With the support of the Creative Europe - MEDIA Program of the European Union
ACM Distribution is a scheme created in 2015 in order to support and promote the distribution and international circulation of films co-produced with a non-European country. Initially, it was intended for films that were supported by the Aide aux cinemas du monde at production stage, but it is, from now on, open to all co-productions between a European and a non-European country\(^1\).

## 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** of a film or a selection of up to four films;

and

2- **established in a country participating in the MEDIA sub-programme\(^2\); 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 experienced in the sector.

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\(^1\) Subject to the respect of the rule about the co-production parts explained on page 2.

\(^2\) See list of MEDIA and Eurimages countries in appendix 1.
2. Eligible films

To be eligible, the films must meet the following requirements:

1. at least one co-producer is established in a country which is a member of MEDIA;
2. at least one co-producer is established in a country which is neither a member of MEDIA nor Eurimages;
3. the share of the co-producer(s) established in the member countries of MEDIA is between 20% and 70% for all features films.

3. Eligible projects

Applicants must:

1. Present, along with partner companies operating in targeted countries and with experience in the field of distribution, a distribution strategy for a film or max. 4 films 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 not a member of 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. 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).

4. Eligible costs

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

This list is not exhaustive.

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3 In each territory, release dates must be subsequent to the application deadline.
### Types of costs

<table>
<thead>
<tr>
<th>Types of costs</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Technical costs</strong></td>
<td>Subtitles, Encoding, Digitization, Manufacturing of DCPs</td>
</tr>
</tbody>
</table>
| **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

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Details</th>
</tr>
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<tbody>
<tr>
<td><strong>Reliability</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>Previous experience</strong></td>
<td>Similar distribution actions, references and pre-established networks (festivals, TV, VoD, etc.).</td>
</tr>
<tr>
<td><strong>Consistency of the budget</strong></td>
<td>Financial feasibility of the project; Adequacy of the budget strategy to the objectives</td>
</tr>
<tr>
<td><strong>Quality of the distribution and marketing strategy</strong></td>
<td>Audience target: diversity of media partners; knowledge of targeted audience and adaptation to its needs; Editorial and marketing strategy (showcasing of films, synergy effort, targeting of &quot;communities&quot;, etc.); Relevance of the outreach plan with the market and film potential</td>
</tr>
<tr>
<td><strong>Innovation</strong></td>
<td>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 combination of resources for the different releases.</td>
</tr>
</tbody>
</table>

**Particular attention is paid to:**

- projects for international distribution of first and second feature films;
- projects for distribution of eligible films that were supported by the Aide aux cinemas du monde at production stage.

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4 The catalog of eligible films matching these criteria is available online for consultation and is regularly updated after each committee: [http://www.cnc.fr/web/fr/acm-distribution](http://www.cnc.fr/web/fr/acm-distribution)
**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 capped at 60 000 € per project.**

The amount of funding may not exceed 50% of the amount of the distribution expenses. However, this rate is increased to 80% in the following cases:

- the film is a 1st or 2nd feature film;
- or
- it was co-produced with one of the countries listed in appendix 2;
- or
- the final production budget is lower or equal to 1 250 000 €.

**Payment of funding**

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

To allow the 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 (50%)** will be paid at the signing of the agreement;

- **The balance (50%)** 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

For every film supported by ACM Distribution, the label hereunder must be appear in the film credits, as follows:

- The ACM Distribution logo alone in the opening credits
- The ACM Distribution logo combined with CNC and MEDIA logos in the closing credits, followed by the mention « With the support of Centre national du cinéma et de l’image animée and Creative Europe – MEDIA »

The 3 logos must also appear on all printed promotional elements (film posters, invitations, etc) as soon as other logos are featured, in each distribution country.

The logos are to be downloaded here: https://www.cnc.fr/web/en/funds/acm-distribution_191839

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, IDFA)

The administrative team will run a check during examination of the application.

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 cannot start before the application deadline.
- The distribution companies have one year starting from the deadline to release the film.
- The action must be completed and final reports must be sent to the CNC one year after the selection committee.

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 (date for each release: theaters, VOD, DVD…) and distribution strategy (summary of the action, detailed strategy, marketing plan, innovative aspects of the strategy, estimation of the audience outreach);

- detailed total budget and financing plan of distribution project for each distribution company and for the coordinator (the budget document is available for downloading on ACM Distribution page);

- 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 addresses: manon.duverger@cnc.fr and acmdistribution@cnc.fr
Contact

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European and International Policy Unit
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List of countries participating in the MEDIA sub-programme:

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, the Netherlands, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, United Kingdom, Tunisia⁵.

List of countries participating in EURIMAGES:
https://www.coe.int/en/web/eurimages/members

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

⁵ As of January 1st, 2018 : As Tunisia’s participation in MEDIA is partial, co-productions with Tunisia are still eligible to the programme ACM Distribution.
APPENDIX 2

For films made in co-production with one of the countries listed below, the total amount of the ACM Distribution subvention can be up to 80% of the total distribution expenses.

AFGHANISTAN     GUATEMALA     PERU
ALGERIA          GUINEA BISSAU  PHILIPPINES
ANGOLA           GUINEA CONAKRY  RWANDA
ANTIGUA AND BARBUDA  GUYANA   SAINT-KITTS-AND-NEVIS
ARMENIA          HAITI        SAINT-LUCIA
AZERBAIJAN       HONDURAS     SAINT-VINCENT-AND-THE GRENADINES
BANGLADESH       IRAN         SALVADOR
BELIZE           IRAQ         SAMOA
BELORUSSIA       JAMAICA      SAO TOME
BENIN            JORDAN       SENEGAL
BHUTAN           KAZAKHSTAN   SEYCHELLES
BOLIVIA          KENYA        SIERRA LEONE
BOTSWANA         KIRGHIZSTAN  SOLOMON ISLANDS
BURKINA FASO     KOSOVO       SOUTH AFRICA
BURUNDI          LAOS         SOUTH SUDAN
CAMBODIA         LEBANON      SRI LANKA
CAMEROON         LESOTHO      SUDAN
CAPE VERDE       LIBERIA      SURINAM
CENTRAL AFRICAN REPUBLIC  LIBYA   SWAZILAND
CHAD             MADAGASCAR   SYRIA
CHILE            MALAWI       TAJIKISTAN
COLOMBIA         MALDIVES     TANZANIA
COMOROS          MALI         THAILAND
CONGO (Democratic Republic of)  MAURITANIA  TIMOR
CONGO Brazzaville  MAURITIUS  TOGO
COSTA RICA       MICRONESIA  TONGA
COTE D’IVOIRE    MOLDAVIA     TUNISIA
CUBA             MONGOLIA     TURKMENISTAN
DJIBOUTI         MONTEVIDEO   TUVALU
DOMINICA         MOROCCO      UGANDA
DOMINICAN REPUBLIC  MOZAMBIQUE  URUGUAY
ECUADOR          NAMIBIA      UZBEKISTAN
EGYPT            NAURU        VANUATU
EQUATORIAL GUINEA  NEPAL       VENEZUELA
ERITREA          NICARAGUA   VIETNAM
ETHIOPIA         NIGER        YEMEN
FIJI             NIGERIA      ZAMBIA
GABON            NORTH KOREA  ZIMBABWE
GAMBIA           PAKISTAN
GHANA            PALAU
GRENADE          PALESTINIAN
                 TERRITORIES
                 PAPUA NEW GUINEA
                 PARAGUAY