



A programme of the European Union

**DEVELOPMENT  
FROM MEDIA PLUS  
TO MEDIA 2007:  
Facts, Figures and Trends**

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## DEVELOPMENT SUPPORT : THE AIM

- Promote, by providing financial support, the development of production projects intended for European and international markets in the following categories: animation, creative documentary, drama and interactive works.
- Provide assistance to European producers by co-financing
  - > the artistic development (costs related to the writing process, author's rights acquisitions, research, travelling for location scouting, production of a teaser/demo/video treatment)
  - > the financing research (participation at markets, costs related to the search and identification of industry partners, co-producers and financiers).



# DEVELOPMENT SUPPORT: AVAILABLE BUDGET

**FORECASTED BUDGET FOR 2010: 19 M €**

- **10 M for Slate Funding support**
- **7 M for Single Project support**
- **2 M for Interactive Works**





# DEVELOPMENT SUPPORT: SELLING POINTS

- **Since 2007 Development support is a GRANT (No repayment, no interest, no editorial control...)**
- **First payment is 70% of the support paid automatically after signature of the agreement**

**! The only obligation is to provide a Final Financial Report with final certified accounts**



# TYPES & AMOUNTS OF SUPPORT

## **SINGLE PROJECT**

**(animation, drama and creative documentary):**

**10.000 €- 60.000 € (up to 80.000 € for feature animation)**

## **SLATE FUNDING – SLATE FUNDING 2nd stage**

**(for a slate composed of 3 to 6 projects):**

**70.000 €- 190.000 €**

**INTERACTIVE WORKS (digital interactive content complementing an audiovisual project specifically developed for Internet, PC, console, handheld device, interactive television): 10.000 €- 150.000 €**



# CURRENT CALLS FOR PROPOSALS 20/2009 (Single Project/Slate Funding) & 21/2009 (Interactive Works):

- Calls currently open from 26/09/09
- First phase started on 26/09/09 with first deadline on 27/11/09 – official results April 2010 => *payment in May 2010*
- Second phase starts 28/11/09 with deadline on 12/04/10 – official results September 2010=> *payment in October*
- 20/2009 ONE Call – ONE application
- 21/2009 ONE Call – MAX 2 applications



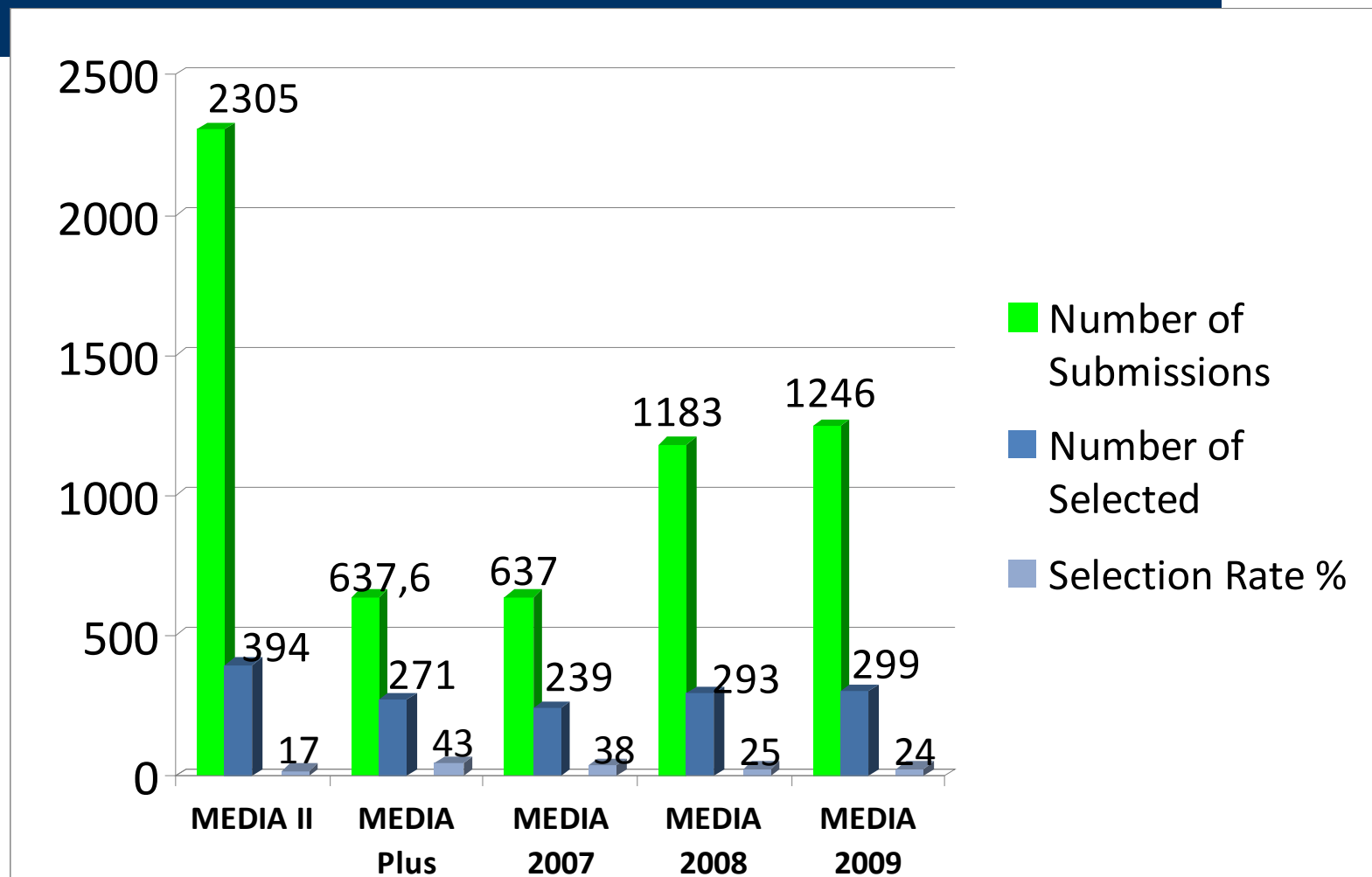
The logo for MEDIA, featuring the word "MEDIA" in a stylized, multi-colored font with horizontal lines.

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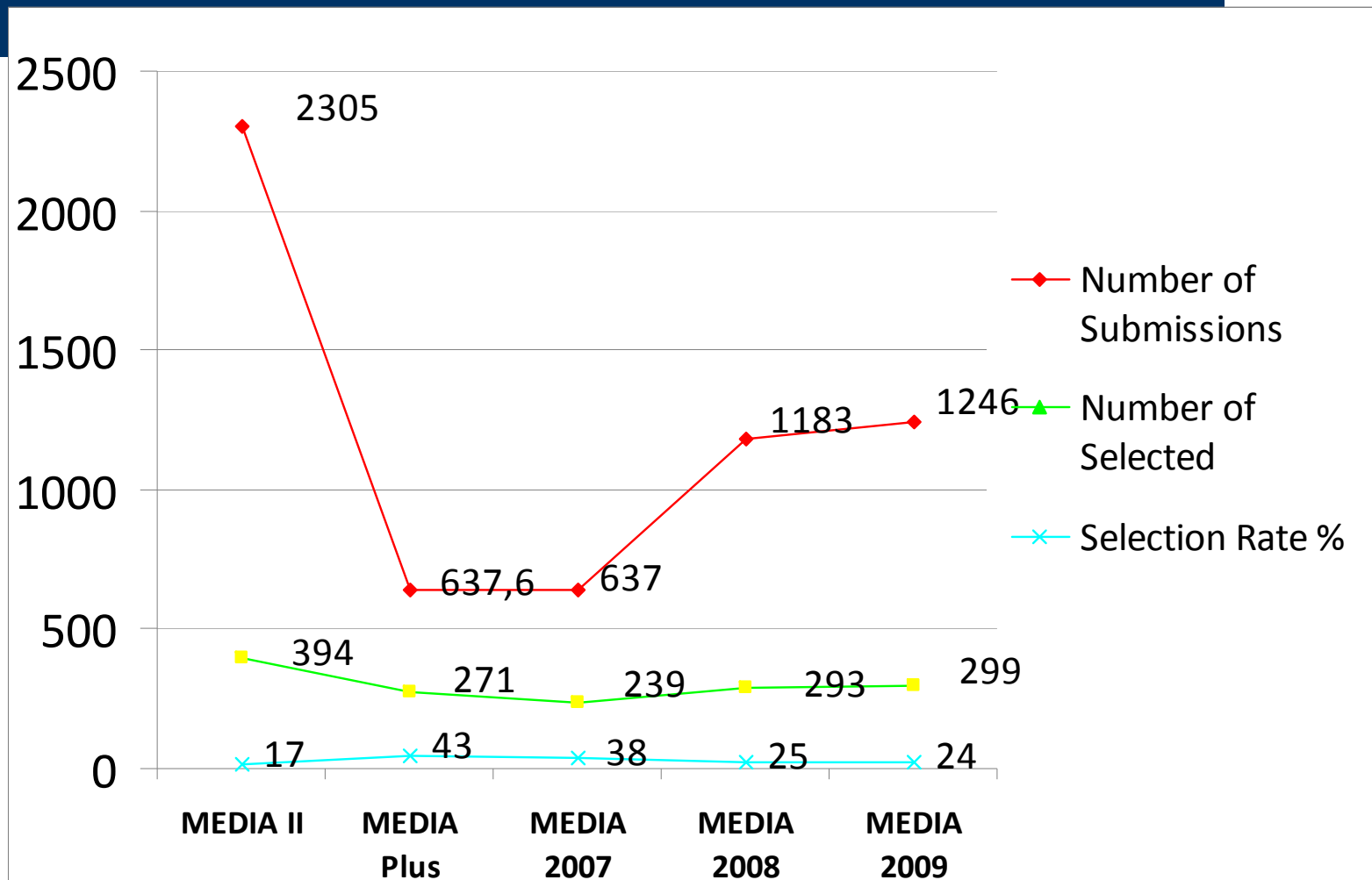


# FACTS & FIGURES

# OVERVIEW 1996-2009: Total Submitted/Selected Projects

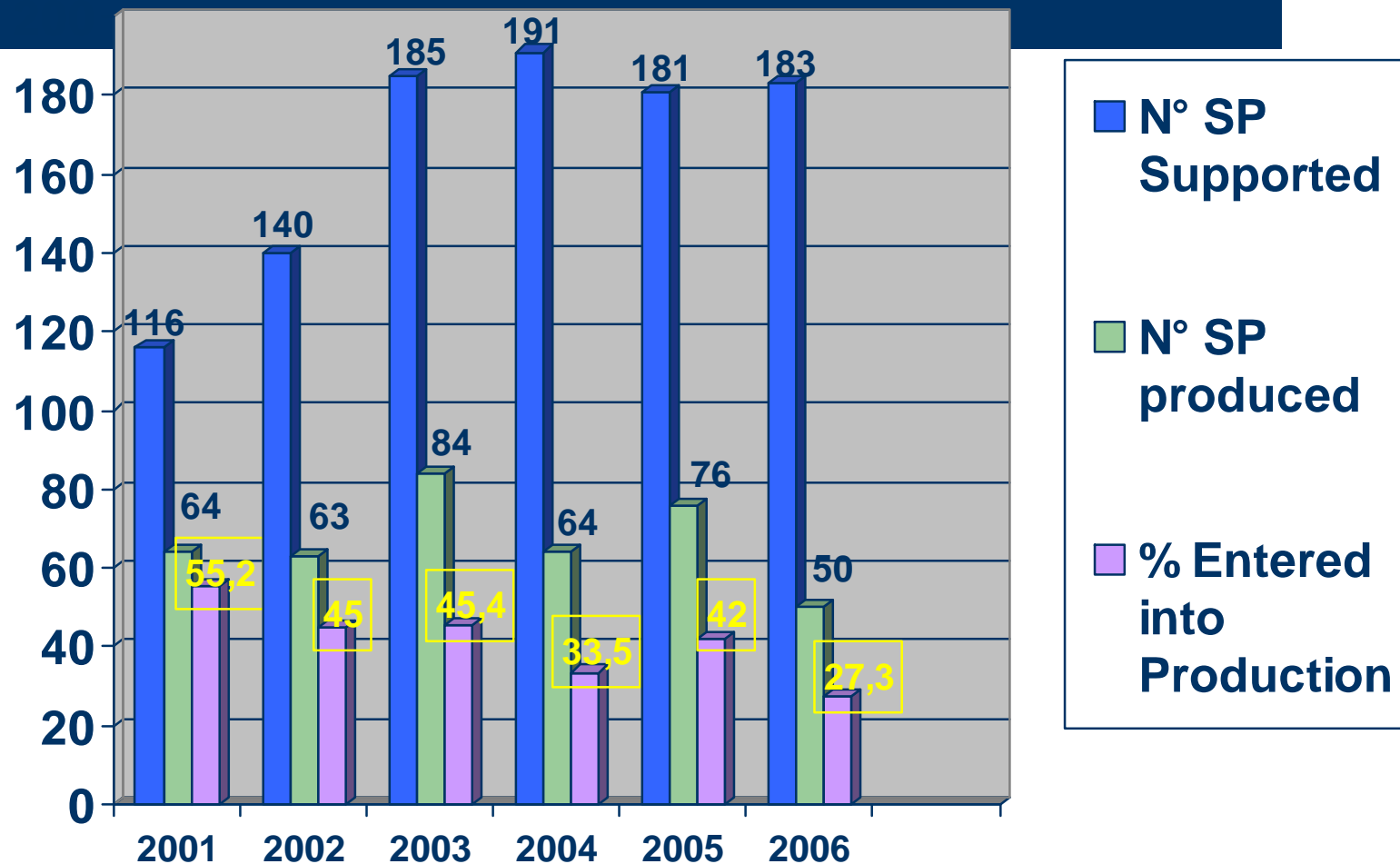


# OVERVIEW 1996-2009: Total Submitted/Selected Projects



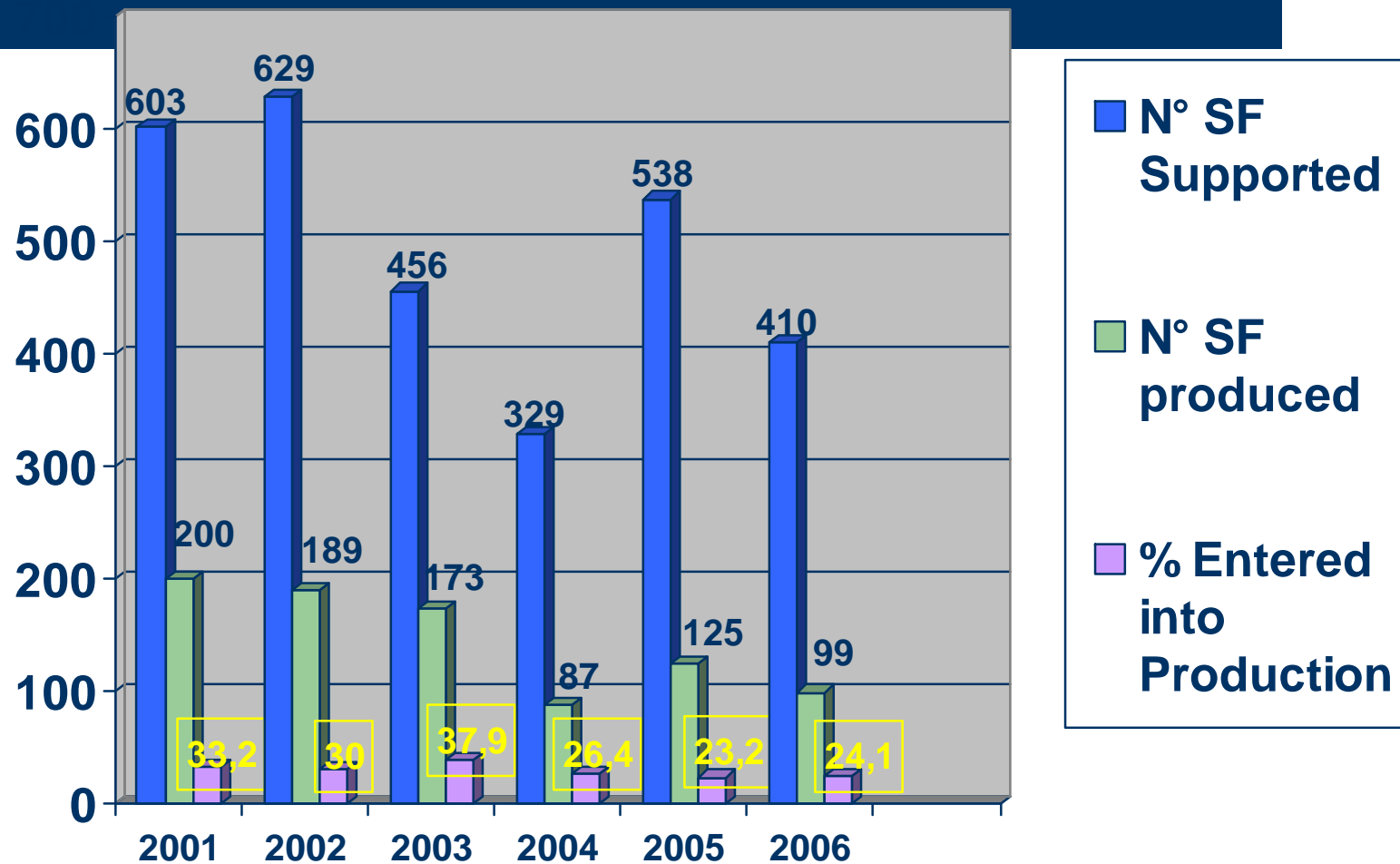
# OVERVIEW MEDIA PLUS

## Supported/Entered into production Single Projects

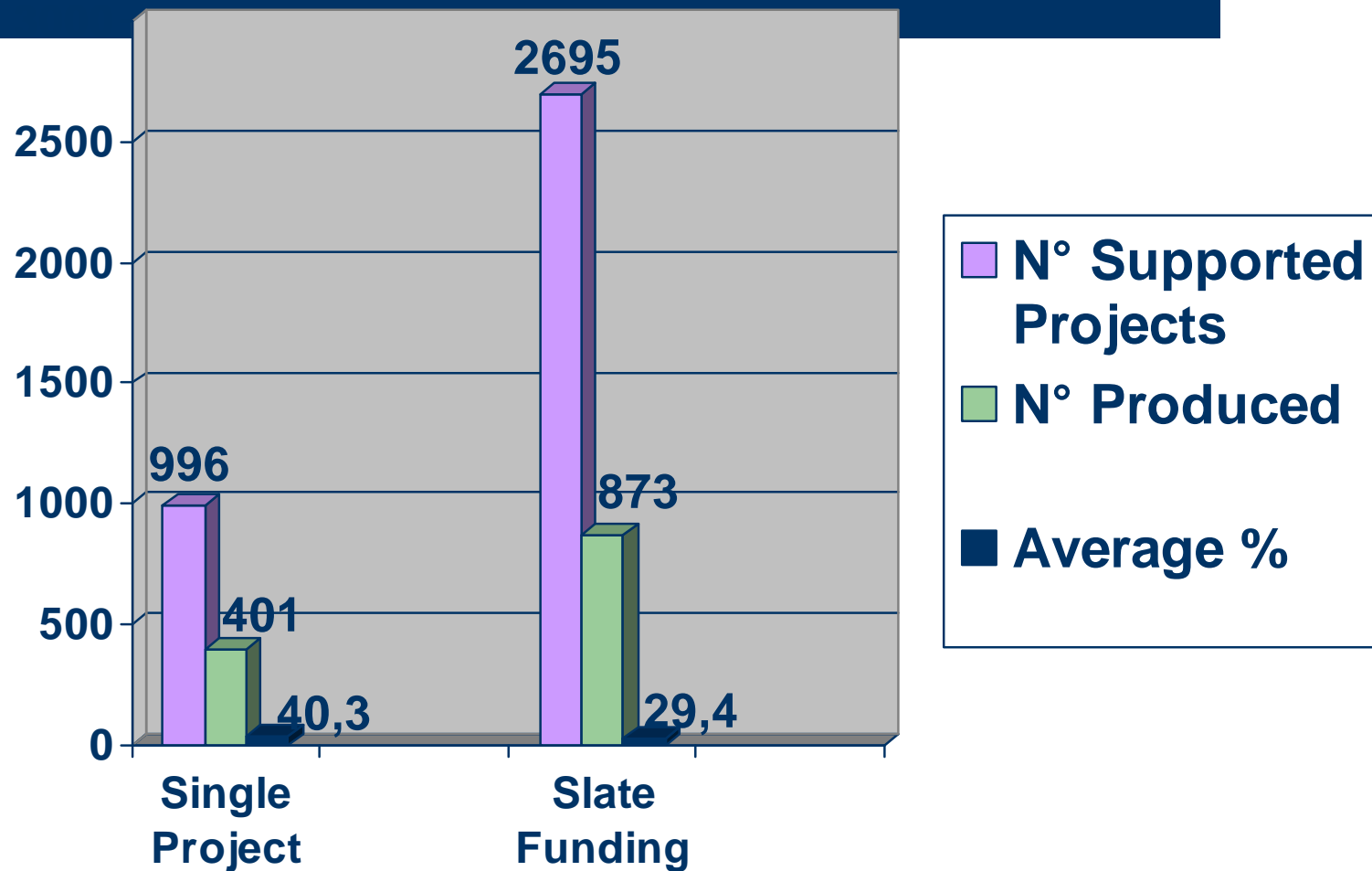


# OVERVIEW MEDIA PLUS

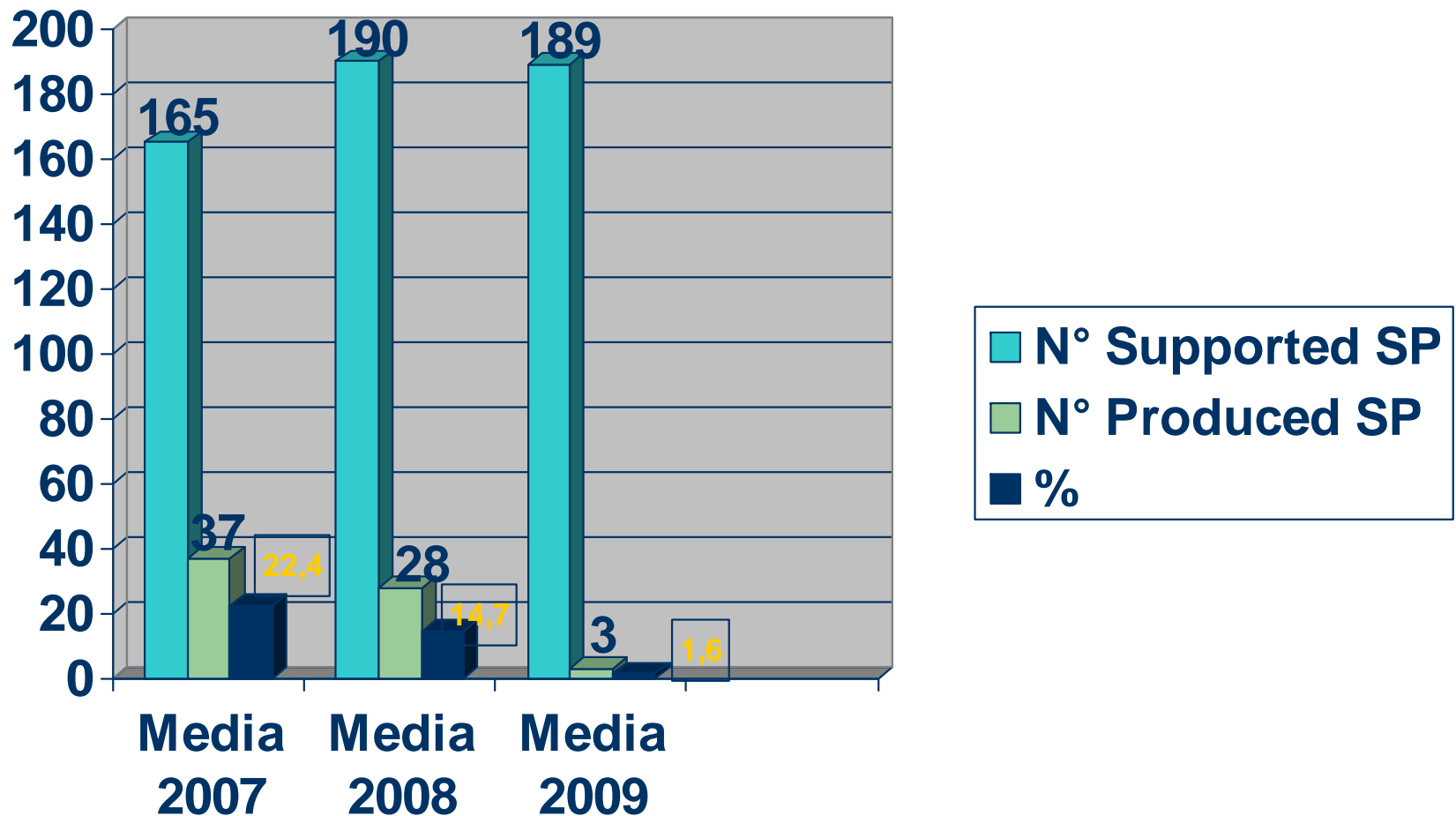
## Supported/Entered into production Slate Funding Projects



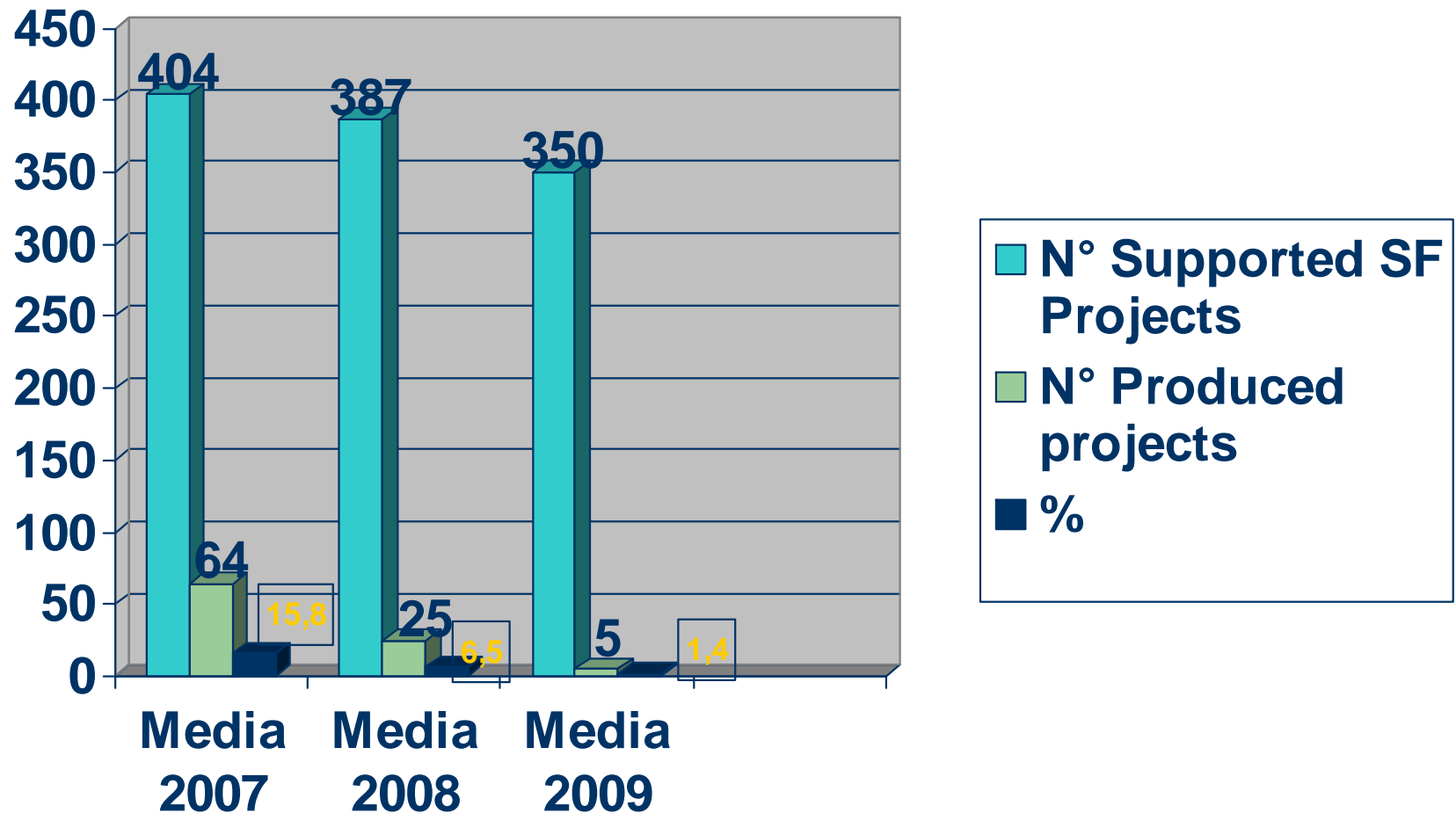
# MEDIA PLUS: % PROJECTS ENTERED INTO PRODUCTION



# MEDIA 2007-2009: % SINGLE PROJECTS ENTERED INTO PRODUCTION



# MEDIA 2007-2009: % SLATE FUNDING PROJECTS ENTERED INTO PRODUCTION



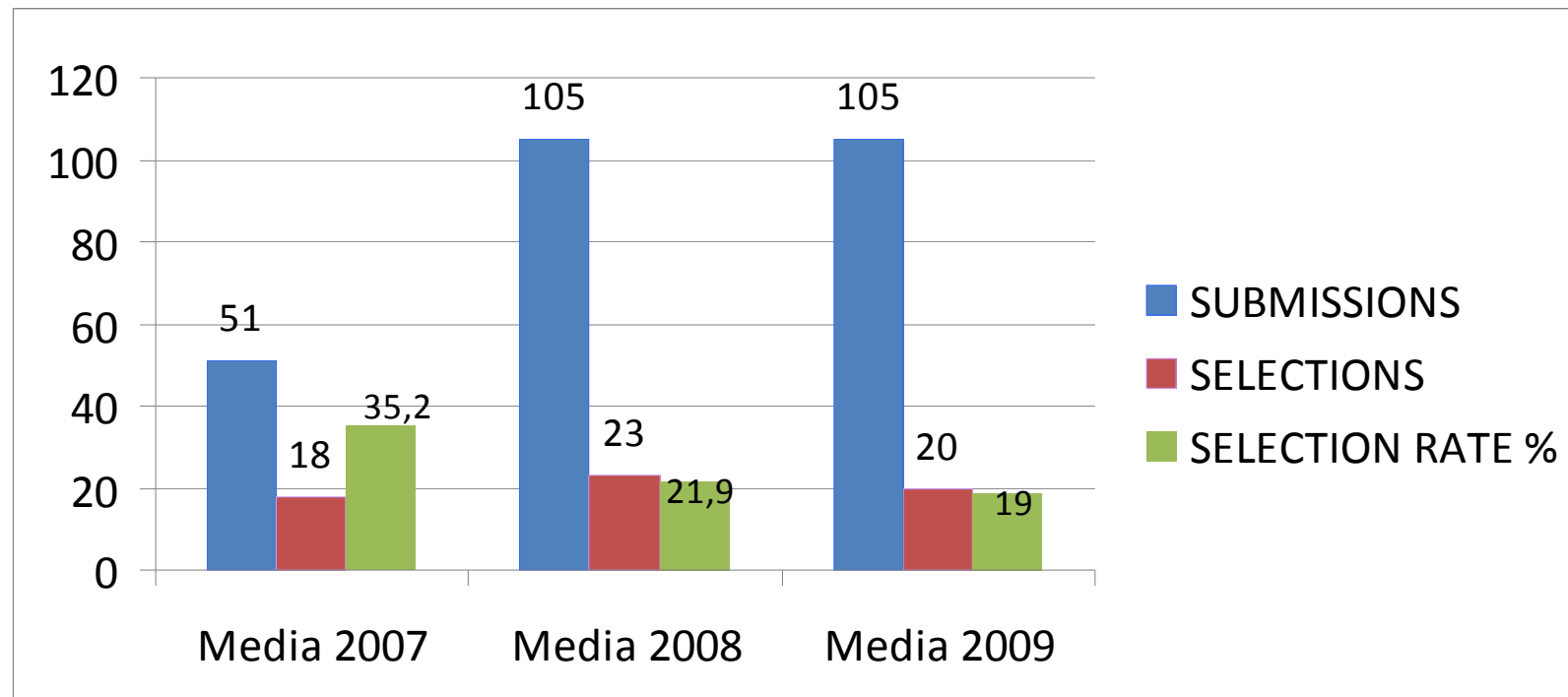


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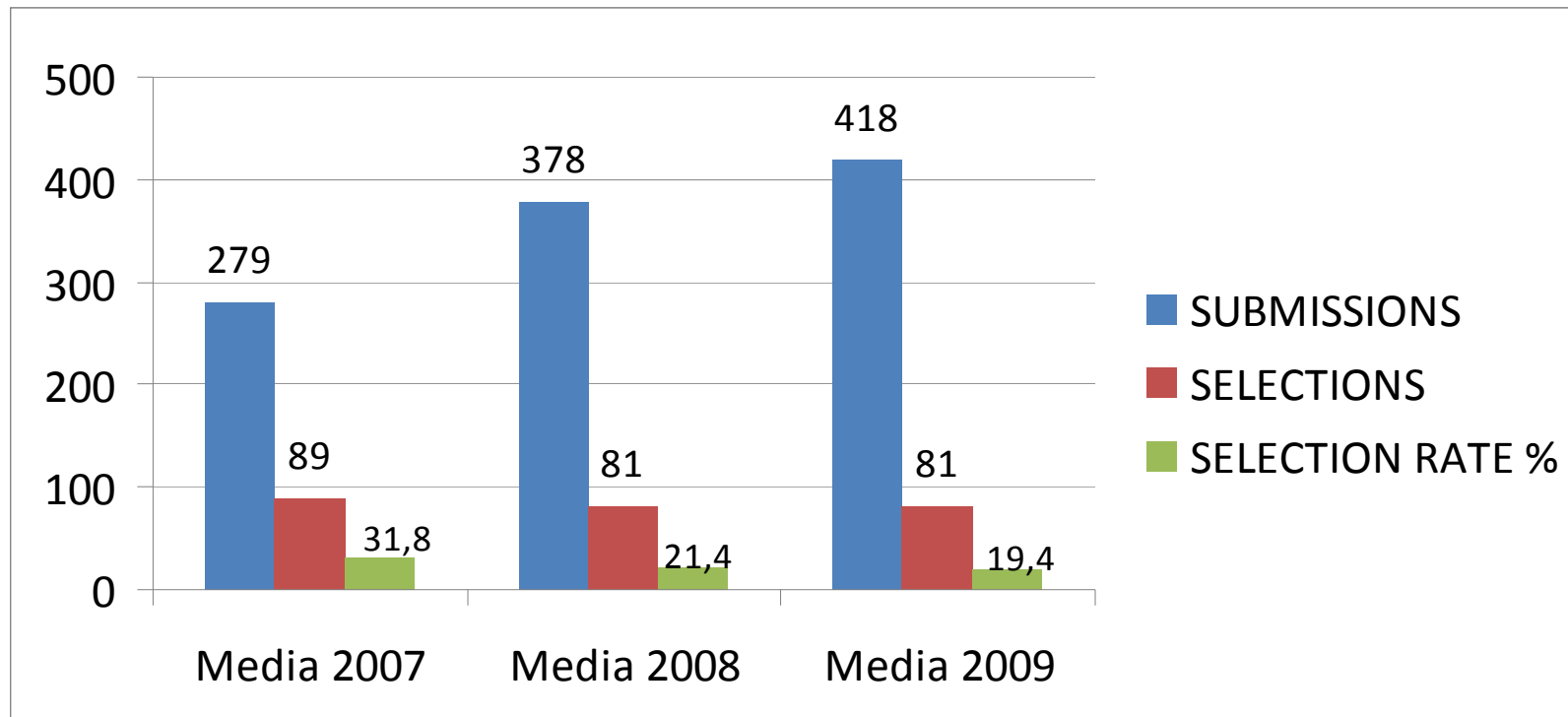


# FACTS & FIGURES BY GENRE 2007-2009

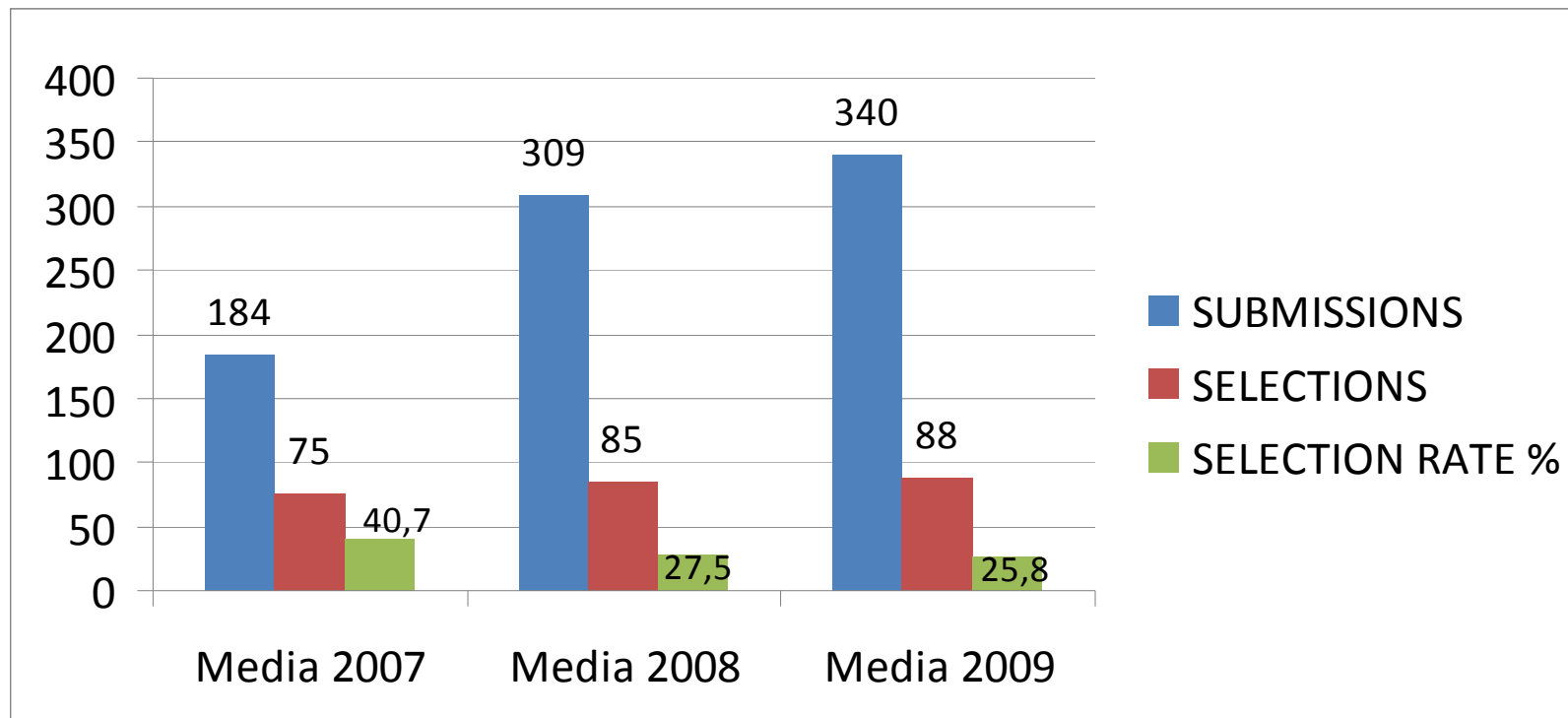
# ANIMATION



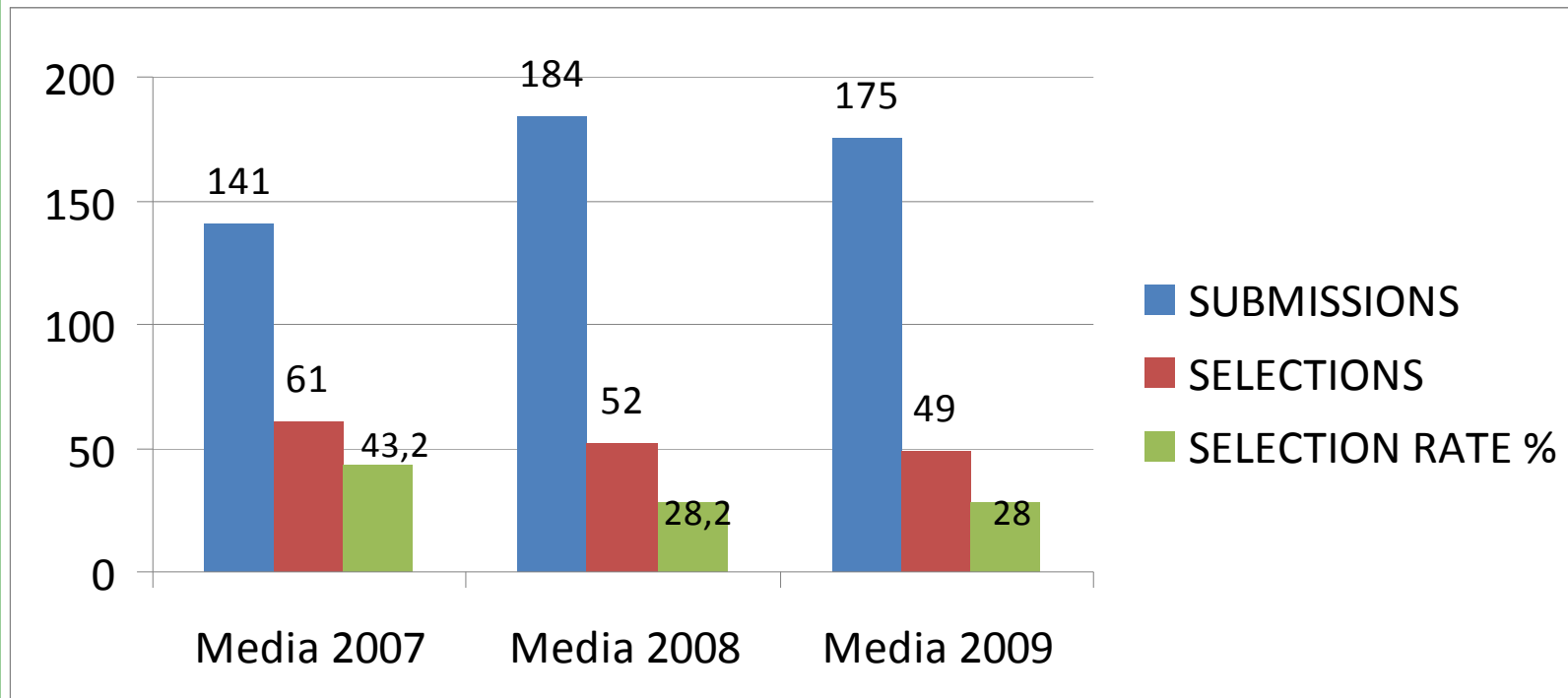
# FICTION



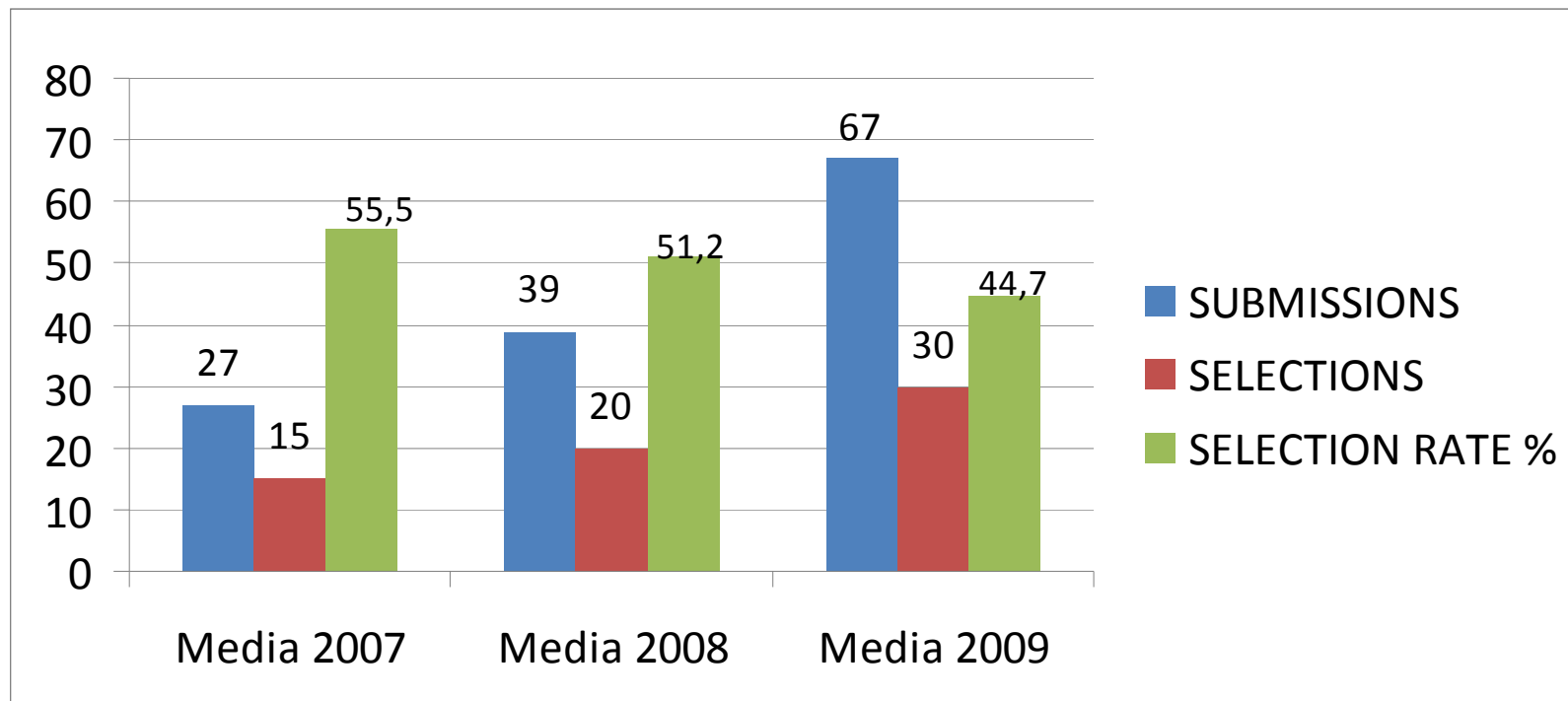
# CREATIVE DOCUMENTARY



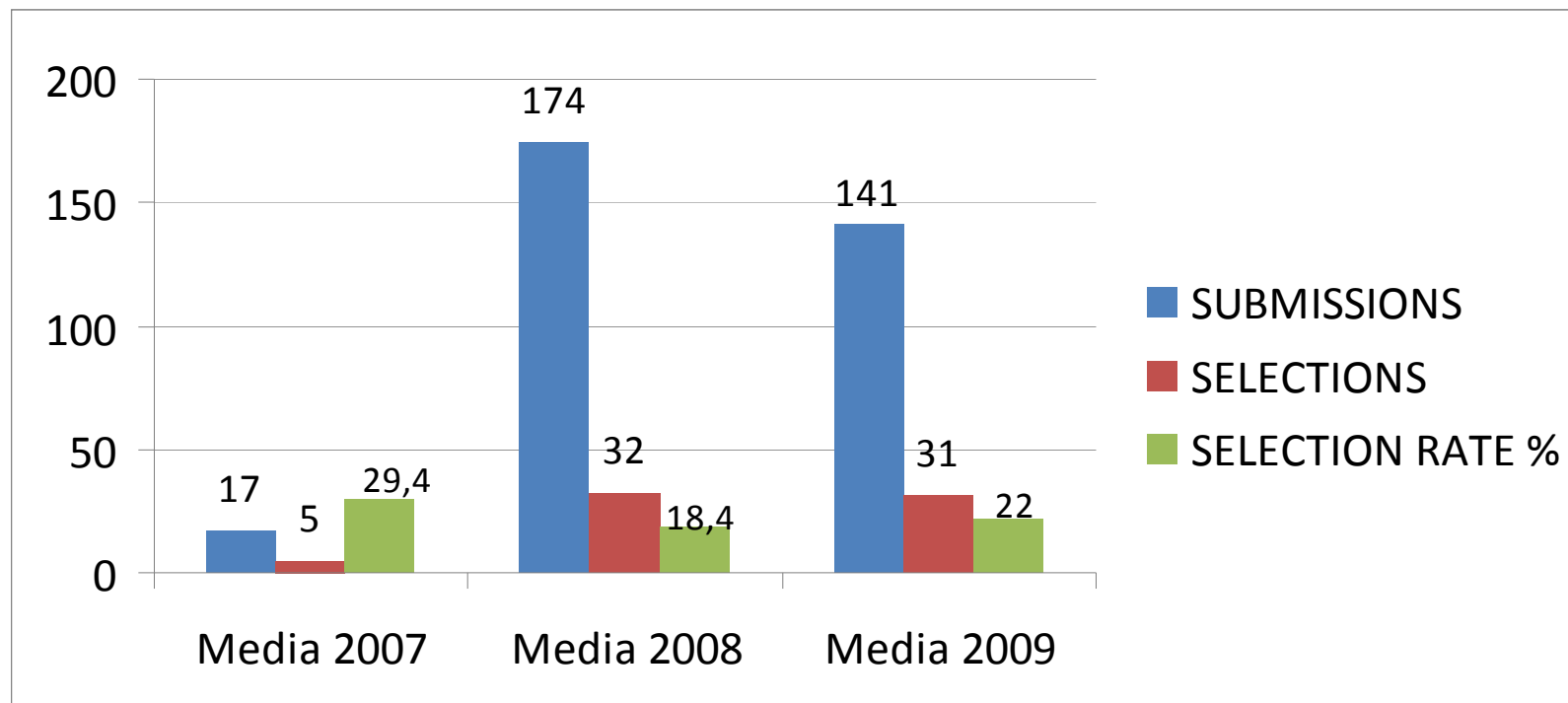
# SLATE FUNDING



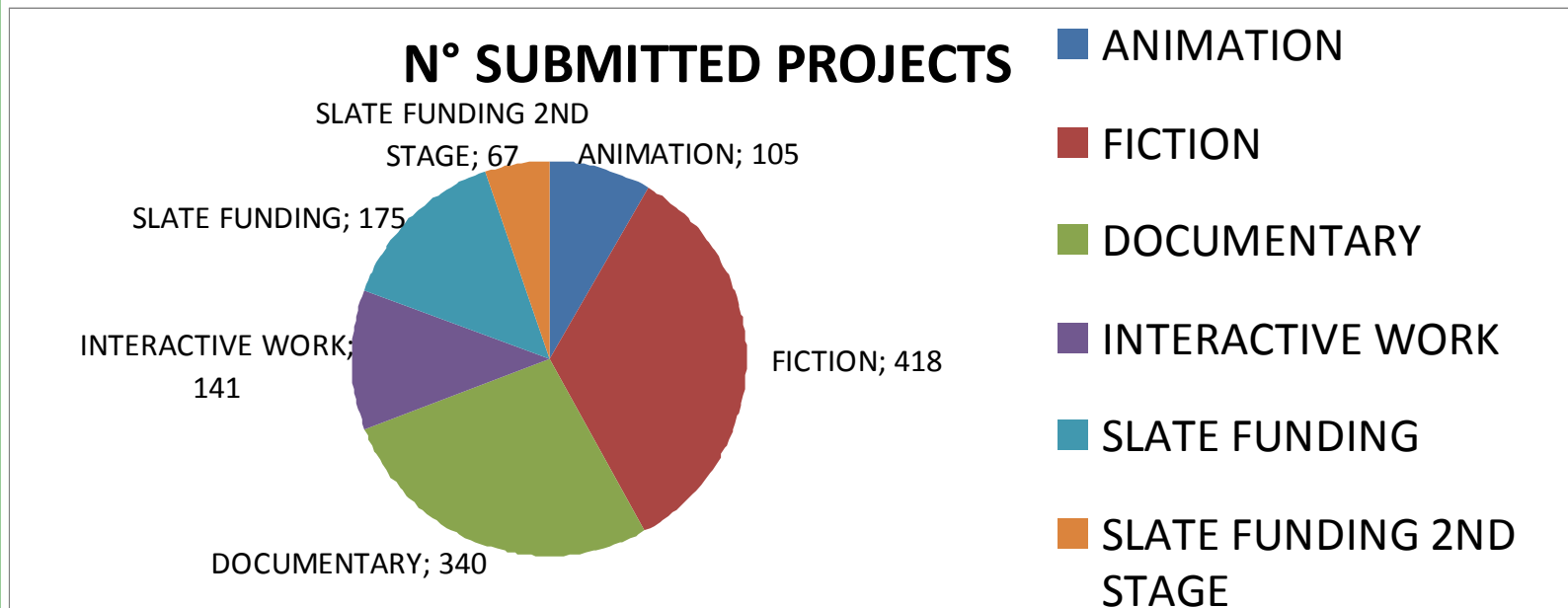
# SLATE FUNDING 2<sup>ND</sup> STAGE



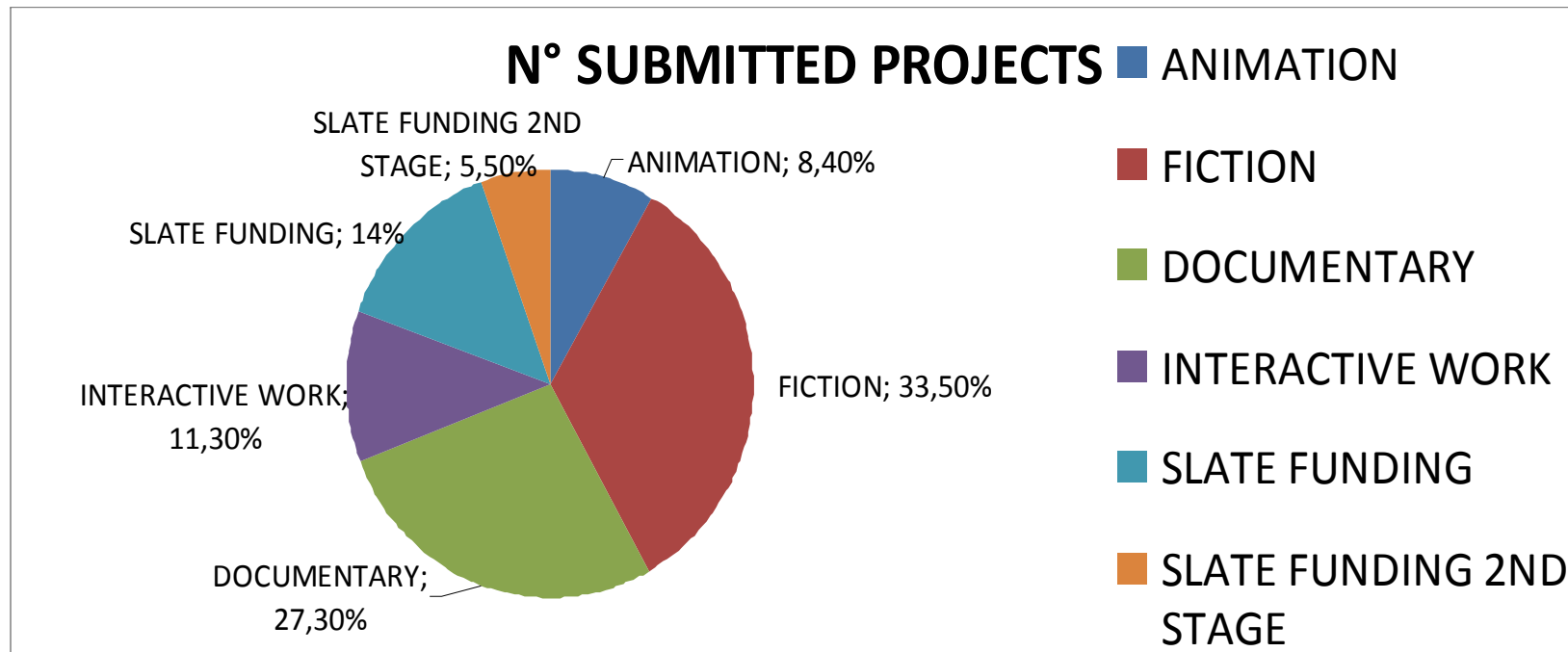
# INTERACTIVE WORKS



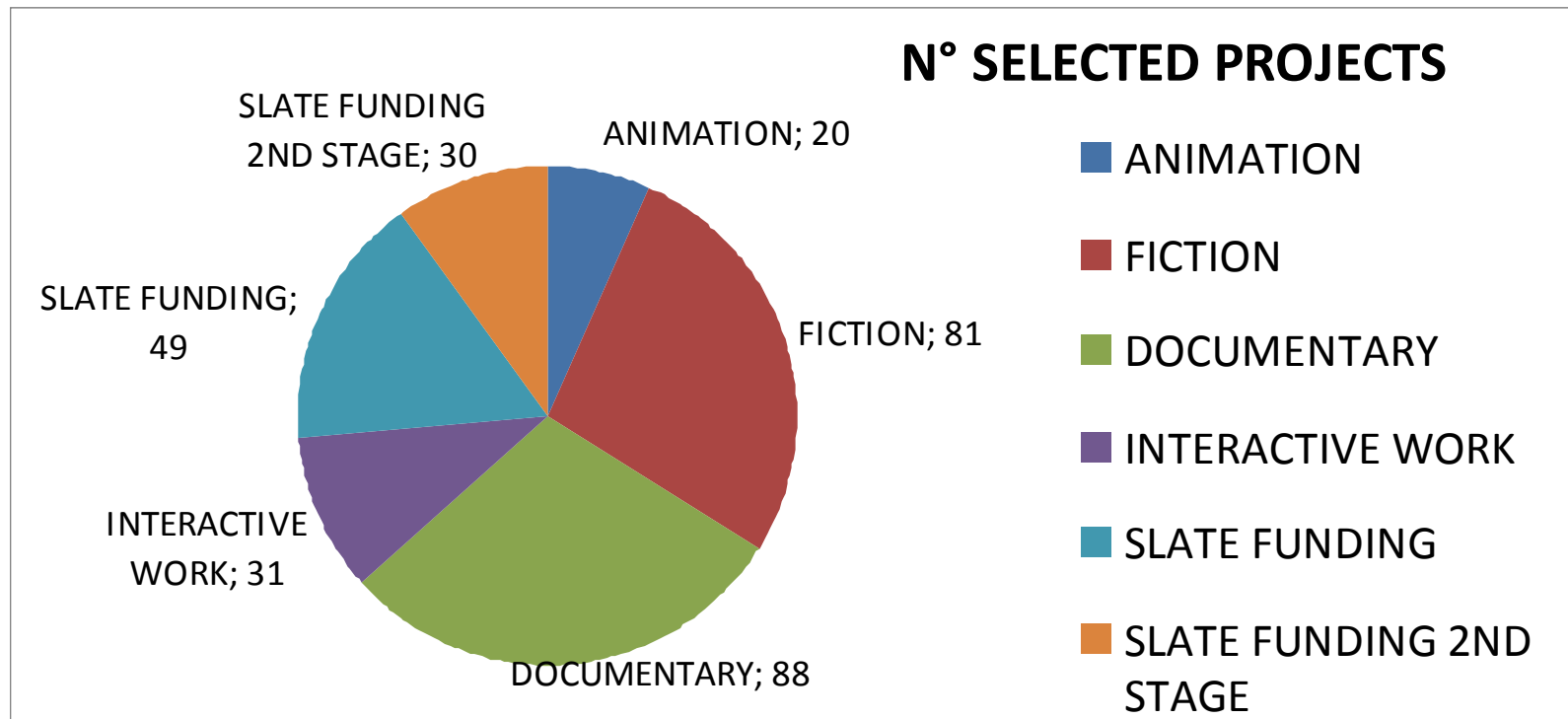
# DIVISION BY GENRE Media 2009



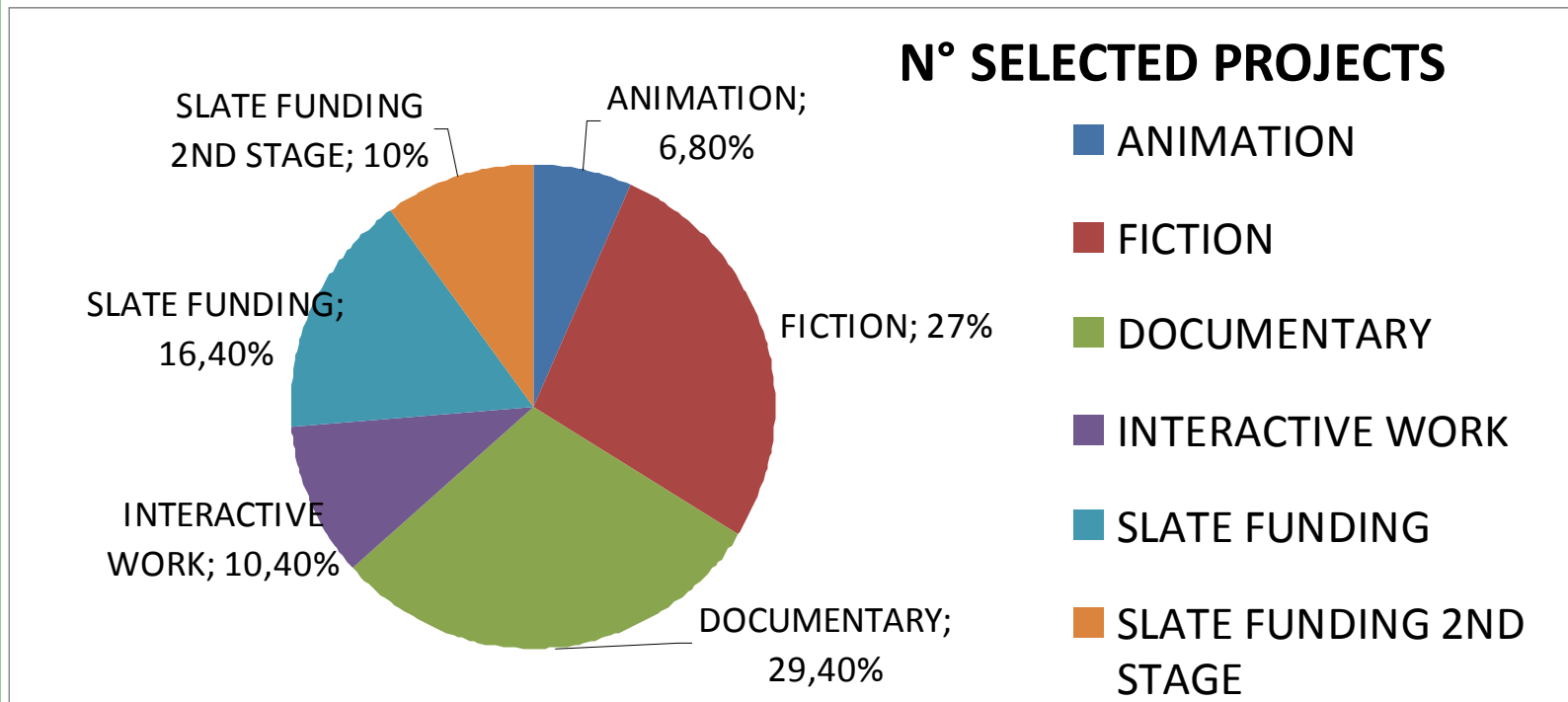
# DIVISION BY GENRE Media 2009



# DIVISION BY GENRE 2009



# DIVISION BY GENRE 2009



# Success elements



- Complete and accurate file
- Project with Quality and European Potential
- Present clearly the strategies and show a careful thought
  - realism and credibility: ambitions in line with the company's experience
  - specificity: think specifically to the needs of the project, according to its budget and stage of art
  - exhaustive and concrete information like identify and describe the various stages to reach the optimal development of the project (example of unspecific strategy: we will make approaches to European producers, broadcasters and private industry to explore potential partnering opportunities for development which lead to production support...).



QUESTIONS ?