

2024 - Application Procedure to MEDIA Network C Countries: Croatia, Hungary, Slovenia and Slovakia

A. OBJECTIVES OF THE EUROPA CINEMAS NETWORK

- ◆ 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. CRITERIA TO BECOME PART OF THE EUROPA CINEMAS NETWORK

1. The network is open to all cinemas that meet the following criteria:

- **European commercial cinemas*** open to the public since the last 6 months at least, with a ticketing system and officially declared income, technical equipment up to professional standards and safety conditions that meet national legislation.

* *European commercial cinema: business, corporation, association (or any other type of legally declared entity) owned, either directly or by majority participation, by residents of countries participating in the MEDIA programme and established in these countries. Pornographic cinemas are excluded.*

- **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.

- **Programming of recent films:** The network can include first-run cinema establishments that show recent European films, within 12 months of their national release. At least 70% of all European screenings must be of first-run films.

- **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.

- **Minimum number of seats per establishment: 70.**

- **Minimum number of seats per screen in cinemas with 2 or more screens: 50.** If a cinema has one or more screens with seating for less than 50, these screens will be counted so as to reach the required

minimum of 50 seats. Europa Cinemas thereby reserves the right to sign an agreement counting fewer than the actual number of screens.

- **Minimum number of admissions over 12 months: 15,000 tickets.**
- The programming studied will be the one taking place during the first semester of 2024 (1st January – 30th June 2024). Therefore, the minimum numbers of screenings and admissions to reach are adapted to a 6 months period.

2. Required screening percentages to enter the network

- **Percentage of European and Non-National European Screenings (SENN): The following thresholds need to be reached** (columns 2 and 3), depending on the number of screens

Table 1: C Countries: Croatia, Hungary, Slovenia and Slovakia

SCALE FOR SUPPORT BY NUMBER OF SCREENS - C Countries		
Total number of screens under one Application	Minimum SENN % for one Application	Minimum SE % for one Application
1	20%	37%
2	15%	36%
3	15%	35%
4	15%	34%
5	15%	33%
6	13%	32%
7	13%	32%
8	13%	32%
9	13%	32%
10	10%	32%
11	10%	32%
12	10%	32%
13	10%	22%
14	10%	22%
15+	10%	22%

Maximum Non-National European Screenings 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.

3. Mini-network

Cinemas that wish to work together in mini-networks must meet the European programming criteria individually. Acceptance of mini-networks is given priority in countries/regions where Europa Cinemas is under-represented.

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).

D. PRACTICAL INFORMATION

Application Timeline

Opening of the Application procedure	1 st July 2024
Deadline for Application	15 th September 2024
Validation Committee Meeting	October 2024

Preliminary Information to Apply

In order to receive an access to the private section of the Europa Cinemas website, an application form must be filled in online, answering the following questions:

About the cinema:

1. Name of the cinema
2. Total number of screens
3. Number of seats per screen
4. Address
5. City
6. Phone number of the cinema
7. First name and last name of the director of the cinema
8. First name and last name of the person in charge of the follow up of the application with Europa Cinemas
9. Position of this person in the cinema
10. Mobile phone number of this person
11. E-mail address of this person
12. Total number of screenings the year before the application
13. Total admissions registered the year before the application (Please consider all admissions of all films, even those for free, even those screened in the frame of an event such as festival, Film Week, Tribute to...)
14. Website address of the cinema

About the exhibition company:

1. Name of the exhibition company
2. Corporate status of the company
3. First name and last name of the legal representative of the company
4. Address
5. City
6. Phone number of the company
7. Mobile phone number of the legal representative of the company
8. E-mail address of the company

For further information, please contact your respective Europa Cinemas country coordinator (all contacts available on the Europa Cinemas's website)

Application File

The application file can be uploaded on the Europa Cinemas website, at the end of the application process. The following elements must be enclosed and sent within the specified deadline:

- the complete information sheet identifying the cinema,
- detailed programming of the first 6 months of the current year
- copies of every publication or brochure from the cinema,
- statement of revenue made to the distributor,
- recent colour photos of the cinema and the exhibitor,
- an official document confirming the registration of the exhibition company (company registration certificate, chamber of commerce extract, etc.),
- any document attesting efforts made over Young Audience initiatives may be added for information

An incomplete or late application may be refused.

E. SELECTION OF APPLICATIONS

Applications will be analysed by the Europa Cinemas team and submitted to the Validation Committee. Cinemas will be informed of the final results following the Committee meeting.

The October Validation Committee analyses applications from cinemas wishing to become members of the network. Are selected those which fulfil the network admission criteria.

The Validation Committee considers the following criteria when making its decisions:

- the cinema's performance in terms of numbers of admissions and events,
- the total percentage of European programming evaluated with regards to the market conditions in the area,
- the geographic balance of cinemas in the country and region with priority given to national and regional capitals, university towns, key cities for spreading cinema, mid-sized cities that are strategic for economic, geographic or cultural reasons. Particular attention is granted to countries or regions with low production capacity and/or that are restricted linguistically or geographically. In these countries, formation of mini-networks of cinemas is encouraged.

Applications accepted by the members of the Validation Committee in October take effect on the 1st January of the current year.

F. DEFINITIONS

Cinemas:

A "cinema" defined as a commercial venture with a single or multiple screens grouped together on one site under one name. **Should screens be on several different sites within one municipality but depend on a single managing/programming body, they are considered to be a single establishment and therefore covered by a single agreement.**

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
Bulgaria	Luxembourg
Croatia	Macedonia
Cyprus	Malta
Czech Republic	Montenegro
Denmark	Netherlands
Estonia	Norway
Finland	Poland
France	Portugal
Germany	Romania
Greece	Serbia
Hungary	Slovak Republic
Iceland	Slovenia
Ireland	Spain
	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.

Mini-network:

Cinemas within one country that wish to be counted together in order to reach the minimum admissions and screening levels and that meet the programming goals set in the guidelines can cooperate as a mini-network, pooling their results. These cinemas can be represented by a single coordinating and/or programming body.

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.

EUROPA CINEMAS – President Nico Simon, CEO Fatima Djoumer
54 rue Beaubourg, F – 75003 Paris FRANCE – Tel. +33 1 42 71 53 70 – Fax. +33 1 42 71
47 55

<http://www.europa-cinemas.org> – E-mail: info@europa-cinemas.org

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