



Programme: Education and Culture - Media 2007. Deadline: 06/09/2012

Description: On 26 October 2011 the European Parliament adopted a budget of EUR 2 million for the first year of the preparatory 'Movement of the films in the digital age.' This action is designed to test innovative strategies for the dissemination of European films (cinema, DVD, video on demand, festivals, TV stations, etc.). This includes the improvement of the transnational dissemination and global audience for European films in the European Union.

Objectives:

- Improving the circulation of European works within the European Union;
- Developing and expanding the global audience for European films,
- Informing markets and public authorities on the changes that can improve both the supports and the distribution.

Activities:

The preparatory action will support projects designed to test the simultaneous (or virtually simultaneous) release of films across all media and in several European territories. The projects — which will be restricted to European cinematographic works and to the distribution thereof within the EU Member States — must cover a significant number of films and territories. In this perspective, projects must also include the organization, at the end of the action of a public meeting designed to introduce the operators and public authorities to the main trial results and the lessons learned there from.

In order to be eligible, proposals must be submitted by a consortium which meets the following three criteria:

— the consortium must include undertakings or organisations associated with the audiovisual markets (producers, sales agents, distributors, rights holders, marketing companies, cinemas, providers of video on demand, etc.),

— all the members (coordinators and partners) of the consortium must have their registered office in an EU Member State,

— the consortium must include at least two sales agents.

The contribution applied for by the consortium may not exceed 70 % of total eligible project costs.

Amount available:

EUR 1 994 000. The financial contribution will be awarded in the form of a grant.

How to participate:

The eligibility period will not begin before October 1, 2012 and must be completed by March 31, 2014.

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