ACM Distribution
New territories, new audiences for international co-productions

25 November 2017 – Bucharest
Since 2012, **Aide aux Cinémas du monde** (ACM), co-managed by the CNC and Institut français, has supported the production of 270 films from 90 different countries.

With the support of the European Commission through its sub-program MEDIA, the CNC launched a new scheme in 2015:

**ACM Distribution**

Purposes are:

- Promote circulation of films in Europe and throughout the world and help them find new audiences
- Boost distribution of ACM-funded international co-productions on all platforms
Starting December 2017, ACM Distribution will be open to all international co-productions between a MEDIA country and a non-MEDIA country, in order to enlarge its field of application – there will no longer be a need for the film to be part of the ACM catalogue.

However, a particular attention will be given to ACM-funded films in the decision process.

Other rules remain the same.
Who can apply?

1. Right holders of a film or a selection of up to 4 films...
2. ...established in a country belonging to MEDIA...
3. ...initiators of a coordinated distribution strategy of the film
   In minimum 3 countries
Is your film eligible?

1. At least 1 co-producer is established in a MEDIA country

2. At least 1 co-producer is established in a non MEDIA nor Eurimages country

3. Share of the MEDIA co-producer:
   - between 25% and 70% for fiction and animation feature films
   - between 20% and 70% for documentaries
Candidates are expected to:

1. Present a distribution strategy for 1 film (or up to 4 films) in at least 3 countries...

2. Offer at least 1 VOD exploitation in at least 1 country

3. Implement innovative approaches
Eligible costs

- Promotion and publicity: marketing, websites, trailer, market research, social media, posters, press...
- Technical costs: subtitles, digitization...
- Overhead costs: up to 7.5% of eligible costs
- NB: - MG are not eligible
  - The expenses may be made by the coordinator or the involved national distributors
Selection process

Committee assessment

- Selection by a committee of 7 international experts
- Two committees per year (April and November)

Award criteria

- Financial capacity and experience of the applicant and its partners; partnership structure
- Relevance of strategy to reach the audience
- Innovative aspects

Specific attention to

- First and second films
- ACM-funded films
Amout of the grant

A total envelope of 440 000 € is available in 2018 to support between 6 and 18 projects.

Maximum amount per project: 60 000 €

Subsidy capped at 50% of eligible expenses (80% for difficult/low-budget films).

Maximum amount per distributor: 15 000 €

NB: No possibility to cumulate with support from another fund supported by MEDIA:
- IDFA Bertha Fund
- Torino Film Lab Distribution
Next calls

CALENDAR

Next call for projects:
11 December 2017: Launch of call for applications
23 February 2018: Deadline for submission
April 2018: Selection and results

June 2018: Launch of call for applications
September 2018: Deadline for submission
November 2018: Selection and results

Application online → cnc.fr/web/en/acm-distribution
Success stories

4 selection committees have been organized so far and
24 films were granted support

13 of these films were first or second feature films

Thanks to the grant, those films were released (or are to be released) in over
137 extra countries overall

Already over 200,000 admissions and 6,000 VOD views were generated so far in these extra countries
As I Open My Eyes by Leyla Bouzid (Tunisia)
Released in 8 extra countries

Ixcanul by Jayro Bustamante (Guatemala)
Released in 4 extra countries

Neruda by Pablo Larrain (Chile)
Released in 6 extra countries

Cemetery of Splendour by Apichatpong Weerasethakul (Thailand)
Released in 3 extra countries

Kalo Pothi by Min Bahadur Bham (Nepal)
Released in 8 extra countries

Clash by Mohamed Diab (Egypt)
Released in 17 extra countries

AN by Naomi Kawase (Japan)
Released in 4 extra countries
The Road to Mandalay by Midi Z (Burma/Taiwan)  
Released in 3 extra countries

Mrs B by Jero Yun (Korea)  
Released in 6 extra countries

Tramontane by Vatche Boulghourjian (Lebanon)  
Released in 3 extra countries

Hedi by Mohamed Ben Attia (Tunisia)  
Released in 3 extra countries

Tadmor by M. Borgmann & L. Slim (Lebanon)  
Released in 7 extra countries

Apprentice by Boo Junfeng (Singapore)  
Released in 3 extra countries

Jesus by Fernando Guzzoni (Chile)  
Released in 6 extra countries

Harmonium by Kôji Fukada (Japan)  
Released in 9 extra countries