



MEDIA IN IRELAND

*European support programme
for the audiovisual industry*

FOREWORD

MEDIA, the EU support programme for the European audiovisual industry, co-finances training initiatives for audiovisual industry professionals, the development of projects (feature films, television drama, documentaries, animation and new media), as well as the distribution, promotion and exhibition of European audiovisual works. The MEDIA 2007 Programme came into operation on January 1st 2007. The programme has a budget of €755 million for a 7-year period (2007-2013)

The MEDIA Programme complements domestic initiatives in the Audio Visual Sector. The performance in the first years of the MEDIA 2007 Programme has given Ireland a strong foundation; together with our partners and the professionals we look forward to consolidating the position of the Irish Audiovisual Sector in Europe.

Ireland has been an active participant in the MEDIA Programme securing inward investment of

- €6 million in MEDIA 1 (1990-1995)
 - €8.2 million in MEDIA 2 (1996-2000)
 - €9.5 million in MEDIA Plus (2001-2006)
 - *€8.4 million in MEDIA 2007 (2007-2013)
- *(Confirmed results as of January 24, 2012)*



The Runway (Fastnet Films)

MEDIA Desk Ireland is an initiative of the MEDIA Programme of the European Union in co-operation with the Film Institute of Ireland, Film Makers Ireland, Dublin City University, Film Base, Bord Scannán na hÉireann/Irish Film Board and Raidió Teilifís Éireann.

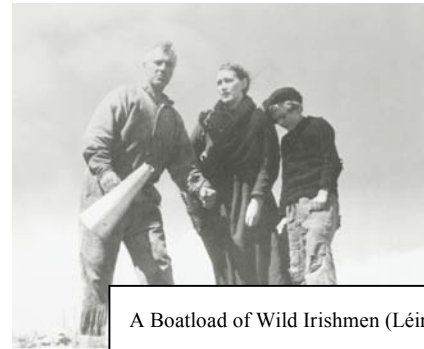


MEDIA Antenna Galway is funded by the European Commission in partnership with Údarás na Gaeltachta, TG4, Bord Scannán na hÉireann/The Irish Film Board and the Galway Film Centre.



DEVELOPMENT

MEDIA provides support for the development of Fiction, Creative documentary, Animation and Interactive projects. The financial support is intended to assist with costs related to the acquisition of rights, research, writing, the production of storyboards, pilots and demos, the identification of industry partners and financiers and the preparation of financing, marketing and distribution plans.



A Boatload of Wild Irishmen (Léirithe Le Macdara Ó Curraidhín Teoranta)

Development – Single Project support

Companies developing dramas, animations or creative documentaries, with limited financial capacity, seeking to develop a single project can apply for this scheme.

Year	Company	Project Title	Genre
2007	Nemeton Teoranta Ltd	The Potato Eaters	Documentary
2007	Léir. le Macdara Ó Curraidhín Teo	A Boatload of Wild Irishmen	Documentary
2007	Magma Euro Scripting House Ltd	Oops - Noah is Gone!	Animation
2007	Campbell Ryan Productions Ltd	Dili Incident	Fiction
2007	Harvest Films Ltd	Silence	Fiction
Total 2007:			€238,731
2008	Winter's End	In God's Garden	Fiction
2008	Ripple World Pictures	Where We'll Never Grow Old	Fiction
2008	Wide Eye Films	North Sea	Fiction
Total 2008:			€126,751
2009	New Decade Productions	Witch Hunters	Documentary
Total 2009:			€30,000
2010	Soilsiu Teoranta	Who Remembers Neal McGregor	Documentary
2010	Fantastic Films	Glass Houses	Fiction
2010	Fall Films	Revolutionary Girls	Documentary
Total 2010:			€104,706



Oops - Noah is Gone! (Magma European Scripting House)

Development - Slate Funding Award



Broken Tail's Final Journey (*Crossing the Line*)

Established Production companies with an international track record can apply for support for a Slate (Package) of projects. Production companies who already have a Slate Funding Agreement may be able to apply for 2nd Stage Slate Funding support.

Year	Company	Genre
2007	Parallel Film Productions	Fiction
2007	Telegael Teoranta	Fiction/Documentary
Total 2007:		€380,000
2008	Element Films Ltd	Fiction
2008	Samson Films Limited	Fiction
2008	The Cartoon Saloon Ltd	Animation
2008	Grand Pictures Limited	Fiction
Total 2008:		€718,684
2009	Crossing The Line	Documentary
2009	Kelcom Ltd.	Fiction/ Documentary
2009	Subotica Entertainment	Fiction
Total 2009:		€382,030
2010	Treasure Entertainment	Fiction
Total 2010:		€120,000
2011	Octagon Films	Fiction
2011	Parallel Film Productions	Fiction
2011	Fastnet Films	Fiction
Total 2011:		€488,704



Trivia (Grand Pictures)

Support for Interactive projects

Financial support is available for the development of on and off-line interactive works. Since 2009, the scheme is specifically aimed at interactive projects developed to complement an audiovisual project.

Year	Company	Project Title
2007	Campbell Ryan Productions Ltd	Wedding Diaries
Total 2007:		€60,000
2009	Magma European Scripting House	Oops, Noah is Gone!
Total 2009:		€50,000
2010	Martini Media t/a Cheeky Animation	Dot and Dash
Total 2010		€150,000

TRAINING

The MEDIA Programme provides financial support to transnational European training organizations for the provision of high-level continuous professional training in the following areas:- Scriptwriting, Management and New Technologies.

Continuous Training

Funding is available for training providers to deliver continuous vocational training activities for film and television industry professionals.

Year	Company	Project Title
2008	FÁS Screen Training Ireland	Screen Leaders EU
		Total 2008: €131,070
2009	FÁS Screen Training Ireland	Screen Leaders EU & 3D Cinema in Europe
		Total 2009: €328,898
2010	FÁS Screen Training Ireland	Screen Leaders EU & 3D Cinema in Europe
		Total 2010: €333,337
2011	FÁS Screen Training Ireland	Screen Leaders EU & 3D Cinema in Europe
		Total 2011: €307,482

Initial Training

Funding is also available for projects that encourage the networking of film schools and mobility of European film students. Since 2007, The National Film School at IADT is a partner in the ENGAGE project which has received €600,000 through the Initial Training Scheme.

MEDIA INTERNATIONAL / MEDIA MUNDUS



MEDIA International aimed to strengthen cooperation between audiovisual industries of third countries and European countries.

MEDIA Mundus has replaced the preparatory action, MEDIA International and will provide €15 million in funding from 2011-2013



Year	Company	Partners
2009	Huston School of Film	Tunisia, Burkina Faso
		Total 2009: €100,000

DISTRIBUTION

Support for Television Broadcasting of European Audiovisual Works.



Tilly & Friends (Jam Media)

This funding seeks to encourage independent European audiovisual production companies to produce work (fiction, documentaries or animated films) that involves the participation or cooperation of least three broadcasters -and preferably more- from several member states.

Year	Company	Project Title
2008	Kavaleer	Garth & Bev
		Total 2008: €332,000
2009	Crossing The Line	Broken Tail's Last Journey
2009	Leir. Le Macdara O' Curraidhin Teo.	A Boatload of Wild Irishmen
2009	Magma European Scripting House	The Guards (aka Jack Taylor)
		Total 2009: €329,000
2010	Monster Distributes	I am a Monster
2010	Jam Media	Tilly and Friends
2010	Magma Productions	Jack Taylor: The Pikemen/ The Magdalen Martyrs
		Total 2010 €833,000
2011	Dancing Girl Productions	Jo and Jack
		Total 2011 €189,000

Cinema Distribution

MEDIA provides financial support to European Cinema Distributors for the distribution of non-national European films under the Selective and Automatic support schemes.

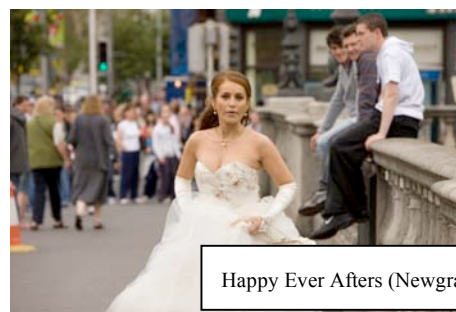
Cinema Distribution - Automatic Scheme

The aim of this scheme is to encourage European distributors to invest in the co-production and distribution of films from other European countries.

Year	Distribution companies	Total Amount
2007	Cinefile Ltd., Optimum Releasing Ltd, Soda Pictures Ltd., Tartan Films Distribution Ltd., The Artificial Eye Company Ltd	€35,479
2008	The Artificial Eye Company Ltd, Optimum Releasing Ltd, Pathe Distribution, Pathe Scope Ltd, Soda Pictures Ltd	€24,877
2009	New Wave Films Ltd, Optimum Releasing Ltd, Pathe Distribution Ltd, Pathe Productions Ltd, Revolver Films Ltd, Soda Pictures Ltd, The Artificial Eye Company Ltd.	€81,910
2010	New Wave Films Ltd., Optimum Releasing Ltd., Soda Pictures Ltd., The Artificial Eye Company Ltd.	€43,115

Cinema Distribution - Selective Scheme

Selective support is for groups of at least five European companies distributing a European film outside its home country. The aim is to encourage distributors to invest in promoting and distributing films from other European countries by helping them fund the distribution costs.



Happy Ever Afters (Newgrange Pictures)

There have been a number of Irish films that have benefited under this scheme. European distributors in a number of different countries were awarded funding to distribute Irish projects, as follows..

Year	Production Company	Project	Number of Countries	Amount
2008	Element Pictures	Garage	9	€218,000
2009	Newgrange Pictures	Happy Ever Afters	6	€290,000
2009	Parallel Films	Triage	11	€282,000
2011	Element Films	The Guard	10	€326,800

Irish distribution companies have also received funding to distribute non-national European Films:

Year	Distributor	Film Title
2007	Light House Cinema & Dist Co.	Emmas Glück
2007	Eclipse Pictures	La Môme
		Total 2007:
		€8,000
2008	The Artificial Eye Film Co.	Birdwatchers - La Terra Degli Uomini Rossi, Il Divo, Pranzo Di Ferragosto, Revanche, Entre Les Murs, O'horten, Waltz With Bashir
2008	Metrodome Distribution Ltd	Le Premier Jour Du Reste De Ta Vie (FR)
2008	Magma Euro Script House Ltd.	Niko And The Way To The Stars
		Total 2008:
		€53,000
2009	Access Cinema	Cea Mai Ferita Fata Dia Luma
		Total 2009:
		€3,000
2010	Eclipse Pictures	Wszystko, Co Kocham
		Total 2010:
		€6,000
2011	Eclipse Pictures	Aurora
		Total 2011:
		€2,000



Triage (Parallel Films)

EXHIBITION/ EUROPA CINEMAS

Founded in 1992 with funding from the MEDIA programme and from the Centre National de la Cinématographie, Europa Cinemas is the first film theatre network focusing on European films. Its objective is to provide operational and financial support to cinemas that commit themselves to screen a significant number of European non-national films.

Year	Company
2007	Access Cinema
2007	Irish Film Institute
2007	Cinemobile Ltd
Total 2007: €55,100	

Year	Company
2008	Access Cinema
2008	Irish Film Institute
2008	Cinemobile Ltd
2008	Lighthouse Cinema & Dist Co. Ltd.
Total 2008: €84,000	

Year	Company
2009	Access Cinema
2009	Irish Film Institute
2009	Cinemobile Ltd
2009	Lighthouse Cinema & Dist Co. Ltd.
Total 2009: €72,500	

Year	Company
2010	Access Cinema
2010	Irish Film Institute
2010	Cinemobile Ltd
Total 2010: €52,500	



FESTIVALS

The MEDIA Programme provides support to European Film Festivals, which exhibit a high proportion of non-national European films.



Year	Festival		
2007	Cork Film Festival 2007		
		Total 2007:	€35,000
2008	Cork Film Festival 2008		
2008	Dublin International Film Festival 2009		
		Total 2008:	€70,000
2009	Cork Film Festival 2009		
2009	Dublin International Film Festival 2010		
		Total 2009:	€70,000
2010	Cork Film Festival		
		Total 2010:	€30,000
2011	Cork Film Festival		
		Total 2011:	€30,000

ACCESS TO MARKETS / PROMOTION



Galway Film Fair

This scheme supports organisations that propose events and activities (including computer-based information tools) designed to promote European audiovisual works and facilitate access to markets for European professionals.

Year	Market	Total Amount
2007	Galway Film Fair 2007	€40,000
2009	Galway Film Fair 2009	€40,000
2010	Galway Film Fair 2010	€50,000
2011	Galway Film Fair 2011	€50,000

The MEDIA Programme provides financial support for European umbrella stands at international markets such as MIPCOM, MIP TV the AFM and the Berlin Film Festival. European professionals are offered preferential rates at these markets if they register with the MEDIA supported organisations.

PILOT PROJECTS

The Pilot Projects scheme is designed to ensure that the MEDIA 2007 programme can take account of rapid technological change. In particular, MEDIA wishes to support the use of digital technologies in making European audiovisual works and archive materials more easily accessible because of new ways of transporting audiovisual content.



OnlineFilm AG is one of the largest filmmaker-owned distribution websites in Europe, where filmmakers can present their work independently to the viewers for a fair price. They were awarded MEDIA Funding in 2009. Soilsíú Films and Guth Gafa International Documentary Film Festival are partners with OnlineFilm AG in Germany in an online distribution venture, to help Irish producers to distribute their films and get them more widely seen.

VIDEO ON DEMAND / DIGITAL CINEMA DISTRIBUTION

The main objective of this scheme is to support the creation and exploitation of European works to be distributed digitally across borders to a wider audience and/or to cinema exhibitors through advanced distribution services, integrating where necessary, digital security systems in order to protect online content. It encourages the European audiovisual industry to adapt to new developments in digital technology.

EuroVoD

Volta is a Video on Demand platform for Ireland, which will be launched by Element Pictures Distribution in Summer 2010. Volta is a founding member of EuroVoD, which received MEDIA support in 2010. Along with six other European partners, Volta will look to offer a secure and easy way for Irish audiences to stream or download the best of independent Irish and International cinema straight to their desktop. As well as popular new releases, Volta will aim to offer a catalogue of classic Irish films and exclusive international titles to rent or to buy.

I2I AUDIOVISUAL

The objective of i2i Audiovisual is to support production companies in accessing finance from banks or financial institutions by co-financing some of the costs of guarantees required by such institutions and/or part of the costs of bank financing – Insurance Costs, Completion Guarantee costs and Financing costs.



The Guard (*Element Pictures*)

Year	Company	Project Title
2007	Kelcom Ltd	Kisses
		Total 2007: €37,200
2008	Subotica Ent.	The Daisy Chain
2008	Newgrange Pictures	Happy ever Afters
2008	Samson Films	Little Foxes
2008	Element Pictures	Cracks
		Total 2008: €176,070
2009	Iarlaith Films/ Zanzibar	Occi Versus The World
2009	Go Kart Films Ltd	The Race
2009	Wide Open Spaces	Wide Open Spaces
2009	Fantastic Films	The Wake Wood
2009	Wide Eye Films	As if I am not there
2009	Fantastic Films	Outcast
2009	MacDaddy Film Productions / Blinder Films	Sensation
		Total 2009: €232,309
2010	Boyle Film Productions / Element Films	The Guard
2010	Kelcom Ltd t/a Fastnet Films	The Runway
2010	Ripple World Productions	Parked
		Total 2010: €104,978
2011	Superhero Ltd / Grand Pictures	Death of a Superhero
2011	Newgrange Pictures	Stella Days
2011	Earthbound / Paper Dreams/ Ripple World	Earthbound
2011	EP Shadowdancer Ltd. / Element Pictures	Shadow Dancer
		Total 2011: €95,740



Outcast (*Fantastic Films*)

The data published in this Review is based on information provided by the European Commission.

MEDIA

A programme of the European Union



MEDIA Desk Ireland
6 Eustace Street
Dublin 2

Tel : +353 1 6791856

Fax : +353 1 6790158

Email: info@mediadeskireland.eu

Website : www.mediadeskireland.eu



MEDIA Antenna Galway
Cluain Mhuire
Monivea Road
Galway

Tel : +353 91 770728

Fax : +353 91 770746

Email: enm@media-antenna.eu

Website : www.media-antenna.eu



MEDIA programme
Website: ec.europa.eu/media

