

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 audiovisual 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*
(continuous training for professionals and reinforcement of the European dimension in initial training)

- *Development*
(single projects, catalogues, new talent, co-productions, other financing)
- *Distribution*
(distributors, sales agents, broadcasters, cinema exhibitors, digitising works)
- *Promotion of European films and projects in Europe and throughout the world*
(market access)
- *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

Just a small sample of MEDIA supported films:

4 Months, 3 Weeks and 2 Days by Christian Mungin
Auberge Espagnole by Cédric Klapisch
Goodbye Lenin! by Wolfgang Becker
La Vie en Rose by Olivier Dahan
La vita è bella by Roberto Benigni
Le Fabuleux destin d'Amélie Poulain by Jean-Pierre Jeunet
March of the Penguins by Luc Jacquet
Persepolis by Marjan Satrapi & Vincent Paronnaud
The Counterfeiters by Stefan Rukowitzky
The Lives of Others by Florian Henckel von Donnersmarck
The Wind that Shakes the Barley by Ken Loach
Volver by Pedro Almodóvar
and many more....

MEDIA goes international

The Commission is undertaking a preparatory action, launched and adopted by the European Parliament in December 2007, to strengthen artistic and industrial cooperation between audiovisual professionals from EU markets and those from third countries. The action also aims to encourage the two-way flow of cinematographic works. The implementation of this action represents a determination to reinforce the international dimension of the EU's audiovisual policy. The action will lead to a future cooperation programme, MEDIA MUNDUS, in the audiovisual area between the EU and third countries.

http://ec.europa.eu/information_society/media/overview/international/index_en.htm

http://ec.europa.eu/information_society/media/overview/media_mundus/index_en.htm

Examples of MEDIA supported projects



EuropaCinemas is a European network of more than 500 independent theatres supported by the MEDIA programme in more than 31 countries. Its mission is to boost the screening of European films, especially non-national ones, and the greater use of digital technologies.
<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.

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

Festivals with MEDIA support

Full list of over 80 festivals:

<http://ec.europa.eu/media/festiv>

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 80 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 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>

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