



Creative
Europe
MEDIA

ACM Distribution

*With the support of the
MEDIA - Creative Europe programme
of the European Union*

Since 2012, **Aide aux cinémas du monde (ACM)**, jointly managed by the CNC and the [Institut français](#), has supported feature films that are international co-productions with France.

ACM Distribution is a new scheme intended to support and promote the distribution and international circulation of ACM films co-produced with a non-European country.

Conditions of eligibility

1. Eligible applicants

ACM Distribution funding is available to companies (production, distribution, international sales agents, content aggregators, etc.) which are:

- 1- **rights holders or agents** of a film or a selection of up to four films from a catalog of films having benefited from the ACM;

and

- 2- **established in a country participating in the MEDIA sub-programme¹; owned – directly or by majority participation – by citizens of such countries.**

and

- 3- initiators of a project with a **coordinated strategy for the distribution of these films.**

The coordinator designs distribution and promotional actions with various partners: distribution companies, VOD platforms, festivals, that are already active on the territories concerned and/or with experience in the sector.

¹ List of Media and Eurimages countries: Appendix 1.

2. Eligible films

To be eligible, the project must include **one film or a selection of films (up to four) that were supported by ACM (pre-filming support since July 2012 or after production since January 2014)**. These films must meet these requirements:

- 1- at least one co-producer is established in a country which is neither a member of MEDIA nor Eurimages² ;

and

- 2- the share of the co-producer(s) established in at least one of the member countries of MEDIA is between:
 - 25% and 70% for fictional and animation feature films;
 - 20% and 70% for feature documentaries.

The catalog of eligible films matching these criteria is available online for consultation and is regularly updated after each ACM committee. This catalog will be the subject of regular communication on the CNC website (<http://www.cnc.fr/web/fr/acm-distribution>).

3. Eligible projects

Applicants must:

1. Present, along with partner companies intervening in targeted countries and with experience in the field of distribution, **a distribution strategy for a film or several films from the ACM catalog in at least three countries**. The 3 countries must meet these requirements:
 - at least one of these three countries** is participating in the MEDIA sub-programme, **outside of France**;
 - at least one of these three countries is a third party country to the MEDIA sub-programme**.
2. Offer, for each film, **one or more ways of distribution (theaters, festivals, TV, VOD, etc.)** of which **at least one online distribution and in at least one country**³. New and Innovative approaches of film distribution are encouraged (simultaneous festival screening and VOD release, multicast across several territories, direct to VoD, online festival, etc).

² List of Media and Eurimages countries: Appendix 1.

³ In each territory, release dates must be subsequent to the application deadline.

4. Eligible costs

The beneficiary may cover the following costs, **whether incurred by itself or by its partner organizations.**

This list is not exhaustive.

Types of costs

Technical costs

- Subtitles
- Encoding
- Digitization
- Manufacturing of DCPs

Promotional costs

- Prospecting, marketing and advertising campaign: posters, film trailers, flyers, media buying, web marketing, etc.
- Events: invitation of film crews, organization of previews, simultaneous releases, etc.
- Press, communication on social networks, etc.

Other costs related to the action

- Personnel costs, audit...

Overheads

- limited to 7.5% of eligible costs

Criteria for selection, evaluation and allocation of funding

Reliability	Expertise, reputation and financial capacity of the project initiator and its partners in the different territories concerned; Commitments concerning feedback on the implementation and effectiveness of the project, choice of methodology and performance monitoring tools
Previous experience	Similar distribution actions, references and pre-established networks (festivals, TV, VoD, etc.).
Consistency of the budget	Financial feasibility of the project; Adequacy of the budget strategy to the objectives
Quality of the distribution and marketing strategy	Audience target : diversity of media used; knowledge of targeted audience and adaptation to its needs; Editorial and marketing strategy (showcasing of films, synergy effort, targeting of "communities", etc.). Relevance of the outreach plan with the market and film potential
Innovation	Innovative marketing strategy, innovative distribution plan, communication, promotional actions and use of social media Prominence of the online strategy Relevance of the strategy of complementarity and mutualization of resources for the different releases

Particular attention is paid to:

- projects for international distribution of first and second feature films;
- projects for distribution of films having, besides a non-European co-producer, **at least one co-producer established in a Member State of the European Union or a State which is party to the Agreement on the European Economic Area, other than France.**

Selection of projects and amount of funding

The choice of projects funded is the subject of a decision by the President of the CNC after consulting a committee made up of film and communication professionals.

The amount of funding granted is not capped.

The amount of funding may not exceed 50% of the amount of the distribution expenses. However, this rate is increased to 80% for fragile or low-budget works⁴.

Payment of funding

Each case of funding is the subject of an **agreement** between the CNC and the beneficiary.

To permit signing of the agreement, the company must have provided the CNC with a complete dossier. The elements to include in the dossier are mentioned in the application form.

In particular, the agreement sets out the methods for payment of funding and the circumstances in which funding might lead to a total or partial repayment.

The funding is provided in the form of a grant.

Payment of funding consists of two instalments:

- **The 1st instalment (70%)** will be paid at the signing of the agreement. To sign the agreement, the coordinator must provide all the distribution contracts with its project partners. The documents to provide are listed in the application form and are the reference to establish the agreement.

⁴ As mentioned in Article 9 of Decree No. 2012-543 of April 23, 2012 relating to Aide aux cinémas du monde

- **The balance (30%)** will be paid upon receipt and verification of supporting documents (actual release of films on target territories, detailed invoices, quantitative and qualitative assessment of the distribution project, and summary of expenses).

Requested credits

The beneficiary undertakes that its partners (distributors) **indicate** in the opening and closing credits of the funded film, as well as in all promotional and advertising material, the MEDIA co-production fund support as well as the CNC.

Creative Europe logo: https://eacea.ec.europa.eu/about-eacea/visual-identity_en

Exclusions

The granting of ACM Distribution funding is conditional upon not obtaining similar funding for distribution from another co-production fund supported by MEDIA, for the same film, the same coordinator (beneficiary) and the same territory:

[Torino Film Lab Distribution](#), [Hubert Bals Plus Europe Distribution](#), [IDFA](#), [World Cinema Fund Europe programme](#))

The administrative team will run a check during examination of the application by contacting the other funds.

Non cumulative award

In reference to the general principles (UE) n°1295/2013 of the European Parliament and the Council of 11 December 2013 which set up the Europe Creative programme (2014-2020), the same costs cannot be financed twice by the Union budget.

The fund ACM Distribution cannot cover costs already financed by another MEDIA scheme. Thus, if the film is qualified European, the applicant shall indicate in the application form the sources and amounts of Union funding received or applied for the same action or part of the action or for its functioning during the same financial year as well as any other funding received or applied for the same action.

Project duration

Releases must start from February 11th 2017. The action must be completed and final reports must be sent to the CNC by February 2018.

Timetable

The timetable is regularly updated and posted on the CNC website:

- 5 December 2016 : launch of the call for projects
- 10 February 2017: deadline for applications
- April 2017: Selection committee and results

The dates indicated are subject to change.

Constitution of the funding application file

The funding application form can be downloaded from the CNC website.

Projects can be submitted in French or English.

Supporting documents that must be enclosed in addition to the application form:

- release plan and distribution strategy (summary of the action, detailed strategy, marketing plan, **innovative aspects of the strategy**, estimation of the audience outreach, schedule for releases);
- detailed total budget of distribution project and for each release: costs for each release need to be detailed for
- detailed financing plan of distribution project in each country with expected flow of revenues. Precise the other grants and support requested, and precise the amount of MG
- contracts for assignment of rights demonstrating that the applicant has the rights needed to market the work internationally;
- contracts for assignment of rights or authorization agreements for marketing or any contractual document attesting to the intention to conclude such assignments or authorization agreements with partners in each country
- Biography and filmography of the applicants: coordinator and distributors
- Financing plan of the film

All the documents including the application form must be returned by email to the following address: acmdistribution@cnc.fr

Contact

ACM Distribution Coordinator:

Ms Joséphine Vinet
European and International Policy Unit
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APPENDIX 1

List of countries participating in the MEDIA sub-programme:

http://eacea.ec.europa.eu/creative-europe/library/eligibility-organisations-non-eu-countries_en

Albania Austria, Bosnia and Herzegovina, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland Ireland, Italy, Latvia, Lithuania, Luxembourg, The Former Yugoslav Republic of Macedonia, Malta, Montenegro, Norway Netherlands, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, United Kingdom

List of countries participating in EURIMAGES:

http://www.coe.int/t/dg4/eurimages/about/memberstates_EN.asp?

Albania, Austria, Armenia, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, The Former Yugoslav Republic of Macedonia, Turkey.