



January 2010

MEDIA Programme 2007-2013

Since 1991 the EU's support programme for the European audiovisual industry, known as 'MEDIA' has provided support to the development and distribution of European films, alongside the provision of audiovisual industry-related training, festivals, and promotion projects throughout Europe.

The current MEDIA programme for 2007-2013 has a budget of €755 Million together with a focus on simplifying administration procedures.

The key priority for MEDIA is the distribution and promotion of European films outside their originating country, across Europe and worldwide. Around 65% of the total MEDIA budget is focused toward this area.

MEDIA 2007 is divided into five distinct action areas:

- training of professionals
- development of production projects and companies
- distribution of cinematographic works and audiovisual
- promotion of cinematographic works and audiovisual programmes, including the support for film festivals
- horizontal actions/pilot projects

MEDIA programme success stories:

At Cannes in 2008, the winners of both the Palme d'or ("Entre Les Murs") and Grand Prize ("Gomorra") were both EU-funded films. A total of 4 films funded through the EU MEDIA programme received various honours during the International Cannes Film Festival that same year.

Other films supported through by MEDIA in recent years include:

- *Good Bye Lenin!*
- *La Vie en Rose*
- *March of the Penguins*
- *The Counterfeiters*
- *The Wind That Shakes The Barley*

Looking beyond Europe – MEDIA International & MEDIA Mundus

MEDIA International is focused on exploring and encouraging cooperation between European and third-country audiovisual professionals on a basis of mutual benefit. This can be both knowledge and skills, but also a two-way flow of cinematographic/audiovisual works.

The long-term strategy for MEDIA International is that it will inevitably pave the way for the wider-reaching and more ambitious MEDIA Mundus for global cooperation in the audiovisual industry. MEDIA Mundus actions are expected to commence in 2011.

Who is eligible for MEDIA funding?

Support is available for production and new media companies, sales agents, distributors, festival and market organisers, training providers and exhibitors.

What are the latest Calls for Proposals?

The MEDIA Desk UK website www.mediadeskuk.eu provides information relating to all active Calls for Proposals for funding schemes, as well as a full calendar of MEDIA-supported training courses and promotion/networking events.

Further MEDIA related information can be found on the European Commission's website: <http://ec.europa.eu/media>

Who is the MEDIA contact in the UK?

There are MEDIA information offices in Wales, Scotland, and England. Professionals based in Northern Ireland should refer to the UK MEDIA Desk in London for advice and help.

The MEDIA contact point in England is:

MEDIA Desk UK

Agnieszka Moody, Hatice Özdemirciler and Jen Wright
c/o UK Film Council
10 Little Portland Street
London W1W 7JG

Tel: 0207 861 7511

Fax: 0207 861 7950

Email: england@mediadeskuk.eu

Website: <http://www.mediadeskuk.eu/>