



Education and Culture DG

2011 annual work programme on grants and contracts for the MEDIA Mundus Programme

(European Commission C(2010)4964 of 20 July 2010)

SUMMARY

Adoption of the annual work programme on grants and contracts for the MEDIA Mundus Programme in 2011

This Commission decision presents the annual work programme on grants and contracts for the MEDIA Mundus Programme in 2011 and serves as a financing decision within the meaning of Article 75 of the Financial Regulation.

Its purpose, subject to the adoption of the budget for 2011 without substantive amendments, is to launch the selection procedures during 2010 to enable the Authorising Officer to take the individual decisions on the award of grants and contracts at the beginning of 2011. In case a Comitology opinion is required, the Commission will take the individual grant decisions.

The MEDIA Mundus Programme supports co-operation projects between European professionals and professionals from third countries, to the mutual benefit of the European audiovisual sector and the one of third countries. The actions outlined are:

- *Support for training*: this action aims at strengthening the skills of European and third-country professionals.
- *Support for market access*: this action supports projects to promote access to international markets for audiovisual works. These projects concern the development and/or pre-production phases (for example international co-production markets) and activities downstream (events facilitating international sales of the works).
- *Support for Distribution and Circulation*: this action aims at encouraging distribution, promotion, screening and diffusion of European works in third-country markets and of audiovisual works from third countries in Europe under optimum conditions.
- *Cross-over activities*: this action aims at supporting projects of a cross-cutting nature, i.e. touching upon several priorities of this programme, e.g. trainings with subsequent pitching events at co-production meetings.

In addition, contracts will be concluded with a view to carry out an extended Impact Assessment integrating *ex ante* evaluation requirements, as well as an *ex post* evaluation of the MEDIA International Preparatory Action (2008-2010).

RÉSUMÉ

Adoption du programme de travail annuel en matière de subventions et de marchés au titre du programme MEDIA Mundus pour 2011

La présente décision de la Commission expose le programme de travail annuel en matière de subventions et de marchés au titre du programme MEDIA Mundus en 2011 et vaut décision de financement au sens de l'article 75 du règlement financier.

Elle vise à permettre, sous réserve de l'adoption du budget pour 2011 sans modifications substantielles, le lancement des procédures de sélection en 2010 et, partant, l'adoption des différentes décisions d'attribution de subventions et de marchés par l'ordonnateur dès le début de l'année 2011. Si un avis au titre de la comitologie s'avère nécessaire, la Commission adopte les décisions d'attribution de subvention requises.

Le programme MEDIA Mundus soutient les projets de coopération entre professionnels d'Europe et des pays tiers, dans l'intérêt mutuel des secteurs audiovisuels d'Europe et des pays tiers. Les actions présentées sont les suivantes:

- *Appui à la formation*: cette action vise à renforcer les compétences des professionnels d'Europe et des pays tiers.
- *Appui à l'accès aux marchés*: cette action contribue au financement de projets destinés à promouvoir l'accès des œuvres audiovisuelles aux marchés internationaux. Ces projets ont trait aux phases de développement et/ou de préproduction (par exemple les marchés internationaux de coproductions) et aux activités d'aval (notamment les manifestations facilitant la vente internationale des œuvres).
- *Appui à la distribution et à la circulation*: cette action vise à favoriser la distribution, la promotion, la projection et la diffusion d'œuvres européennes sur les marchés des pays tiers et d'œuvres audiovisuelles de pays tiers dans des conditions optimales en Europe.
- *Activités croisées*: cette action contribue au financement de projets transversaux portant sur plusieurs priorités du programme, par exemple des formations suivies d'événements promotionnels lors des réunions de coproduction.

En outre, des contrats seront conclus pour la réalisation d'une analyse d'impact approfondie intégrant les exigences d'évaluation ex ante ainsi qu'une évaluation ex post de l'action préparatoire MEDIA International (2008-2010).

ZUSAMMENFASSUNG

Annahme des Jahresarbeitsprogramms 2011 für Finanzhilfen und öffentliche Aufträge im Rahmen des Programms „MEDIA Mundus“

Im vorliegenden Beschluss der Kommission wird das Jahresarbeitsprogramm 2011 für Finanzhilfen und öffentliche Aufträge im Rahmen des Programms „MEDIA Mundus“ vorgestellt; der Beschluss gilt als Finanzierungsbeschluss im Sinne von Artikel 75 der Haushaltsordnung.

Zweck dieses Beschlusses ist es, im Laufe des Jahres 2010 die Auswahlverfahren in die Wege zu leiten – vorausgesetzt, der Haushalt 2011 wird ohne substanzielle Änderungen angenommen –, damit der Anweisungsbefugte die Möglichkeit erhält, zu Beginn des Jahres 2011 über die Vergabe von Finanzhilfen und öffentlichen Aufträgen individuell zu entscheiden. Ist eine Komitologie-Stellungnahme notwendig, so wird die Kommission über die einzelnen Finanzhilfen entscheiden.

Mit dem Programm MEDIA Mundus werden Projekte der Zusammenarbeit zwischen europäischen Fachkräften und Fachkräften aus Drittländern – zum beiderseitigen Nutzen des audiovisuellen Sektors in Europa und in Drittländern – unterstützt. Dabei geht es insbesondere um folgende Maßnahmen:

- *Unterstützung von Aus- und Weiterbildung:* Das Ziel dieser Maßnahme besteht in der Verbesserung der Kenntnisse der Fachkräfte in Europa und in Drittländern.
- *Unterstützung des Marktzugangs:* Mit dieser Maßnahme werden Projekte unterstützt, die geeignet sind, den Zugang zu den internationalen Märkten für audiovisuelle Werke zu erleichtern. Diese Projekte können sowohl die Phasen der Entwicklung und/oder Vorproduktion (z. B. internationale Koproduktionsmärkte) als auch nachgelagerte Aktivitäten (Veranstaltungen zur internationalen Verkaufsförderung) betreffen.
- *Unterstützung für Vertrieb und Verbreitung:* Das Ziel dieser Maßnahme besteht darin, optimale Rahmenbedingungen zur Förderung von Vertrieb, Werbung, Vorführung und Verbreitung für europäische Werke auf Drittlandsmärkten und für audiovisuelle Werke aus Drittländern in Europa zu schaffen.
- *Querschnittsaufgaben:* Ziel dieser Maßnahme ist die Unterstützung von bereichsübergreifenden Projekten, d. h. solchen, die mehrere Prioritäten des Programms abdecken (z. B. Schulungen mit anschließender Projektpräsentation bei Koproduktionstreffen).

Darüber hinaus werden Verträge über die Durchführung einer ausführlichen Folgenabschätzung unter Einbeziehung der vorgeschriebenen Ex-ante-Bewertung und über die Durchführung einer Ex-post-Bewertung der vorbereitenden Maßnahme „MEDIA International (2008-2010)“ abgeschlossen.

ANNEX

Annual work programme on grants and contracts for the MEDIA Mundus programme in 2011

Budget line: 15 04 68

Basic act: Decision No 1041/2009/EC of the European Parliament and of the Council of 21 October 2009 establishing an audiovisual cooperation programme with professionals from third countries (MEDIA Mundus 2011-2013), OJ L 288 of 4 November 2009.

1. OBJECTIVES AND PHILOSOPHY OF MEDIA MUNDUS

MEDIA Mundus is based on the experience of the preparatory action MEDIA International (2008-2010). 2011 is the first year of MEDIA Mundus.

The aims of MEDIA Mundus are:

- To increase the competitiveness of the European audiovisual industry,
- To enable Europe to play its cultural and political role in the world more effectively, and
- To increase consumer choice and cultural diversity.

The programme seeks to improve access to third-country markets and to build trust and long-term working relationships.

At the core of MEDIA Mundus lies the principle of reciprocity. In practise, this means that any project must clearly demonstrate a mutual benefit for both European and third country professionals/audiovisual works.

MEDIA Mundus is conceived in complementarity with programmes implemented by the European Commission in the international co-operation context, aiming at developing audiovisual industries in third partner countries that can be interlocutors on equal terms with EU professionals.

Projects to be funded under MEDIA Mundus must:

- Be proposed and implemented jointly by European and third-country professionals in order to qualify for funding under the programme.
- Seek to promote international networking. To this end, except for projects submitted under Action 1- Option 1 (see 2.1.1), each project must be driven and implemented by a group meeting three criteria:
 - (1) The group shall have a minimum of three partners¹ (including the coordinator). However, projects with only two partners may be admitted where the necessary

¹ The coordinator is the leader of the group and bears overall project management responsibility. The coordinator acts as the conduit for all communications between the Commission and the proposal/project from its submission to its conclusion. The coordinator organises and manages the submission of a proposal including all of the documents needed and the project

networking is guaranteed. The networking is guaranteed if the coordinator of the project is a European network of audiovisual professionals/companies covering more than ten European Member States.

- (2) The coordinator of the group must have its registered office in a Member State of the European Union or of Iceland, Liechtenstein or Norway².
- (3) The group must include at least one co-beneficiary linked to the audiovisual sector which has its registered office in a non-EU country (other than Croatia and Switzerland³).

Subsidised projects may not benefit from any other European Union funding for the same activity. Projects which are funded under the Euromed audiovisual III programme or would be eligible under the next Intra-ACP programme are not eligible under MEDIA Mundus.

Budget

Projects will represent a total cost of €4,939,835 (€4,825,000 EUR 27 plus €114,835 from the EFTA/EEA)⁴.

Modifications under this threshold shall not be considered as substantial. Indeed, the budget allocated to each action is purely indicative. If the mentioned budget for an action cannot be used due to the insufficient quality or number of proposals received, the Authorising Officer reserves the right to reallocate the remaining funds to another action. This reallocation must not affect substantially the nature and the objectives of the actions.

The funding measures proposed follow the specifications of Decision No 1041/2009/EC.

2. CALL FOR PROPOSALS

In 2010, the Commission intends to launch the first call for proposals for MEDIA Mundus for projects to be implemented in 2011. This call covers projects starting between 1st February 2011 and 31st December 2011 and projects must be completed by 31st March 2012 at the latest. Preparatory costs for the projects are eligible at the earliest as of 1st January 2011.

This call will cover applications for projects under all specific objectives laid down in Decision 1041/2009/EC:

- Objective n°1: Information exchange, training and market intelligence

deliverables. The coordinator is a beneficiary and a partner, who is subject to supplementary rights and obligations towards the Commission, due to his functions as liaison between the participants and the Commission, being responsible for collecting, integrating and submitting project deliverables.

The co-beneficiary is a partner involved in the design and implementation of the project and contributing to its funding. If the project is selected, each co-beneficiary must sign a mandate, annexed to the grant, by which he grants power of attorney to the coordinator to act in his name and for his account during the implementation of the project and undertakes to provide a particular financial contribution to the project. The costs incurred by a co-beneficiary for the action are eligible. The co-beneficiary shall also keep at the Commission's disposal all original documents relating to the agreement and agree that the Commission audit the costs related to the granted action. The associated partner is a partner who takes part in the implementation of the proposed activities of a project, but not to the same extent and at the same level of participation as a co-beneficiary; in particular, a partner cannot benefit from the Community funding.

² Participation of Iceland, Liechtenstein and Norway still needs to be confirmed.

³ At this stage the participation of Croatia and Switzerland is still pending. In this case, the coordinator (point2) could also have its registered office in Croatia or Switzerland.

⁴ The contribution from the EEA needs final confirmation. The participation of Croatia and Switzerland is still pending. The amounts are therefore indicative.

- Objective n°2: Competitiveness and distribution
- Objective n°3: Circulation

To this end, the call for proposals for MEDIA Mundus 2011 consists of four separate Actions:

- The Action n°1: "Training" is aimed at meeting Objective n°1.
- The Action n°2: "Access to markets" is aimed at meeting Objective n°2.
- The Action n°3 "Distribution and Circulation" is aimed at meeting Objectives n°2 and n°3.
- The Action n°4: "Cross-activities" concerns projects addressing at least two of the objectives specified above.

2.1. Action n°1: Training

Action n°1 is aimed at meeting Objective n°1: Information exchange, training and market intelligence.

Objectives

In the field of information exchange, training and market intelligence, the objective of the programme shall be to strengthen the skills of European and third-country professionals, notably by:

- Securing and facilitating audiovisual cooperation between professionals by improving their level of knowledge of audiovisual markets and by facilitating networking and the emergence of long-term working relationships.
- Improving professionals' understanding, in particular, of the operating conditions, legal frameworks, financing systems and cooperation possibilities of their respective audiovisual markets.
- Improving the international transfer of knowledge, strategies and opportunities driven by new technologies in the production, post-production, distribution (including new distribution platforms such as VOD, IPTV, Web TV...) and for the promotion of audiovisual works.

There are two different options for applying to Action n°1:

- 2.1.1. ***Option 1:*** *Inclusion of students/professionals and teachers from non-EU countries (other than Croatia, Liechtenstein, Norway, Iceland and Switzerland) in initial or continuous training schemes supported by the MEDIA 2007 programme⁵, by extending the number of participants of the training to professionals from third countries.*

Call for proposals, Action n°1-Option 1

⁵ Further information in the following address: <http://ec.europa.eu/media>. The MEDIA 2007 Programme was established by Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007).

Projects involving the inclusion of students/professionals and trainers from non-EU countries (other than Croatia, Liechtenstein, Norway, Iceland and Switzerland) in initial/continuous training schemes supported by the MEDIA 2007 programme⁶ are eligible, on condition that the training topics correspond to the objectives of this Action.

Moreover, projects must particularly:

- Ensure that participants from non-EU countries (other than Croatia, Liechtenstein, Norway, Iceland and Switzerland) are significantly represented. In any event, such persons must not represent less than 10% of the total group being trained.
- Ensure that students/professionals from non-EU countries (other than Croatia, Liechtenstein, Norway, Iceland and Switzerland) are well integrated in the training. In this connection, it might be appropriate to put in place an integration module..

For extension projects, the network effect is naturally guaranteed. Therefore, applications must be submitted by a group meeting only two criteria:

- The coordinator of the group must have its registered office in a Member State of the European Union or of Iceland, Liechtenstein or Norway⁷.
- The group must include at least one partner linked to the audiovisual sector which has its registered office in a non-EU country (other than Croatia and Switzerland⁸). The partner can be an associated partner or a co-beneficiary⁹.

The eligible expenses will be limited to the costs resulting from the integration of students/professionals or trainers from non-EU countries (other than Croatia, Liechtenstein, Norway, Iceland and Switzerland). The amount of aid granted may not exceed 70% of the total eligible costs of the extension.

Eligibility Criteria, Action n°1-Option 1

- The project for which support has been requested must correspond to at least one of the actions of Action n°1 described above.
- The proposal must be submitted by a group whose coordinator has its registered office in a Member State of the European Union or in Iceland, Liechtenstein or Norway and the proposal needs to include at least one partner from a third country, other than Croatia or Switzerland¹⁰.
- The official application file is completed in full, including the necessary stamps and signatures (where indicated in the application form) and received by the specified deadline indicated in the call for proposals.

⁶ Under the award decisions made as part of call for proposals EACEA/04/2008 for continuous training schemes with a framework partnership agreement, and the award decisions made as part of the calls for proposals 1/2010 for continuous training and 2/2010 for initial training for training without a framework partnership agreement.

⁷ See footnote 3.

⁸ See footnote 4.

⁹ See footnote 1. The partner would, for example, promote the training in third countries, select participants from third countries, provide lectures or help with an introductory course.

¹⁰ See footnote 1. The partner would, for example, promote the training in third countries, select participants from third countries, provide lectures or help with an introductory course.

Selection Criteria, Action n°1-Option 1

- The group should prove its financial capacity to complete the proposed activities.
- The group should prove its technical capacity to complete the proposed activities.

Award Criteria, Action n°1-Option 1

- Quality of the content of the activity (Maximum: 25 points, Minimum threshold to be attained: 50%)
 - Objectives
 - Subjects and skills taught
 - Target group for training
 - Participation of decision makers
 - Pedagogical approach (in particular regarding the inclusion of third countries professionals)
- Project management (Maximum: 25 points, Minimum threshold to be attained: 50%)
 - Expertise of the training providers and tutors
 - Methodology
 - Cost effectiveness of the proposed project
- International and European dimension and added value (Maximum: 30 points, Minimum threshold to be attained: 50%)
 - What is the pertinence of the geographic zones covered by the project with regard to third countries? What is the economic potential of these regions? (If applicable)
 - How does the project take European diversity into account? What is the European added value?
 - What is the added value for the participants from third countries?
- Impact (Maximum: 20 points, Minimum threshold to be attained: 50%)
 - Pertinence of competences
 - Short-mid- and long term effects on the professional work of the participants
 - Sustainable international networking effect
 - Added value for the European Union to support the project

Expected Impact, Action n°1-Option 1

- Creation of a network of professionals and facilitation of exchange of good practices.

- Facilitation of international co-productions.
- Improving the potential for circulation of cinematographic/audiovisual works from third countries in Europe and, vice versa, that of European works in third countries.
- Enhancing competitiveness in the cinematographic/audiovisual sectors.
- Support for up to 7 projects (estimation).

The MEDIA Mundus contribution (grant) will be awarded by way of agreements for an action.

2.1.2. **Option 2:** *Creation of a continuous training scheme specific to MEDIA Mundus*

Call for proposals, Action n°1-Option 2

This option is open only to projects concerning continuous training. Projects must be aimed at professionals with clearly proven skills and practical experience in the audiovisual sector. Applications must be submitted by a group meeting three criteria:

- The group shall have a minimum of three partners (including the coordinator). However, projects with only two partners may be admitted where the necessary networking is guaranteed¹¹.
- The coordinator of the group must have its registered office in a Member State of the European Union or of Iceland, Liechtenstein or Norway¹².
- The group must include at least one co-beneficiary linked to the audiovisual sector which has its registered office in a non-EU country (other than Croatia and Switzerland¹³).

Projects should clearly demonstrate the mutual benefit for both European and third country professionals. This could for example be demonstrated by respecting a balance between professionals and trainers from third countries and those from Europe.

The contribution requested by the applicant may not exceed 70% of the total eligible costs.

Eligibility Criteria, Action n°1-Option 2

- The project for which support has been requested must correspond to at least one of the actions of Action n°1 described above.
- The proposal must be submitted by a group whose coordinator has its registered office in a Member State of the European Union or in Iceland, Liechtenstein or Norway and the proposal needs to include at least one co-beneficiary from a third country, other than Croatia or Switzerland¹⁴.

¹¹ The networking is guaranteed if the coordinator of the project is an European network of audiovisual professionals/companies covering more than ten European Member States.

¹² See footnote 3.

¹³ See footnote 4.

¹⁴ See footnotes 3 and 4.

- The official application file is completed in full, including the necessary stamps and signatures (where indicated in the application form) and received by the specified deadline indicated in the call for proposals.

Selection Criteria, Action n°1-Option 2

- The group should prove its financial capacity to complete the proposed activities.
- The group should prove its technical capacity to complete the proposed activities.

Award Criteria, Action n°1-Option 2

- Quality of the content of the activity (Maximum: 25 points, Minimum threshold to be attained: 50%)
 - Objectives
 - Subjects and skills taught
 - Target group for training
 - Participation of decision makers
 - Pedagogical approach
- Project management (Maximum: 25 points, Minimum threshold to be attained: 50%)
 - Quality of the applicant group
 - Expertise of the training providers and tutors
 - Methodology
 - Cost effectiveness of the proposed project
- International and European dimension and added value (Maximum: 30 points, Minimum threshold to be attained: 50%)
 - What is the pertinence of the geographic zones covered by the project with regard to third countries? What is the economic potential of these regions?
 - How does the project take European diversity into account?
 - How does the project implement the principle of reciprocity? What is the benefit for European and for third country professionals?
- Impact (Maximum: 20 points, Minimum threshold to be attained: 50%)
 - Pertinence of competences
 - Short-mid- and long term effects on the professional work of the participants
 - Sustainable international networking effect

- Added value for the European Union to support the project

Expected Impact, Action n°1-Option 2

- Creation of a network of professionals and facilitation of exchange of good practices.
- Facilitation of international co-productions.
- Improving the potential for circulation of cinematographic/audiovisual works from third countries in Europe and, vice versa, that of European works in third countries.
- Enhancing competitiveness in the cinematographic/audiovisual sectors.
- Support for 10 projects (estimation).

The MEDIA Mundus contribution (grant) will be awarded by way of agreements for an action.

2.2. Action n°2: Access to markets

In order to improve the international competitiveness of European audiovisual works outside Europe and those of third countries within Europe, Action n°2 supports projects to promote access to international markets for audiovisual works. These projects concern the development and/or pre-production phases (for example international co production markets) and activities downstream (events facilitating international sales of the works).

Objectives

- Facilitate the search for partners for audiovisual works and support the organisation of for example co-production markets and partner search events (pitching), aiming at bringing together possible partners (e.g. script writers, directors, producers, actors, sales agents, distributors...) in order to facilitate international co-productions, to promote foreign pre-sales and thus to potentially improve the international circulation of audiovisual works.
- Encourage events facilitating international sales of European works in third-country markets and of audiovisual works from third countries in Europe.
- Encourage events having a specific focus on young audiences.

Call for proposals

Applications must be submitted by a group meeting three criteria:

- The group shall have a minimum of three partners (including the coordinator). However, projects with only two partners may be admitted where the necessary networking is guaranteed¹⁵.
- The coordinator of the group must have its registered office in a Member State of the European Union or of Iceland, Liechtenstein or Norway¹⁶.

¹⁵ The networking is guaranteed if the coordinator of the project is a European network of audiovisual professionals/companies covering more than ten European Member States.

- The group must include at least one co-beneficiary linked to the audiovisual sector which has its registered office in a non-EU country (other than Croatia and Switzerland)¹⁷.

Projects must be focused exclusively on audiovisual works with a planned (or final) budget not exceeding €25 million.

If a project aims at events which are already MEDIA 2007 supported (for example co-production markets within Europe or events under the "Worldwide promotion of European films" mechanism), only the extra costs for the integration of professionals from Europe/third countries are eligible.

The contribution requested by the applicant may not exceed 70% of the total eligible costs.

Eligibility Criteria

- The project for which support has been requested must correspond to at least one of the objectives of Action n°2 described above.
- The proposal must be submitted by a group whose coordinator has its registered office in a Member State of the European Union or in Iceland, Liechtenstein or Norway and the proposal needs to include at least one co-beneficiary from a third country, other than Croatia or Switzerland¹⁸.
- The official application file is completed in full, including the necessary stamps and signatures (where indicated in the application form) and received by the specified deadline indicated in the call for proposals.

Selection Criteria

- The group should prove its financial capacity to complete the proposed activities.
- The group should prove its technical capacity to complete the proposed activities.

Award Criteria

- Quality of the content of the activity (Maximum: 25 points, Minimum threshold to be attained: 50%)
 - Objectives
 - Choice of professionals/projects
 - Choice of events
 - Participation of decision makers
- Project management (Maximum: 25 points, Minimum threshold to be attained: 50%)
 - Quality and expertise of the applicant group

¹⁶ See footnote 4.

¹⁷ See footnote 4.

¹⁸ See footnotes 3 and 4.

- Methodology
- Cost effectiveness of the proposed project
- International and European dimension and added value (Maximum: 30 points, Minimum threshold to be attained: 50%)
 - What is the pertinence of the geographic zones covered by the project with regard to third countries? What is the economic potential of these regions?
 - How does the project take European diversity into account?
 - How does the project implement the principle of reciprocity? What is the benefit for European and for third country professionals?
- Impact (Maximum: 20 points, Minimum threshold to be attained: 50%)
 - Short-mid- and long term effects on the professional work of the participants
 - Added value for the European Union to support the project

Expected Impact

- Facilitate international co-productions involving EU partners.
- Increase the international potential of audiovisual works involving EU partners.
- An increased presence of European professionals, projects as well as finished works in third countries and vice-versa.
- Increase the supply of European works on the audiovisual markets (Cinemas, TV, VOD...) of third countries and, vice versa.
- Increase cultural diversity on audiovisual markets.
- Support for 6 projects (estimation).

The MEDIA contribution (grant) will be awarded by way of agreements for an action.

2.3. Action n°3: Distribution and Circulation

This Action aims at encouraging distribution, promotion, screening and diffusion of European works in third-country markets and of audiovisual works from third countries in Europe under optimum conditions. The innovative use of new distribution channels and new technologies to improve the effectiveness of marketing campaigns should be encouraged.

Projects are also encouraged to include a specific focus on young audiences (films in catalogues, bonus system for screenings devoted to young audiences, specific events etc.).

Objectives

- Encourage the conclusion of agreements between groupings of companies (right-holders, sales agents, distributors, broadcasters, VOD platforms and others) to improve distribution

and promotion of audiovisual works from third countries on European distribution channels (Cinema, TV, VOD and others) and, vice versa, that of European works on distribution channels from third countries.

- Improve the effective commercialization of films on European and third countries markets by supporting associated costs (for example: copies/print, the subtitling and dubbing of films, promotion and advertising costs).
- Encourage cinema operators in European and third countries to reciprocally increase the programming and exhibition conditions (duration of, exposure and number of screenings) of exclusive first releases of audiovisual works. The programme shall support projects presented by cinema networks with screens in Europe and in third countries that programme a significant number of audiovisual works on the territory/territories of their partner(s).
- Encourage projects to include a specific focus on young audiences (films in catalogues, bonus system for screenings devoted to young audiences, specific events etc.).

Call for proposals

Applications must be submitted by a group meeting three criteria:

- The group shall have a minimum of three partners (including the coordinator). However, projects with only two partners may be admitted where the necessary networking is guaranteed¹⁹.
- The coordinator of the group must have its registered office in a Member State of the European Union or of Iceland, Liechtenstein or Norway²⁰.
- The group must include at least one co-beneficiary linked to the audiovisual sector which has its registered office in a non-EU country (other than Croatia and Switzerland²¹).

Projects must be focused exclusively on audiovisual works with a planned (or final) budget not exceeding €25 million.

If a project relates to a mechanism which is already supported under MEDIA 2007s "Worldwide promotion of European films", only the extra costs for the distribution/promotion/circulation of audiovisual works from third countries are eligible.

The contribution requested by the applicant may not exceed 50% of the total eligible costs.

Projects dealing with objective (c) of this Action(see above) shall cover cinemas that meet the following requirements:

19 The networking is guaranteed if the coordinator of the project is an European network of audiovisual professionals/companies covering more than ten European Member States .

20 See footnote 3.

21 See footnote 4.

2.3.1. European cinemas (including Iceland, Liechtenstein and Norway²²)

- They must show exclusive first releases, i.e. schedule films exclusively (no later than twelve months after their first national release). Cinemas that dedicate a maximum of 30% of their screenings to repeats or re-releases are also eligible.
- They must have been open to the public for at least six months.
- Their safety conditions must comply with national legislation and they must have technical equipment that meets professional standards.
- They must have a system for issuing tickets and declaring their takings.
- They must have at least one screen and 70 seats.
- Permanent cinemas (open for more than six months of the year) must have at least 520 screenings per year (300 screenings per year for cities of less than 100 000 people).
- Seasonal or open-air cinemas (open for less than six months of the year) must have at least 30 screenings per month of activity.
- They must have had at least 15 000 spectators in the last twelve months (5 000 spectators for cities of less than 100 000 people).
- Cinemas showing pornographic films are not eligible.

2.3.2. Cinemas in non-EU countries

- They must be commercial cinemas open to the public which sell tickets and declare their takings.
- They must have at least twenty monthly screenings.
- They must have at least 70 seats in the establishment.
- They must have 35 mm or digital projection equipment and good quality sound and seats.
- Their health and safety conditions must comply with national legislation.
- Cinemas showing pornographic films are not eligible.

Eligibility Criteria

- The project for which support has been requested must correspond to at least one of the objectives of Action n°3 described above.
- The proposal must be submitted by a group whose coordinator has its registered office in a Member State of the European Union or in Iceland, Liechtenstein or Norway and the

²² See footnote 3.

proposal needs to include at least one co-beneficiary from a third country, other than Croatia or Switzerland²³.

- The official application file is completed in full, including the necessary stamps and signatures (where indicated in the application form) and received by the specified deadline indicated in the call for proposals.

Selection Criteria

- The group should prove its financial capacity to complete the proposed activities.
- The group should prove its technical capacity to complete the proposed activities.

Award Criteria

- Quality of the content of the activity (Maximum: 25 points, Minimum threshold to be attained: 50%)
 - Objectives
 - Number and choice of audiovisual works/cinemas/other platforms
 - Innovativeness of the project
 - Young audiences included in the project
- Project management (Maximum: 25 points, Minimum threshold to be attained: 50%)
 - Quality and expertise of the applicant group
 - Methodology
 - Cost effectiveness of the proposed project
- International and European dimension and added value (Maximum: 30 points, Minimum threshold to be attained: 50%)
 - What is the pertinence of the geographic zones covered by the project with regard to third countries? What is the economic potential of these regions?
 - How does the project take European diversity into account?
 - How does the project implement the principle of reciprocity? What is the benefit for European and for third country professionals?
- Impact (Maximum: 20 points, Minimum threshold to be attained: 50%)
 - Impact of measures
 - Short-mid- and long term effects of the project

²³

See footnotes 3 and 4.

- Added value for the European Union to support the project

Expected Impact

- To increase the commercial potential and visibility of European audiovisual works in audiovisual markets from third countries and vice-versa.
- To increase and consolidate sustainably the audience for foreign audiovisual works which are not widely shown.
- To favour new business models (based on new relationships between producers, sales agents, distributors, broadcasters, VOD Platforms...) improving sustainably the supply, the conditions of promotion and the audience of audiovisual works on foreign markets.
- To encourage long term partnerships and trust between European and third country broadcasters, VOD platforms and other distribution channels.
- To increase the market share of European audiovisual works on audiovisual markets in third countries, and vice-versa.
- To increase offer and demand for audiovisual works and to increase cultural diversity.
- Support for 7 projects (estimation).

The MEDIA contribution (grant) will be awarded by way of agreements for an action.

2.4. Action n°4: Cross-over activities

Activities under the different areas of activities, as described above, are sometimes inextricably linked. Experience from the three preceding MEDIA International calls shows, that many projects touch upon several priorities, for example trainings with subsequent pitching events at co-production meetings. Therefore it is also possible to apply for projects of a cross-cutting nature. The same conditions and criteria as laid down above will apply. The contribution requested by the applicant shall not exceed 70% if the project refers to Action n°1 and n°2 and 60% if it combines Action n°1 or n°2 with Action n°3.

Support for 6 projects (estimation).

3. PROCUREMENT

The MEDIA Mundus Programme will run from 2011 to 2013. A new Commission proposal for its renewal beyond that year has to be presented to the other Institutions in due time, to allow for the adoption of the appropriate legal act in such a way as to ensure continuity and a smooth transition.

In line with the Better Regulation Communication²⁴, the proposal for the renewal of the MEDIA Mundus beyond 2013 has to be accompanied by an extended Impact Assessment integrating ex ante evaluation requirements. This document, analysing problems, possible policy options and their impacts, needs to be prepared in conformity with the Commission's

²⁴ Commission Communication "Third strategic review of Better Regulation in the European Union", COM(2009)15 of 28 January 2009.

standards for Impact Assessments²⁵ and will undergo a thorough quality control performed by the Impact Assessment Board.

In order to ensure the robustness of the Impact Assessment, the Commission intends to seek assistance from an external consultant.

Furthermore, the Commission intends to carry out an ex post evaluation of the MEDIA International Preparatory Action (2008-2010), with a view to draw useful conclusions from its implementation, which would be an additional input to this impact assessment.

The assignment of these tasks will be made by way of a single or two different service contracts under an existing framework contract for evaluation and impact assessment studies.

The total cost of this external expertise is calculated to approximately €160,000.

²⁵ Communication from the Commission on Impact Assessment, COM(2002)276 of 5 June 2002.

PROGRAMMING TABLE FOR 2011

Budget line 15 04 68	EUR 27	EFTA/EEA	TOTAL(**)
Title MEDIA Mundus	4.825.000	114.835	4.939.835

WPI (*)	Actions and sub-actions	Budget	Mode of implementation	Indicative / planned number of interventions	Average Contribution / Intervention	Maximum rate of cofinancing	Publication of the calls	Committee opinion on the selection lists	Grant Agreement / Grant Decision (***)
	Training								
1.10	Extension	167.695	CFP	7	23.956	70%	July-10	Yes	AGR
1.20	Continuous training	1.018.549	CFP	10	101.855	70%	July-10	Yes	AGR
	<i>Subtotal</i>	<i>1.186.244</i>							
2.10	Access to markets	289.942	CFP	6	48.324	70%	July-10	Yes	AGR
3.10	Distribution and circulation	2.899.415	CFP	7	414.202	50%	July-10	Yes	AGR
4.10	Cross-activities	404.234	CFP	6	67.372	60 - 70%	July-10	Yes	AGR
5.10	Procurement	160.000	PP	2	80.000	100%	n.a.	n.a.	n.a.
	TOTAL	4.939.835		38					

(*) WPI: Work Programme Index

(**) Pursuant to Article 83 of the Financial Regulation, the appropriations may also finance the payment of default interest.

(***) AGR: Grants covered by a written agreement / DEC: Grants covered by a Decision.

CFP : Grants managed by the Commission, following a call for proposals.

PP: Public procurement.