

MEDIA 2007 (2007-2013)

A big push for Europe's audiovisual industry



MEDIA 2007: €755 million from the European Union to support Europe's film industry from 2007-2013. A clear priority is the distribution and promotion of European films outside their originating country, across Europe and worldwide (almost 65% of the total budget). Under MEDIA Plus and MEDIA Training (2001-2006), more than half a billion euros were injected into 8000 projects from over 30 countries.

What are the objectives?

MEDIA 2007, the successor to four previous programmes (MEDIA I, II, Plus and Training), simplifies the programme's administration but certainly not its objectives:

- a stronger European audiovisual sector, reflecting Europe's cultural identity and heritage;
- increased circulation of European audiovisual works inside the European Union and beyond;
- a more competitive European audio-visual sector through easier access to finance, in particular for SMEs and the use of digital technologies.

What is the budget for achieving this?

MEDIA 2007's budget of €755 million spans 2007-2013. Although limited in absolute terms, the Community budget has a strong knock-on effect in terms of investments in the audiovisual sector: each euro from the Community budget generates about €6 in private investment from industry. MEDIA therefore draws in considerably more private and public money. It meets the challenges of a rapidly growing and changing sector shaped by new technologies, new players and participating countries, market fragmentation and lack of private investment.

How is the money spent?

MEDIA 2007 concentrates on the pre- and post-production phases of filmmaking. It does *not* fund the production itself. Its five action lines are:

- *Training*
(scriptwriting techniques; economic, financial management; digital technologies)

- *Development*
(single projects, catalogues, new talent, co-productions, other financing)
- *Distribution*
(distributors, sales agents, broadcasters, cinema exhibitors, digitising works)
- *Promotion*
(market access, festivals, common events, heritage)
- *Horizontal actions/Pilot projects*

The division of the total budget across these five action lines shows that the distribution of European works is a clear priority. The goal is to increase their circulation outside their originating country and worldwide.

| Budget line | % |
|---------------------------------------|----|
| Distribution | 55 |
| Development | 20 |
| Promotion | 9 |
| Training | 7 |
| Horizontal actions/ Pilot projects | 5 |

On a year-by-year basis, the budget will increase as the programme builds momentum, starting with €75 million in 2007 and culminating with €107 million in 2013.

| Year | € million |
|------|-----------|
| 2007 | 75 |
| 2008 | 93 |
| 2009 | 97 |
| 2010 | 100 |
| 2011 | 103 |
| 2012 | 105 |
| 2013 | 107 |

Examples of films with MEDIA support

- Adam's Apples by Anders Thomas Jensen
- Auberge Espagnole by Cédric Klapisch
- Caché/Hidden by Michael Haneke
- Dogville by Lars von Trier
- Eight women by François Ozon
- Goodbye Lenin by Wolfgang Becker
- Head On by Fatih Akin
- In this World by Michel Vinterboom
- La meglio gioventu by Marco Tullio Giordana -
- La vita e bella by Roberto Begnini
- Le Fabuleux destin d'Amelie Poulain by Jean-Pierre Jeunet
- L'enfant by the brothers Dardenne
- Les choristes by Christophe Barratier
- Mar adentro by Alejandro Amenábar
- March of the Penguins by Luc Jacquet
- Sophie Scholl by Marc Rohemund
- The Lives of Others by Florian Henckel von Donnersmarck
- The Pianist by Michael Haneke
- The Wind that Shakes the Barley by Ken Loach
- Volver by Pedro Almodovar

Examples of MEDIA supported projects



CinemaNet Europe brings documentaries to the big screen by transforming independent cinemas across several countries into digital cinemas. These screens will receive films by hard discs or ADSL instead of reels.

<http://www.cinemaneteurope.com>



MEDIA • PROGRAMME OF THE EUROPEAN UNION

EuropaCinemas is an EU-funded network of around 670 independent theatres with more than 1 500 screens in some 340 cities and 50 countries worldwide. Its mission is to boost the screening of European films, especially non-national ones. It also develops joint national and European initiatives with education and awareness-raising activities, such as 'Open Your Eyes' aimed at young people, and to encourage greater use of digital technology in cinemas.

<http://www.europa-cinemas.org>



CARTOON, the European Association of Animation Film, was created in 1988 on the initiative of the MEDIA programme and today consists of over 15 000 professionals. Its aim is to structure and consolidate the European market for animation films. Every year, CARTOON organises a co-production forum for animated (mainly television) series, a co-production forum for feature-length animation mainly for the cinema and four training seminars.

<http://www.cartoon-media.be>

Festivals with MEDIA support

Full list of over 100 festivals:

http://ec.europa.eu/information_society/media/festiv/list

Did you know that...?

- Every year 300 new European film projects are supported by MEDIA.
- Half of the European films you watch at the cinema are shown with the support of MEDIA.
- Every year, 2.5 million cinema-lovers watch over 15,000 European screenings in more than 100 festivals funded by MEDIA.
- Two thirds of the projects supported by MEDIA come from countries with traditionally low audiovisual production capacity.
- MEDIA supports the distribution of 9 out of every 10 feature films in Europe that are distributed outside their originating country.
- By increasing investment in distribution, MEDIA aims to raise the market share of non-national European films from 10 to 20% over the next 7 years.
- Each euro from the Community budget generates about €6 from private investment in the industry.

Further Information:

- MEDIA programme: <http://ec.europa.eu/media>
- Europe's Information Society: http://europa.eu/information_society
- Information Society and Media Directorate-General: Av. de Beaulieu 25, 1160 Brussels
info-media@ec.europa.eu
http://ec.europa.eu/dgs/information_society

All fact sheets can be found at: http://ec.europa.eu/information_society/factsheets