



## **EUROPA DISTRIBUTION INTERNATIONAL 2013 Distribution support for third country movies in Europe GUIDELINES**

**Each distributor member of EDI 2013 will be given a grant for the release of ONE third country movie of its choice (between January 1<sup>st</sup> 2013 and March 31<sup>st</sup> 2014). This scheme enables to support up to **50% of the effective commercialization costs (P&A costs)** linked to the release of this third country movie.**

### **Eligible films:**

- Movies from non-MEDIA countries, in particular from Latin-America, Asia and the MEDA zone
- Recently produced (copyright date 2009 or later) non-European films with a production budget under 10M€ (5M€ for US films)
- Films with a commercial theatrical release date between January 1<sup>st</sup> 2013 and March 31<sup>st</sup> 2014
- Special attention will be paid to films acquired with all rights and selected by partner organizations (practically, a 10% financial bonus will be given to the distributors on top of the EDI regular support).
  - o Film awarded the Cine en Construcción Toulouse prize.
  - o Film awarded the Primer Corte prize Cópia 0 (Works in Progress event at Ventana Sur)
  - o The animated films selected by the Annecy Film Festival
  - o the documentaries selected by Sunny Side of the Doc from their events Latin Side of the Doc and Asian Side of the Doc
  - o Films awarded the US in Progress Award Wrocław & Paris
- **Definitions:**
  - o Non-European films are long feature films, documentaries or animated films produced or coproduced in a majority proportion by one or several non-European companies and where non-European film professionals have contributed significantly to production.
  - o Advertising films, pornographic or racist films and films inciting to violence are excluded from this definition.

### **Modalities**

- Funds cannot be granted to finance the purchase of films rights
- Funding granted cannot exceed 50% of a distributor's expenses as evidenced through submission of relevant receipts.
- Funds cannot exceed the following amounts for each distributed film :
  - 2500€ for a release of 2 to 5 prints/screens on the opening week
  - 5 000€ for a release of 6 to 10 prints/screens on the opening week
  - 7 500€ for a release of 11 to 20 prints/screens on the opening week
  - 10 000€ for a release of more than 20 prints/screens on the opening week
- Decisions on funding will not be made until after a distributor has submitted a funding request form as well as all the information required by Europa Distribution.
- Funds will not be paid out until after a film has been released and after the distributor has provided a report on initial results and submitted the pertinent receipts.
- Films benefiting from support from another organization will have to prove that the other organization's support + the EDI grant do not exceed 50% of the P&A expenses.



- Funds will not be paid out to companies that are no longer in business at the time of payment.

### **Special attention will be paid to :**

- *The collective acquisition and distribution strategy in various territories*, in order to encourage sharing of information and costs (promotional and technical material, European tour of film directors or members of the artistic crew of the released films...)
- *An innovative use of new technologies and innovative strategies* (digital distribution of the movie when theatres are equipped, innovative Internet marketing campaigns, day and date releases, VOD... )
- *An active young audience policy*: choice of the film, specific marketing campaign towards young audiences, work with children / teenagers associations....

### **Eligible costs**

In order to promote sales of non-European movies in Europe, support will be provided to European distributors in the form of co-funding to cover the following expenses :

- o Subtitling and dubbing;
- o Production of promotional and advertising material;
- o Manufacturing, Purchase, circulation, transport of film prints and related expenses;
- o Technical expenses related to digital distribution (masterisation, encoding, encryption, keys, VOD related costs...)
- o Publication expenses;
- o PR activities
- o DVD production where the DVD is distributed directly by the beneficiary.
- o Travel expenses for film directors or members of the artistic crew
- o Eligibility period for costs : 1<sup>st</sup> January 2013 – 31<sup>st</sup> March 2014

### **Obligations of the distribution company**

- The distribution company undertakes to submit to Europa Distribution with a minimum of 2 months before the release date:
  - o A copy of the distribution contract concluded with the rights owner (deal memos are not acceptable)
  - o A pre-release report for each film including the following information: date of release & release plan, number of prints, estimated budget for the technical and promotion expenses.
- After the film release, the distribution company undertakes to submit to Europa Distribution
  - o Invoices and receipts for eligible costs
  - o an overview of results in the countries involved (numbers of contract, admissions and box office takings)
- The distribution company undertakes to update and use Cidinet
- Proof of the added value of the Europa Distribution International grant: the final distribution report will include figures without the Europa Distribution International grant and figures with the list of costs with the distribution support.

### **Contact**

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