DISTRIBUTION STRATEGY/PROJECT DESCRIPTION

The distribution strategy is a compulsory document that that will be assessed by the Evaluation Committee. In case of selection, it will be attached to the grant agreement. The template must be used and all questions must be answered. Failure to comply can lead to the rejection of the project.

**COMPANY PROFILE**

- Give a short description of the company’s profile (10 lines max), including position in its market.

- How would you describe the company’s catalogue? (size, genre, speciality, etc.)

- Do you sometimes cooperate with other distributors for acquisition and/or release?

- On average, how many films do you acquire and distribute per year?

|  |  |  |
| --- | --- | --- |
|  | Acquire | Distribute |
| Total films |  |  |
| European non-national |  |  |
| National |  |  |

* Revenue stream

Please indicate the approximate proportion of revenues (in %) per film origin (annual basis)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **FILMS Revenue annually %** | US | European  non-national | National | Other nationalities |
| Theatrical |  |  |  |  |
| TV (pay/free) |  |  |  |  |
| VOD, EST, SVOD |  |  |  |  |
| VIDEO |  |  |  |  |
| Other |  |  |  |  |
| TOTAL | 100% | 100% | 100% | 100% |

**PROJECT & BUDGET**

Please explain the budget submitted per category of costs. Please be as specific as possible, for the Evaluation Committee to properly assess the project.

Please describe typical marketing and promotion campaigns for the release of European non-national film(s). If a release is already planned, please be specific on the release campaign (number of prints and cinemas, type of marketing and promotion activities, innovative ways to attract audience, type of audience, objectives in terms of admissions, etc).

If you use Booking & Billing services, please indicate the name of the service provider and the standard agreed terms (remuneration deal, activities covered by the agreement, etc.).

If applicable, please describe any agreement with cinemas. Do you have your own cinemas? Are they part of any cinema network?

What is the situation regarding VPF's in your territory?

Give an overview of the different release windows in your territory.

If applicable, with which platform(s) do you work most and what types of costs are involved?

Explain the language versions needed in your territory, and whether dubbing is necessary. If some language versions are difficult to obtain/exploit, please explain the reason and how it affects your business activities.

What would be your main challenge to implement the action?