The aim of the YA support is to cultivate an appreciation for cinema among children and adolescents.

A cinema's programming policy that targets young adults (e.g., university students) may be considered an extension of YA activities. Thus, in exceptional cases, this classification may be extended to include university students. In such cases, close collaboration with a university is required. This may include, but is not limited to:

- Screenings held in the cinema as part of a university curriculum;
- Film programmes curated by university lecturers, with students attending screenings;
- Presentation of student-created films.

These activities may be eligible for support within the YA framework.

Film Programming:

Films included in the cinema's regular programming that are specifically curated for YA will be considered eligible for support. To qualify, these films must be clearly identified as part of a YA initiative, with appropriate contextualisation, educational framing, or targeted outreach.

Films that are merely part of the general programming —without dedicated promotion, educational intent, or audience engagement—and are only offered at reduced ticket prices, do not meet the criteria for support.

School screenings:

Screenings specifically designed for schoolchildren, featuring tailored conditions such as reduced ticket prices, dedicated showtimes, and group reception, are eligible for support. These screenings may be organised either at the initiative of the exhibitor or in response to requests from teachers or educational institutions.

To qualify, the screenings should demonstrate a clear educational or cultural intent and be part of a structured engagement with schools. Activities such as pre- or post-screening discussions, curriculum-linked film selections, or collaboration with educators are encouraged.

Screenings for very young children:

Screenings specifically designed for children up to 6 years of age, offered under special conditions such as reduced ticket prices, adapted showtimes, and group reception. The duration of these screenings may range exceptionally from 30 to 60 minutes and may consist of a single film or a curated programme of short films.

Such screenings may be organised either at the initiative of the exhibitor or in partnership with kindergartens or early childhood education centres.

Festivals with screenings for YA: as part of festivals or special events, screenings dedicated to YA will qualify.

Workshops and Educational Activities: Workshops for YA —whether held independently or alongside film screenings—are eligible for support. Special attention is given to those that complement screenings, such as short video creation, writing, or film analysis. These may be organised by exhibitors or in partnership with schools or cultural institutions.

2. Evaluation

A cinema's offering for YA 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 is required in order to qualify for the support.
For single-screen cinemas: 3 non-national European films
For cinemas with 2 to 7 screens: 4 non-national European films
For cinemas with 8+ screens: 7 non-national European films.
- **Number of European screenings scheduled:**
A minimum number of screenings for the entire year is required in order to qualify for the support.
For single-screen cinemas: 12 screenings
For cinemas with 2 to 7 screens: 16 screenings
For cinemas with 8+ screens: 25 screenings.

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

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 on a regular basis);
- **Promotion and communication** (diverse communication tools and documents dedicated to YA);
- **Exhibitor's own investment** in terms of initiatives and cooperation;
- **Coordination and networking** benefiting other exhibitors.

2.c. 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 percentage of support granted.

C. AMOUNTS AND DISTRIBUTION OF SUPPORT

A maximum of 20% of the amount attributed annually under one agreement can be used to support YA initiatives. It ranges from €3,500 to €10,500 depending on the number of screens covered (see Table 1). The amount of the support will be partially or fully allocated (25%, 50%, 100%), depending on the cinema's results.

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

The YA support is independent of the support allocated to the cinema strictly for its General Programming.

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

D. PROCEDURE

To qualify for the support, network exhibitors are invited to send a YA report to Europa Cinemas that includes:

- A Young Audience questionnaire duly filled in, together with a presentation of their YA policy,
- Information about every YA 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. If no such documentation is provided, no support will be granted.**

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

- special publications for YA (brochures, dedicated pages in the cinema programme, flyers),

- mailings sent to the target audience (schools, teachers, child caregivers and activity leaders),
- excerpts from website section or pages dedicated to YA,
- notes addressed to distributors informing them of the YA screenings,
- promotion items that appeared in the press, media or social networks.

E. DECISIONS

Young Audience support will be granted to exhibitors after an in-depth review of their YA activities during the Validation Committee taking place in April 2027. Members of the Validation Committee will consider the quality of the programming as well as the exhibitor's commitment to developing YA, as detailed in the criteria above and **within the constraints of the budget granted to Europa Cinemas by the European Commission.**

ANNEX 1 to Young Audience Guidelines Young Audience Evaluation Grid 2026

	THRESHOLDS
FENN	For single screens: 3 non-national European films
	For 2 to 7 screens: 4 non-national European films
	For 8+ screens: 7 non-national European films
Screenings	For single screens: 12 screenings
	For 2 to 7 screens: 16 screenings
	For 8+ screens: 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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**With the support of the MEDIA sub-programme of the European Union
and the Centre National du Cinéma et de l'Image Animée (CNC)**



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