

MEDIA : NEW GUIDELINES

Reform of the MEDIA automatic scheme for theatrical distribution

There are now 4 groups of countries instead of 3:

- Large countries : Germany, Spain, France, Italy
- Medium countries 1 : Austria, Belgium, Holland, Poland, Switzerland, UK
- Medium Countries 2 : Denmark, Finland, Greece, Hungary, Norway, Portugal, Sweden, Czeck republic,
- Small countries : Bulgaria, Estonia, Island, Ireland, Leetonia, Lithuania, Luxemburg, Malta, Slovakia, Slovenia , Chypre

The main element of the reform is to increase the automatic support on a first rung of admissions (150%), to maintain it as today on a second rung of admissions (100%) and to minor it on a third rung of admissions (35%)

	1 st rung of admissions	2 nd rung of admissions	3 rd rung of admissions
Rate	150%	100%	35%
Large countries	75 000	300 000	600 000
Medium countries 1	25 000	100 000	200 000
Medium countries 2	18 000	75 000	150 000
Small countries	4 000	16 000	32 000

Guidelines 2007-2013:

http://ec.europa.eu/information_society/media/distrib/schemes/auto/docs/27_2007/guidelines27_2007_en.pdf

Reform of the MEDIA selective scheme for theatrical distribution

- Budget: 12,5M€
- Films with a production budget of more than €15 million are not eligible.
- A group of at least 5 distributors (for small films with a production budget of less than 3M€) or 7 distributors (for medium films with a production budget between 3 and 15M€) should respond (through a coordinator) to the call for proposals.
- **40% of the budget will be dedicated to small films and 60% to medium films.**
- The period of the eligible costs is bigger: 6 months before the theatrical release and 10 months after.
- **The selective support will remain to the exclusive benefit of the distributor. (cf p.19 of the guidelines)**

Guidelines 2007-2013:

http://ec.europa.eu/information_society/media/distrib/schemes/select/docs/28_guidelines_en.pdf

Switzerland remains a provisional member of the Media Programme

Whereas on October 2007 the Swiss Federal Council signed the agreement for participation in the Media 2007 programme, on December 10, the Swiss Parliament refused to ratify the condition attached to this participation: the application of the "Television Without Frontiers Directive" by the end of 2009, especially the provisions related to advertising for alcoholic beverages which are

more flexible than currently applicable in Switzerland. The Parliament sent the agreement back to the Council in order to continue the negotiations with the EU on this issue, but it adopted €26 millions of credits for the participation of Switzerland to the programme for 2008 and 2009.

Media Desk Switzerland (in French and German) : <http://www.mediadesk.ch/news.php?ID=55&language=fr>