



MEDIA Desk Hungary

MEDIA Desk Hungary is the Hungarian information office of the EU's MEDIA Programme. Its primary task involves the provision of information to companies and professionals in the audiovisual field about application opportunities to the MEDIA Programme; publication of call for proposals; and assistance to the completion of applications.

Besides, MEDIA Desk provides information on the audiovisual policy of the European Union, European events, film festivals, markets, forums and training programs.

MEDIA Desks are operated in each member states taking part in the MEDIA Programme; thus they constitute a network.

MEDIA Desk Hungary was established in early 2004, simultaneously with Hungary joining the MEDIA Programme. The Desk is funded by the Hungarian National Film Fund.

About MEDIA - What is MEDIA Programme?

MEDIA is a funding programme of the European Union established to intensify the competitiveness of the European film, TV and new media industries and help European audiovisual products spread on an international level.

The European Union launched the latest MEDIA Programme in 2007, lasting until 2013. Its primary objective is to reinforce its subventions towards the European audiovisual industry.

Disposing of a budget of 755 millions Euros, MEDIA contributes to both the production and the distribution level: independent production and distribution companies can apply for development or distribution funding in the form of grants and interest free loans. The Programme co-finances expert trainings, festivals, market events and the promotion of European films. It also encourages innovation through pilot projects and facilitates the access to banking and credit establishments.

MEDIA Programme was initiated by the European Union in 1991.

The different stages of its operation were the following:

1991-1995 MEDIA I

1996-2000 MEDIA II

2001-2006 MEDIA Plus

MEDIA 2007

Similarly to the earlier stages of MEDIA Programme, MEDIA 2007 will focus on activities before and after production. The Programme had to be adapted to technological developments and market changes to adjust to the consequences of digitisation. MEDIA 2007 was also supposed to handle the problems of audiovisual professionals in the new EU countries; it had to include innovative, targeted action in the field of digitisation as well as take measures to facilitate the access to financing for small and medium-sized businesses.

New objectives:

-to contribute to the development of a business culture in the sector and to facilitating private investment

-to reduce imbalances between European countries with high audiovisual production capacity and countries with low production capacity or a restricted linguistic area (conforming to the need to preserve and enhance cultural diversity and intercultural dialogue in Europe)

-to increase the circulation of European audiovisual works inside and outside the European Union

Who can participate in MEDIA?

MEDIA is open to European professionals of the audiovisual industry (production and new media companies, sales agents, distributors, festival and market organisers, training providers and exhibitors), established in 27 European Union member countries as well as in Iceland, Norway, Lichtenstein, Switzerland and Croatia. A special attention is paid to countries disposing of a low production capacity and/or a limited geographical and linguistic zone (all the member states except for UK, France, Spain, Germany and Italy).

How to gain access to MEDIA subventions?

The calls for proposals are published regularly in the Official Journal of the European Union. They are available on the MEDIA Desk sites in each country respectively. One can also get further information and technical assistance at the Desks.

What does MEDIA offer?

Independent production and distribution companies can apply for development or distribution funding in the form of grants and interest free loans. 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.

In all of the above cases, MEDIA offers subventions that cover 50% maximum of the budgets concerned (60% exceptionally).

What is the selection process like?

Deadlines for the various schemes are scheduled throughout the year. You can download guidelines and application forms from the site or call the Hungarian MEDIA Desk. The application has to be sent to the MEDIA Education, Audiovisual and Culture Executive Agency (EACEA) which does the selection with the help of external experts. The final selection is approved by the European Commission and Parliament.

The official website of the MEDIA Programme: http://ec.europa.eu/information_society/media/index_en.htm

MEDIA 2007

On 15th of November the European Parliament and the Council adopted a new programme to support the European audiovisual sector: MEDIA 2007. The budget will be €755 million over seven years (2007-2013).

Decision□ MEDIA 2007

Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007)

Like its forerunners, MEDIA 2007 will focus on preproduction and post-production activities (distribution and promotion). However, in contrast to MEDIA II (1996-2000) and MEDIA Plus/MEDIA Training (2001-2006), EU funding will be channeled through a single programme.

The new focus

The consequences of the digital revolution and the enlargement of the EU for the European audiovisual market required a radical rethink of the priorities and structure of the new programme . The public consultation carried out by the Commission in preparation for MEDIA 2007 identified areas where changes were required. Firstly, action under the MEDIA programme had to be adapted to developments in technology and the market , to reflect the consequences of digitisation. MEDIA 2007 also had to address the problems of audiovisual professionals in the new EU countries, and include innovative, targeted action in the field of digitisation and measures to facilitate access to credit for small and medium-sized businesses.

The overall objectives of MEDIA 2007 have been decided on the basis of these requirements.

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.

Measures funded under MEDIA 2007 must:

- take account of both the importance of the creative process in the European audiovisual sector and the cultural value of Europe's cinematographic and audiovisual heritage.
- strengthen the production structures of small businesses to make the European audiovisual sector more competitive, as they constitute its core. This will mean contributing to the spread of a business culture for the sector and facilitating private investment.
- reduce imbalances between European countries with a high audiovisual production capacity and countries with low production capacity or a restricted linguistic area. This priority responds to the need to preserve and enhance cultural diversity and inter-cultural dialogue in Europe. It will foster transparency and competition on the single market, and thereby potential economic growth for the whole Union.

Finally, the programme will follow and support market developments with regard to digitisation . It will put in place measures to accompany the changes that digitisation is producing in the audiovisual sector at all stages of the production and distribution chain, including in terms of new skills for professionals in the sector.