

Digitisation Questions and FAQ V4 26.08.2011

GENERAL QUESTIONS:-

Who is managing the scheme? Who can I contact?

The operational management of the scheme is entrusted by the European Commission to the Education Audiovisual and Culture Executive Agency. The relevant unit is P8 MEDIA headed by M. Daskalakis and the Distribution sector. However as this is a first time Call, all contacts should be made through the functional mailbox provided.

EACEA-CINEMA-DISTRIBUTION@ec.europa.eu

All answers to questions will be in written form and these will appear on the web site of the scheme, ensuring that all potential applicants have access to the same information.

Where can I find the Call for Proposals for the Media Programme concerning digitization of European cinemas?

http://ec.europa.eu/culture/media/programme/exhibit/docs/digitisation/eacea_digitisation_guidelines_19_2011.pdf

Or by navigating to the MEDIA Programme web site at http://ec.europa.eu/culture/media/index_en.htm
Then select Exhibition, then Schemes, then Digitisation.

Could you please send the application Form for the Digitalisation by mail. The one on your website is a specimen and therefore not usable. See: http://ec.europa.eu/culture/media/programme/exhibit/schemes/digitisation/index_en.htm page 7 ff.

No. Please note that the special company and bank identification forms on pages 7 and 8 are only specimens as the content may vary from country to country due to financial and company legislation. Please follow the links at the top of each page or inside the specimen forms themselves to find the page from which you may download the appropriate form for your country.

Is the Call for Proposals designed to support individual cinemas or is it a call for tender?

The Call is designed for individual cinemas fulfilling the eligibility criteria.

Will there be more calls for proposals with new deadlines after the 15th of September, 2011?

It is intended to publish the Call for Proposals again in 2012 and 2013.

If an applicant complies with the conditions but does not receive any support in this call for proposals (i.e. is not selected/awarded) – is it possible for this venue to make applications to any subsequent Calls for Proposal?

Yes.

What are the criteria if the request made by eligible applicants is superior to the available amount ? (new ! FAQ V4)

Within the limits of the budgetary resources available, those applications which score the highest number of points on the basis of the award criteria will be selected.

The guidelines state that:

Eligible applications/actions will be assessed on the basis of the following criteria:

- **European dimension**
- **Number of projectors requested**
- **Existence of national support mechanism.**

Could you expand upon that first criterion, the ‘European dimension’? Is it the European dimension of the cinema’s programming?

Yes. This will be assessed based upon the European content of the programming and the non national European film share.

May Cinemas from countries with a national support scheme in place apply?

Yes. Subject to verification of the details of each scheme and the payment terms of same.

What about the detailed interaction of the EU scheme and a local/regional/national subsidy scheme providing support for the same purpose? (FAQ V2)

The various potential combinations are complex and will be treated on a case by case basis. Answers to specific questions concerning the interaction of this scheme and any other scheme will be given directly to the persons enquiring and the local MEDIA Desks. They will not (as a general rule) appear in this FAQ unless the question is of more general relevance such as the previous question.

At the moment there is no national support. What happens if one is introduced after the deadline ? (new ! FAQ V4)

If there is no national support at the time of application, applicants should answer "no" to the question " Is there a public support for the digitisation of cinemas in your country? ". There is a space where applicants can comment. Specific cases will be treated on a case by case basis (see previous question)

Concerning the existence of a national support scheme, it has been said that this is considered on a case by case basis. Does this also imply that it is not a question of yes (0 points) or no (10 points), and that there will be scores between 0 and 10? (new ! FAQ V4)

No, it will be 0 or 10 – either there is a national support for digitisation or not - and this will be assessed on a case by case basis.

Our company/legal entity is the operator of the cinema. Our Cinema is owned by a different legal entity (public / charity / association). They will pay the costs and/or own the new projector. Can/should we apply? (FAQ V3)

No. Your company will not pay for or own the projector.

What about a VPF scheme?

The reference in the scheme excludes only those cinemas who receive a projector without charge as a result of a VPF agreement with a 3rd party integrator (such as XDC, Ymagis, Arts Alliance etc.).

Can the projector be second hand? (new ! FAQ V4)

Nothing prevents it in the guidelines, nevertheless the applicant will have to produce an invoice from the seller, and the projector will have to comply with the specifications set out in the guidelines.

I cannot open the two application forms or save them? Can you help?

In the event of such difficulties we suggest the following. Please right click on the link on the web page. Then choose Save as. Then rename the document.

If you only have access to a very old computer at your location, please ask someone to save the documents and print them for you and complete them manually if necessary.

Is Europa Cinemas' confirmation a proof of the programming criteria? (FAQ V2)

Europa Cinemas is a MEDIA supported project. As such we can have access to the results of those cinemas which are members of the organisation and can avoid asking members to supply the data twice. So – Yes. There is no need to send additional documentation in this case.

FINANCIAL / BUDGETS / COSTS QUESTIONS:-

What is included in the "side costs"?

(The Call is based upon the "forfait" or Lump Sum principle. That is to say that the purchase of the relevant projector gives rise to a fixed payment without the need to measure exactly all of the direct costs incurred. This simplified system helps to contain the administrative costs associated with smaller grant awards where appropriate.)

The various costs which were measured in order to arrive at the fixed amount include, among others, interest charges, warranty costs (hardware and software), other equipment such as pedestal rack, scaler etc., TMS, storage, installation and maintenance.) Please see the Budget form.

What about costs that are shared between screens, eg air conditioning? Should we divide the amount between the number of screens applied for? (new ! FAQ V4)

Yes – common costs can be split between the different provisional budgets submitted for each screen.

At the final stage: only the purchase of the projector will trigger the payment of the lump sum.

When can the projector be purchased? (FAQ V2)

Between the date/deadline of submission i.e. the 15th of September 2011 and the 30th of June 2013.

When can we start the work on the Cinema in order to prepare for the installation of the digital projector? (new ! FAQ V4)

The Call for Proposals places no restrictions linked either to the application date or decision date for the scheme. The work can commence at any time provided the purchase date of the projector is within the specified period (see above).

What happens if we apply and buy a projector after the deadline and, months later, we are informed that we are not selected ? Will it be possible to apply under the next call, with the costs of the projectors you already bought? (new ! FAQ V4)

No – the next call will specify that the projector can only be purchased as from the submission deadline date (that's EU funding standard rule that you cannot apply for an action that has already taken place).

The applicants that are selected will be notified by the end of 2011 (the call is under 2011 budget).

What is the period of eligibility of costs? (From persons with previous experience of other Commission/MEDIA contracts). (FAQ V2)

The standard terms involving the period of eligibility of costs do not apply to this forfait/lump sum method. The costs taken into consideration in the calculation of the lump sum cover the lifespan of the projector. The sole condition governing the "*period of eligibility*" is the purchase date of the projector (see previous question).

Can we be awarded less than requested – what if it appears in the final report that we have spent less than initially forecast ? (new ! FAQ V4)

This is a forfait scheme, with a lump sum of 20.000€ awarded per screen/projector bought. Get selected, buy and install your projector, submit the invoice of the projector to the EACEA, and you get the full lump sum.

If we apply for 3 screens and the project is selected, are we sure to receive the support for all 3 screens, or is it possible that we only get the support for 1 or 2 screens? (new ! FAQ V4)

First of all, the EACEA may decide to select only one or two of the screens applied for. Then, the lump sum of 20.000€ will be paid for each projector bought and installed.

If an applicant gets selected for 3 projectors and only buys 2, the award will be adapted accordingly.

If cinema has been run by the city would this be considered under the cost of “own investment”? (new ! FAQ V4)

Only the investment made by the applicant itself shall be considered as own investment. If the action is to be carried out with other public support, this should be detailed where requested in the Financing Plan (See item 2).

Is it necessary to include quotes or order forms for a digital projector within the application? (new ! FAQ V4)

No, the provisional costs, including those of the projector and server, will only have to be indicated on the budget form. No quote or order is requested at the time of application. Nevertheless, the invoice will be requested at the final report stage. The invoice will have to show that the projector has been bought during the eligibility period, i.e. between the date of submission and 30th June 2013.

The projector can be purchased up to June 2013. During this time costs and prices may vary. What effect may this have on the final award?

The Call is based upon the forfait/lump sum principle. Once the project has been awarded the purchase and installation of the specified projector results in the payment of the Lump Sum.

Can we match the Community funding in the budget by submitting the cost of the projector as we will pay for this ourselves?

No. Please remember that the budget is designed to cater for the additional costs over the life span of the equipment. The lump sum is calculated at the lower range of potential future prices.

The total investment over the life span of the equipment required to comply with the conditions of the Call is EUR 33,333 (maximum contribution of 20,000€ at 60%).

Europa Cinemas also gives support for digitisation, in retrospect when they have checked the admissions. Do we already have to include this in the ‘other contributions from EU’-cell in the financing plan? (new ! FAQ V4)

No - The financing plan should cover the side costs of digitisation only. These are very specific costs, not covered by Europa Cinemas.

Europa Cinemas support, should therefore not appear on it.

Is the grant fixed at 20,000€ per screen or could it be lower?

The grant is fixed (Lump Sum) at 20,000€ per screen.

What should be included in the final report? (new ! FAQ V4)

The invoice for the projector bought and installed and a signed declaration.

CINEMA / SCREENS QUESTIONS:-

What is meant by a ticketing and entry declaration system?

A system by which the cinema issues tickets and measures individual admissions in a system capable of external verification.

Does the ticketing and entry declaration have to be computerised?

Not necessarily, although it would be considered very unusual in 2011 to use a "manual" system and the potential for external verification may have to be separately verified.

Can two or more screens join together to apply as a "mini-network".

No. The Call is designed for single screens fulfilling the eligibility criteria only.
(Given the restricted budgetary resources available it was decided that the eligibility should remain restricted for the present time).

Is the specification of 20,000 entries per cinema or per screen?

Per screen.

Can a cinema with less than 20,000 admissions apply?

No. Or if it does it will be rejected as ineligible. Any cinema which does not fulfil the eligibility criteria set out in section 5 is advised not to apply.
(Given the restricted budgetary resources available it was decided that the eligibility should remain restricted for the present time).

We plan to add additional screens in the near future. Can we apply for these screens?

No.
(Given the restricted budgetary resources available it was decided that the eligibility should remain restricted for the present time).

How does one cinema calculate its programming – does it start from January 1st until December 31st of 2010, and then it continues from January 1st until September 15th of 2011? (new ! FAQ V4)

The eligibility and award criteria will be assessed on the basis of the programming of the year 2010, i.e. starting from January 1st until December 31 2010.

We do not show enough European films right now. However, should we get the grant to digitize we would ensure that we would meet these criteria in the future?

Sorry but this is not possible. You must meet the criteria to be eligible.

(Given the restricted budgetary resources available it was decided that the eligibility should remain restricted for the present time).

How do you calculate the requirement of a minimum of three years – you take into consideration 2008, 2009, 2010 and then you continue in 2011 from until when exactly? (new ! FAQ V4)

The cinema must have been open to the public for a minimum of 3 years at the time of application.

Our cinema has been closed for renovation recently? How will this effect the counting of the entries necessary to qualify?

In the event that the cinema has been renovated, EACEA would consider the entries from the last twelve month period before the work commenced.

Support can be requested for 3 screens per cinema or 3 screens per applicant organisation? (FAQ V2)

As the guidelines state:- "3 screens per cinema". There are no restrictions on the number of cinemas nor any restrictions linked to applicant organisations.

Our cinema programmes films in first run but also special programmes such as retrospectives, homages, etc. Is this a problem ? (FAQ V3)

In theory, No. A "first run" cinema may also have other types of programming. We would like to be able to differentiate between the "first run" and other screenings, so please detail this in your application. The eligibility criteria should be met by "first run" screenings.

Some films that were programmed in our Cinema are not – yet – listed in the MEDIA film database. How should we proceed in this case? (FAQ V3)

Please make sure that your application gives us the original title of the film. We will do our best to obtain the necessary information to qualify (or not) the film. We may need to ask you for additional information such as the Producer, Sales Agent or local Distributor in order to have more information.

Is "30 screenings per month" compulsory? (FAQ V3)

No. It is the 300 per year.

Can you meet the 300 screenings per year with say 20 in some months and 40 in others? (FAQ V3)

Yes.