

# "MEDIA International"

## Boosting cooperation for the European audiovisual industry on a global scale



The "MEDIA International" preparatory action explores ways of strengthening cooperation between audiovisual industry professionals from the European Union and third countries on a reciprocal basis. With a budget of €5 million for funding projects in 2009, approved by the European Parliament in December 2008, MEDIA International is now in the second of its three year duration. Cooperation is expected to bring more diverse audiovisual products to European and international markets and create new business opportunities for audiovisual professionals from Europe and around the globe. Media International runs in parallel to the existing MEDIA 2007 programme which supports the EU film industry.

### Main objectives of MEDIA International

- To reinforce artistic and industrial cooperation between audiovisual professionals from EU markets and third countries, i.e. countries not belonging to the European Union;
- To improve the exhibition and circulation of European audiovisual works in third countries and vice versa.

### Actions planned in 2009/2010

- **Continuous training** of audiovisual professionals in the areas of production, co-production, distribution and promotion.
- **Promotion, distribution and screening of cinematographic works** by encouraging (i) agreements between distributors/exporters from the EU and third countries and (ii) artistic and industrial cooperation networks between EU and third country operators.
- **Increasing the potential audience for foreign and European films** by supporting actions to educate and raise awareness amongst the European public (in particular young people) of cinematographic / audiovisual works in third countries and vice versa.

### First achievements and examples of cooperation

A **first call for project proposals** was launched in spring 2008 with 18 proposals selected to receive overall funding of almost €2 million.

A second call in 2009 received **95 applications**. Following its evaluation procedure, the Commission **selected 40 proposals** which will receive almost €5 million in overall funding. The selected project proposals include:

- **23 training projects** which aim to create partnerships with professionals from Latin America, Australia, West-Africa, the United Arab Emirates, South Korea, Canada, Turkey, India, Ukraine, Singapore and others.

One example is "Cartoon Connection 2010" which will organise joint training on developing and financing international co-produced cartoons with professionals from the EU, Latin America, Asia and Australia. "Babylon International" will encourage the organisation of project development workshops in cooperation with West-Africa.

Other development and co-production workshops for feature films will take place for instance in Dubai, Pusan (South Korea), Buenos Aires (Argentina), and Halifax (Canada). Documentary filmmakers will gather *inter alia* in India, Turkey, Ukraine and Singapore.

➤ **10 promotion projects to help audiovisual work to access international markets and improve their chances of distribution**

The projects selected cover most parts of the globe. 3 projects link Europe to the Asian markets, 3 projects have an immediate European neighbourhood focus on the Balkans, Russia and Ukraine, 2 projects focus on the relation between Europe and Latin America and, finally, another 2 projects reinforce the link between Canada and Europe.

➤ **4 projects support the distribution of European films in third countries and vice-versa.**

For example, "Celluloid Dreams" will coordinate distribution incentives for distributors of European films in the US and

Japan, and of US and Japanese films in Europe.

➤ **1 project promoting the screening of European films in third countries and vice-versa.**

This is co-ordinated by "Europa Cinemas International" network which now includes 342 cinemas in Europe and 183 in the rest of the world.

➤ **2 projects which aim to increase the potential audience for foreign films**

One of these, Operation Kino, will use a travelling digital projector to bring European and international films to cinema-deprived areas, mainly in South-Eastern Europe.

**Call for proposals MEDIA International and list of selected projects:**

[http://ec.europa.eu/information\\_society/media/prepare\\_action/index\\_en.htm](http://ec.europa.eu/information_society/media/prepare_action/index_en.htm)

**Further info on MEDIA 2007 programme:**

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

**Further info on global audiovisual cooperation:**

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

**Further info on Information Society and Media Directorate General:**

[info-media@ec.europa.eu](mailto:info-media@ec.europa.eu)

[http://ec.europa.eu/dgs/information\\_society](http://ec.europa.eu/dgs/information_society)