



MEDIA

Hughes Becquart, DG INFSO/A2
European Commission

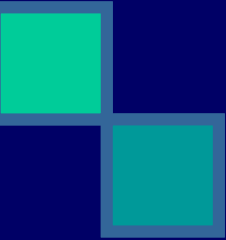



Objectives of MEDIA 2007

- **To preserve and enhance European cultural diversity**
 - **To strengthen the competitiveness of the European audiovisual sector (film, TV and new media industries)**
 - **To increase international circulation of European audiovisual works**
- 




Audiovisual Heritage

- 
- To preserve and enhance European cultural and linguistic diversity and its cinematographic and audiovisual heritage, guarantee its accessibility to the public and promote intercultural dialogue
- 

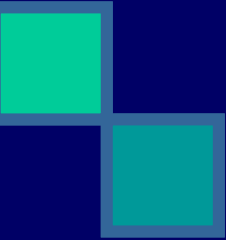



Areas of intervention

- Before production stage: training & development
 - After production stage: promotion, distribution & exhibition
 - Pilot projects
- 



Priorities for intervention

- 
- fostering creativity in the audiovisual sector and knowledge and dissemination of Europe's cinematographic and audiovisual heritage (festivals, archive-based documentaries)
 - following and supporting market developments with regard to digitisation, including the promotion of attractive digital catalogues of European films on digital platforms
- 

DIGITAL DISTRIBUTION

OBJECTIVES

- Encourages the European audiovisual industry to adapt to new developments in digital technology.
- Support the creation and exploitation of catalogues of European works to be distributed digitally across borders to a wider audience




DIGITAL DISTRIBUTION



PRIORITIES

2 types of services /2 different types of audience

- - Video on Demand services /Business to Consumers
 - - Digital Cinema Distribution / Business to Business
- 

DIGITAL DISTRIBUTION

TARGET GROUP

→ consortia and platforms

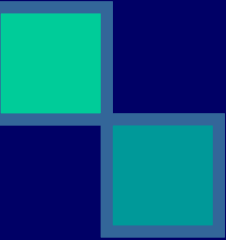

- Right holders (independent production and distribution companies)
- European operators making European content available (NO broadcasters/telco)
- Cinema networks (DCD)

EUROPEAN DIMENSION

- Audiovisual Works from at least 5 eligible countries AND 5 different languages
- No more than 40% of the content coming from a single territory
- Old and new films/TV programmes



CORE CONTENT

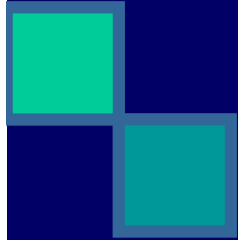

- 
- Core content = feature films, TV films or series, shorts (fiction, animation, documentary)
 - VOD: catalogue MUST consist of at least 60% of Core Content
 - DCD: Core content only
- 

AWARD CRITERIA

- **Catalogue and Editorial line**
- **European dimension of the catalogue**
- **Quality and cost-effectiveness of the Business Model**
- **Innovative aspects of the action**
- **Grouping and Networking Dimension**
- **Target audience and Potential impact**



MEDIA VOD PROJECTS

- 
- 1st call (2007): 11 projects (€ 4,2 m)
 - 2d call (2008): 17 projects (€ 5,76 m)
 - Supported platforms: UniversCiné, Filmklik, The Auteurs, medici.tv, Cinexe, mk2vod, Filmin, Shortz!, DocsOnline...
- 



EUROPA
FILM
TREASURES



Watch the treasures of our European
cinematographic heritage online.

CHOOSE

DISCOVER

WATCH



THE FILMS

FILM ARCHIVES

DOCUMENTATION

TEACHING RESOURCES

Europa Film Treasures

Dear Internet surfers,

Thank you for your messages of encouragement and your relevant remarks.

We are pleased to announce that a new film library has joined our web site: Hrvatski Državni Arhiv from Croatia in fact presents the first Croatian thriller ([Nocturno, 1935](#)).

In addition to *Nocturno*, we offer you 24 new films put on line on the 31st December.

Burlesques films from [Iweedledum \(1911\)](#) to [Kri-Kri \(1915\)](#) including a new programme [Mulsant \(1906\)](#), an art deco cartoon ([La joie de vivre, 1934](#)), as well as escapades by a Danish stunt woman

The Collection

Research film archive

Research time period


Research country of origin

Research genre

Research element



DIGITAL CINEMA DISTRIBUTION

- Limited number of digital screens
 - Very few applications
 - Only one project supported
- 

Europe's Finest – Europe's first Cinema on Demand service



digital theatrical distribution for European cinemas

Europe's Finest is the first cross border 'Cinema on Demand' service for

DIGITAL DISTRIBUTION

Call EACEA/02/09

- **Deadline: 15 July 2009**
- **Budget: 8 million Euro**
- **Financial contribution : maximum 50% of the total eligible costs**



THANK YOU FOR YOUR ATTENTION!

For more information:

http://ec.europa.eu/information_society/media/newtech/vod_dcc/index_en.htm

