



MEDIA DESK

MAGYARORSZÁG • HUNGARY

MEDIA 2007 PROGRAMME

WHAT IS MEDIA PROGRAMME

MEDIA is a support programme of the European Union to strengthen the competitiveness of the European film, TV and new media industries and to increase the international circulation of European audiovisual product. MEDIA 2007 commenced on 1 January 2007 and will run to 31 December 2013. With a budget of 755 million MEDIA 2007 supports professional training (screenwriting, business and new technologies), project development (single/slate), and the distribution and promotion of European audiovisual works.

Independent production and distribution companies can apply for development or distribution funding in the form of non-repayable grants. Financial assistance is available for training providers and organisers of markets and

festivals. Individuals may also benefit from subsidised places on training courses and international markets.

OBJECTIVES

- to preserve and enhance European cultural diversity and its cinematographic and audiovisual heritage, guarantee accessibility to this for Europeans and promote intercultural dialogue;
- to increase the circulation of European audiovisual works inside and outside the European Union
- to strengthen the competitiveness of the European audiovisual sector in the framework of an open and competitive market.

MEDIA COUNTRIES

Austria , Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, United Kingdom

FUNDING SCHEMES

TRAINING	PRODUCER SUPPORT	DISTRIBUTION AND EXHIBITION	PROMOTION	NEW TECHNOLOGIES
Initial Training	Development Single Projects	Selective Scheme	Access to Markets	Video-on-Demand and Digital Cinema Distribution
Vocational Training	Development Slate Funding	Automatic Scheme	Festivals	Pilot Projects
	Development Interactive Projects	Sales Agent Support	Promotion Outside MEDIA Countries	
	TV Broadcasting	Exhibition / Networks of Cinemas		
	i2i Audiovisual			

HUNGARIAN APPLICANTS ABOUT THE MEDIA PROGRAMME

We consider the MEDIA i2i funding scheme extremely useful, as it reduces the burdens of a producer: namely the completion guarantee and insurance costs. (...) It may even help the cash-flow of the given film, as it disburses 70 % of the amount of funding immediately after signing the contract. The MEDIA Development support is also of great help for producers, especially since it was changed into a subsidy, in case of international co-productions of more costly development in particular. The criteria for this kind of funding, however puts great emphasis on the international distribution potential of the films.

(ERIKA TARR, HUNNIA FILMSTÚDIÓ)

Our two applications for funding, Training for the Trainers and Animation sans Frontiers mean to us a very honouring partnership, and a position we are quite proud of. Based on our experience with the MEDIA training support, I can enumerate the following advantages among others: international reputation, professional improvement, assistance in promoting the start of a career for students and networking.

(JÓZSEF FÜLÖP, MOME)

I participated in several MEDIA supported training events, which gave me a boost to reach my goals. Among these, I would mention EX ORIENTE organised by the Prague-based EDF and the Polish DRAGON FORUM as well as the pitching forums of EDN. As a result of these project development trainings, my second documentary feature is now being made with the participation of 7 international Tv channels and the support of the MEDIA Development and TV Broadcasting funding schemes.

(TIBOR KOCSIS, FLORA FILM INTERNATIONAL)

We applied for the summer deadline of the MEDIA VoD Call despite the several warnings we had been given: a project lacking an important career and substantial capital has no real chance for a MEDIA funding. We gave it a try, however, and proved to be right: we obtained the support which helped us a great deal to start our business. MEDIA support is a brand name, a sort of an entry to the European film market.

(DÁNIEL DEÁK, DAAZO.COM)

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