



Co-funded by the
European Union



Creative
Europe
MEDIA



ACM Distribution

New territories, new audiences for international co-productions

25 November 2017 – Bucharest



Introduction – what is ACM?

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

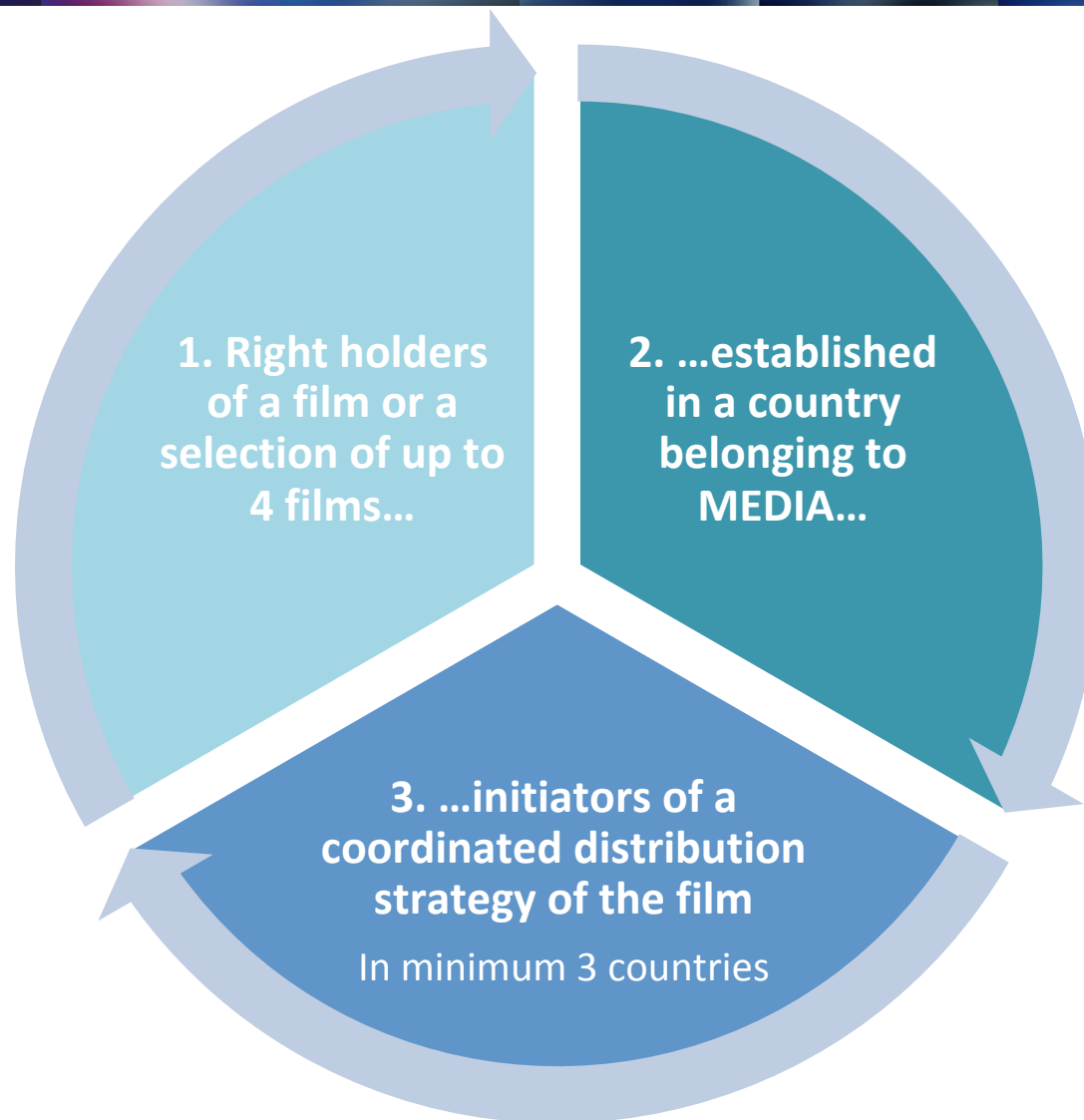
Boost distribution of ACM-funded international co-productions on all platforms

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.

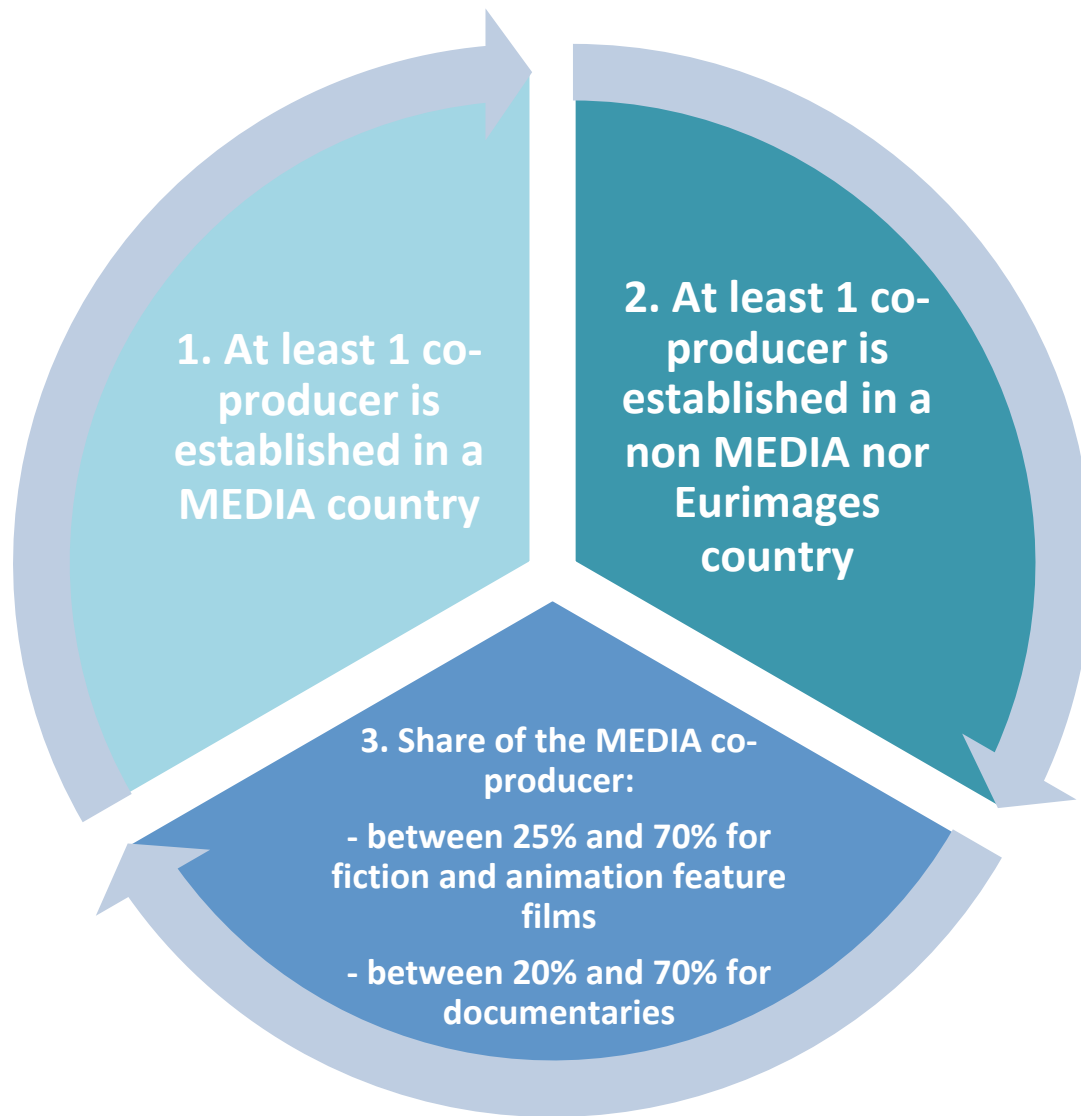
However, a **particular attention** will be given to ACM-funded films in the decision process.

Other rules remain the same.

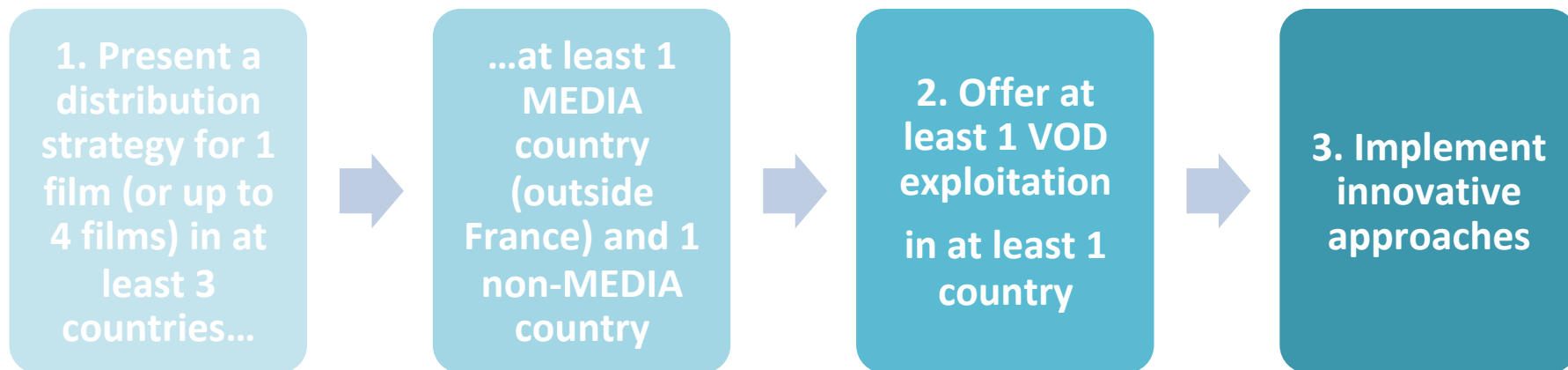
Who can apply?



Is your film eligible?



Candidates are expected to:



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



Amount 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**

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

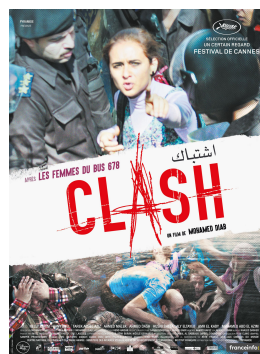
Already **over 200 000 admissions and 6 000 VOD views** were generated so far in these extra countries



As I Open My Eyes by Leyla Bouzid (Tunisia)
Released in **8 extra countries**



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



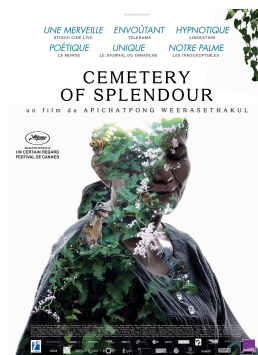
Clash by Mohamed Diab (Egypt)
Released in **17 extra countries**



AN by Naomi Kawase (Japan)
Released in **4 extra countries**



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



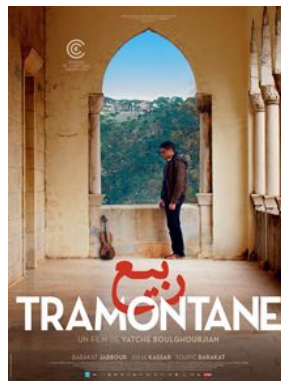
Cemetery of Splendour by Apichatpong Weerasethakul (Thailand)
Released in **3 extra countries**



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



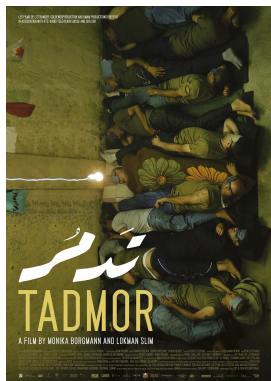
Mrs B by Jero Yun (Korea)
Released in **6 extra countries**



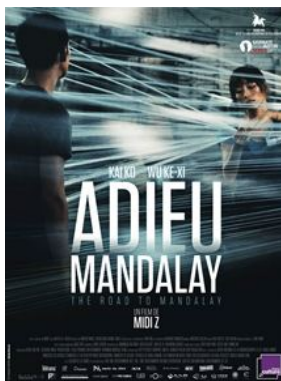
Tramontane by Vatche Boulhourjian (Lebanon)
Released in **3 extra countries**



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



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



The Road to Mandalay by Midi Z (Burma/Taiwan)
Released in **3 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**



Thank you for your attention!

Contact

Joséphine Vinet

International Policy Unit
CNC

Josephine.vinet@cnc.fr

+33 1 44 34 36 88

