

**The DISTRIBUTION AUTOMATIC scheme– Call for Proposals EACEA/27/2018**

**DISTRIBUTION STRATEGY/PROJECT DESCRIPTION**

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

**1. COMPANY PROFILE**

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| **1.1 Give a short description on the company’s profile (20 lines max), including its position in the national market, and in the European market if you have subsidiaries/affiliated company(-ies)** |
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| **1.2 How would you describe the company’s catalogue? (size, genre, speciality, etc.)** |
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| **1.3 Do you sometimes cooperate with other distributors for acquisition and/or release at national or European level? If yes, please specify.** |
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| **1.4 Please indicate how many films you acquire and distribute on average per year?**  **(to edit double click on the table below)**  **\* Countries participating in the Creative Europe MEDIA Sub-programme** |
| **1.5 Revenue stream** |
| **Please indicate the approximate proportion of revenues (in % on annual basis) per release window depending on the film (to edit double click on the table below)** |

**\* Countries participating in the Creative Europe MEDIA Sub-programme**

**2. PROJECT & BUDGET**

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| **2.1 Please explain the Estimated distribution budget submitted in your application, per category of costs: Film Financing (Co-production and Minimum guarantee), Release costs (P&A costs).**  **Please be as specific as possible, for the Evaluation Committee to properly assess the project. Explain how you intend to co-produce, to acquire and/or promote European non-national films.** |
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| **2.2 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).** |
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| **2.3 If you earmarked Booking & Billing services in your budget, please indicate the name of the service provider and the standard agreed terms (remuneration deal, activities covered by the agreement, etc.).** |
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| **2.4 If you earmarked Other EU/public support in the income section of your budget, please specify the type of support.** |
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| **2.5 If applicable, please describe any agreement with cinemas. Do you have your own cinemas? Are they part of any cinema network?** |
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| **2.6 What is the situation regarding VPF’s in your territory?** |
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| **2.7 Give an overview of the different release windows in your territory and explain the last development/changes that may have occured.** |
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| **2.8 If applicable, with which online platform(s) do you work mostly with and what types of costs are involved?** |
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| **2.9 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.** |
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| **2.10 What would be your main challenge to implement the project? What situation could prevent the implementation of the action?** |
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