

**MEDIA 2007 — DEVELOPMENT, DISTRIBUTION, PROMOTION AND TRAINING****Call for proposals — EACEA/24/08****Support for the development of production projects — Fiction, creative documentaries and animation — Single projects, Slate Funding and Slate Funding 2nd stage**

(2008/C 225/09)

**1. Objectives and description**

This notice of a call for proposals is based on Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007).

One of the objectives of the programme is to promote, by providing financial support, the development of production projects intended for European and international markets presented by independent European production companies in the following categories: drama, creative documentary and animation.

**2. Eligible applicants**

This notice is aimed at European companies whose activities contribute to the attainment of the above objectives, and in particular to independent production companies.

Applicants must be established in one of the following countries:

- the 27 countries of the European Union,
- the EFTA countries, Switzerland and Croatia.

**3. Eligible actions**

The development activities for the following audiovisual works (one-offs or series) are eligible:

- drama projects intended for commercial exploitation of no less than 50 minutes,
- creative documentaries intended for commercial exploitation of no less than 25 minutes (duration per episode in case of series),
- animation projects intended for commercial exploitation of no less than 24 minutes.

The development and production activities for the following categories of work are ineligible:

- live recordings, TV games, talk shows, reality shows or educational, teaching and 'how-to' programmes,
- documentaries promoting tourism, 'making-of', reports, animal reportages, news programmes and 'docu-soaps',
- projects promoting, directly or indirectly, messages that are at odds with the policies of the European Union. For example, projects that may be contrary to the interests of public health (alcohol, tobacco, drugs), respect for human rights, people's security, freedom of expression etc.,
- projects promoting violence and/or racism and/or with a pornographic content,
- works of a promotional nature,
- institutional productions to promote a specific organisation or its activities.

The call for proposals EACEA/24/08 has two deadlines. To be included in the 1st deadline, the application for support must be sent to the Agency between the date of the publication of the call for proposals and 17 November 2008. To be included in the 2nd deadline, the application for support must be sent to the Agency between 18 November 2008 and 17 April 2009, the date of closure of the call for proposals.

The maximum duration of the project is until 30 June 2011 for requests for support submitted within the 1st deadline and until 30 November 2011 for those requests submitted within the 2nd deadline or until the date of entry into production of the project, whichever is the earliest.

#### 4. Award criteria

Points will be allocated out of a total of 100 on the basis of the following weighting:

##### *For Single Project*

- criteria relating to the skills of the applicant company (40 points):
  - quality of the development strategy (10),
  - consistency of the development budget (10),
  - quality of the financing strategy (10),
  - quality of the distribution strategy (10),
- criteria relating to the submitted project (60 points):
  - quality of the project (40),
  - potential for production and the feasibility of the project (10),
  - potential for European and International distribution (10).

##### *For Slate Funding and Slate Funding 2nd stage*

- criteria relating to the skills of the applicant company (60 points):
  - capacity of the company to develop and produce at a European level (15 points for Slate Funding — 30 points for Slate Funding 2nd stage),
  - quality of the development strategy and consistency of the development budget (15 points for Slate Funding — 10 points for Slate Funding 2nd stage),
  - quality of the financing strategy (15 points for Slate Funding — 10 points for Slate Funding 2nd stage),
  - quality of the distribution strategy (15 points for Slate Funding — 10 points for Slate Funding 2nd stage),
- criteria relating to the submitted projects (40 points):
  - quality of the projects (10),
  - potential of the creative team (10),
  - potential for production and the feasibility of the project (10),
  - potential for European and International distribution (10).

#### 5. Budget

The total budget available is EUR 17 million. The financial contribution awarded is a subsidy.

The maximum financial contribution which may be awarded for Single Project is between EUR 10 000 and EUR 60 000 except for feature-length animations for theatrical release, for which the maximum is EUR 80 000. The financial contribution awarded will in no event exceed 50 % of the eligible costs submitted by the producer (60 % for projects presenting an interest in promoting European cultural diversity).

The maximum financial contribution which may be awarded for Slate Funding and Slate Funding 2nd stage is between EUR 70 000 and EUR 190 000. The financial contribution awarded will in no event exceed 50 % of the eligible costs submitted by the producer.

#### 6. Deadline for submission of applications

Applications must be submitted to the Executive Agency (EACEA) no later than **17 November 2008** and **17 April 2009** (see point 3) to the following address:

Education, Audiovisual and Culture Executive Agency (EACEA) — MEDIA  
Constantin Daskalakis  
BOUR 3/30  
Avenue du Bourget 1  
B-1140 Bruxelles

Only applications submitted on the official application form, duly signed by the person entitled to enter into legally binding commitments on behalf of the applicant organisation and containing all the information and annexes specified in the full text of the call will be accepted.

Applications sent by fax or e-mail will be rejected.

#### **7. Full details**

The full text of the guidelines together with the application forms, can be found at the following Internet address:

[http://ec.europa.eu/information\\_society/media/producer/develop/index\\_fr.htm](http://ec.europa.eu/information_society/media/producer/develop/index_fr.htm)

Applications must comply with all the terms of the guidelines and be submitted on the forms provided.

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