



65[★] FESTIVAL DE CANNES

EUROPE LOVES CINEMA

2012 THE EUROPEAN RENDEZVOUS





AMOUR
Michael Haneke



THE ANGELS' SHARE
Ken Loach



DE ROUILLE ET D'OS
Jacques Audiard



HOLY MOTORS
Léos Carax



*Asghar Farhadi,
2012 MEDIA Prize*



2011 MEDIA conference



EUROPEAN RENDEZVOUS 2012

MAY 20TH MEDIA PRIZE

Mrs **Androulla Vassiliou**, European Commissioner responsible for Education and Culture, will award the MEDIA Prize to the Iranian filmmaker **Asghar Farhadi** and his French producer, Alexandre Mallet-Guy (Memento Films Production). The MEDIA Prize is awarded to the best project, with strong international circulation potential, submitted by an author and his European producer.

MAY 21ST MEDIA CONFERENCE

The Festival de Cannes and the European Union invite professionals of cinema to participate to a conference on the new MEDIA Programme : CREATIVE EUROPE. Spotlight on recent initiatives of the European Commission in favour of the cinema industry.

*15:30 - 17:30
Palais des Festivals - Level 3
Press Conference Room*



How will the film end ?



Gilles Jacob
President of the Festival de Cannes

A year has passed since we celebrated the 20th anniversary of MEDIA and reflected on its future. How could this programme, so precious for European cinema, evolve?

This year, we will have some answers and we are happy to meet up again with our friends from the European Union to discover the new programme. From 2014, CREATIVE EUROPE will bring together the MEDIA, MEDIA Mundus and Culture programmes, with a significant budget for the audiovisual sector. I am delighted that the European Commission is reaffirming its essential support for creativity and guaranteeing the independence of European cinema.

It provides the necessary assurance for the Festival to continue to support filmmakers whose talent has been unanimously recognised by the public and critics across the world, with MEDIA continuing to help them in developing their work.

The Prix MEDIA, awarded during the Cannes European Rendezvous, perfectly illustrates this approach since its winner is Asghar Farhadi, an exceptionally talented Iranian filmmaker and Academy Award winner for his film *A Separation*. He will receive this prize with his French producer, Memento Films Production, for his new project, which will be shot during the summer.

It is this beautiful spirit of universal openness that we like to find each year and which gives a meaning to this European Rendezvous. Our mutual objective is to support the development of the film industry and to ensure that European and world cinema continue to flourish. In *A Separation*, a magnificent twist in the plot leaves us in the dark as to how the film will end. The opposite is true of the European Rendezvous; we know that it will end well!

The temple of cinema



Androulla Vassiliou
European Commissioner responsible for Education and Culture

I would like to congratulate the Festival de Cannes on its special birthday. For the past 65 years, the Festival has kept faith with its creators' vision, serving cinematic art and fostering the development of the film industry across the world.

The MEDIA Programme, that has been present in Cannes for many years, has similar objectives. It strives to encourage the production and distribution of beautiful films, which, through sometimes very local stories, manage to convey universal values and offer the public a wide diversity of quality works. In this endeavour, MEDIA can rely on the Europa Cinemas network, which is celebrating its 20th anniversary this year, with its 2.000-plus screens across Europe.

I am delighted that, once again, European films are very well represented in Cannes to celebrate the Festival's birthday. Our investment has a crucial impact on the sector, preserving cultural diversity and offering a wider choice of films to audiences. Building on these achievements, we plan to strengthen the MEDIA Programme and support the audiovisual industry in facing the challenges of a globalised market, through new platforms for distribution, marketing and audience development.

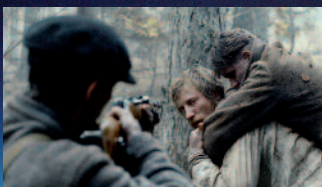
I am thrilled to be here in this temple of cinema to meet the creators who are the heart of this vibrant industry. Happy birthday and long live the Festival de Cannes!



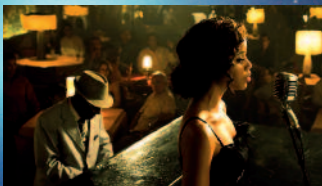
JAGTEN
Thomas Vinterberg



PARADIES: LIEBE
Ulrich Seidl



V TUMANE
Sergei Loznitsa



7 DÍAS EN LA HABANA
B. Del Toro, P. Trapero, J. Medem,
E. Suleiman, J. C. Tabío, G. Noé, L. Cantet

THE MEDIA PROGRAMME 2007

<http://ec.europa.eu/media>

TRAINING

MEDIA provides international professional training opportunities by co-financing over 60 courses in script & project development; management, legal and finance issues; marketing & distribution; new media & new technology; animation and documentary. MEDIA also supports networking of film schools and universities to enhance the link with the industry, and increase student and teacher mobility in Europe.

DEVELOPMENT FUNDING

MEDIA supports independent European production companies in the development of animation, creative documentaries or fiction projects intended for European and international TV and theatrical markets.

ACCESS TO FINANCE

"i2i Audiovisual" facilitates access to financing from banks and other financial institutions by subsidising part of the production related financial costs (insurance, financial interest and completion bonds).

MEDIA PRODUCTION GUARANTEE FUND

This fund facilitates access to sources of financing for film producers by guaranteeing part of their bank loans. (see p.7)

SUPPORT FOR TELEVISION BROADCASTING

This funding encourages independent European audiovisual production companies to produce work (fiction, documentaries or animated films) that involves the participation or cooperation of at least three broadcasters from several Member States.

SUPPORT FOR DISTRIBUTION

MEDIA supports the circulation of European audiovisual works across MEDIA Programme countries. Financial backing is available as automatic or selective support for distributors and sales agents, and as support for Video on Demand (VoD), Digital Cinema Distribution (DCD), cinemas through the Europa Cinemas network.

PILOT PROJECTS

Pilot projects ensure that technological innovations are taken up by the audiovisual sector. MEDIA supports new ways of creating, distributing and promoting European content via non linear services and platforms to broaden and strengthen the access and the exploitation of catalogues.

MARKET ACCESS

MEDIA supports most major markets and co-production forums in order to foster the greatest possible diversity and quality of projects and works, as well as the mobility of professionals. MEDIA also

provides a stand and services for professionals at the EFM (Berlin), MIPTV, MIPCOM and the Marché du Film at Cannes. (www.media-stands.eu)

FESTIVALS

Every year the MEDIA programme supports more than a hundred festivals in Europe, notable for their particularly rich and varied programme of European films, their efforts to engage with the general public and the professionals.

MEDIA MUNDUS

Launched in 2011, the MEDIA Mundus programme is a broad international cooperation programme for the audiovisual industry to strengthen cultural and commercial relations between Europe's film industry and filmmakers from other countries. The EU provides €5 million of funding per year from 2011 to 2013 for projects submitted by European professionals in cooperation with the rest of the world. MEDIA Mundus finances training, networking, and market events for professionals and encourages distribution and circulation of films.

http://ec.europa.eu/culture/media/mundus/funding/index_en.htm



European rendezvous 2011

MEDIA in figures

In 2011, MEDIA has spent €106 million to support:

- The distribution of 378 films
- 22 sales agent projects
- The screening of non-national European films on 2.055 screens in 827 cinemas
- The conversion of 125 screens to digital cinema
- The organisation of 50 film markets
- The promotion of 180 European films and 100 European sales agents or distributors outside of Europe
- 90 festivals and 20.000 screenings for a 3 million audience
- 400 production companies for the development of 550 projects in 34 countries
- 65 training courses for 1.500 professionals
- 15 consortia networking 40 films schools in Europe
- 7 pilot projects bringing technological innovation to the audiovisual industry
- 15 video-on-demand projects
- 44 MEDIA desks and antennae



À PERDRE LA RAISON
Joachim Lafosse



CONFESSION OF A CHILD OF THE CENTURY
Sylvie Verheyde



ELEFANTE BLANCO
Pablo Trapero



DJECA
Aida Begic



Ken Loach



Jacques Audiard



European Talents 2011

CREATIVE EUROPE

MEDIA 2007 will end in 2013. For the successive period 2014-2020, the European Commission has proposed a broader programme for cultural and creative sectors that will encompass a new MEDIA programme. The Creative Europe programme aims to respond to challenges in terms of fragmentation, globalisation and digitisation, as well as shortage of private investment.

Creativity is playing an essential role for European economy, driving innovation, entrepreneurship and smart and sustainable growth. It also contributes to social inclusion and cultural diversity. The programme brings together Culture, MEDIA and MEDIA Mundus.

BUDGET

With a proposed budget of €1.801 billion, these sectors will benefit from a 37% increase in EU support. With €905 million, the MEDIA strand will target the development, transnational distribution, exhibition and promotion of audiovisual works. The current action lines will be largely maintained to help professionals face the challenges of globalisation and digitisation.

ACCESS TO THE PROGRAMME

The Creative Europe programme will aim at reinforcing the competitiveness of the sector by:

- supporting the professionals to operate transnationally,
- promoting the transnational circulation of works and professionals to reach new audiences,
- strengthening the financial capacity of the operators, in particular SMEs.

A NEW FINANCIAL FACILITY

It can be very difficult for creative and cultural SMEs such as film producers or distributors to access bank loans, even with very promising projects.

Within the Creative Europe Programme, the Cultural and Creative Sector Financial Facility is designed to complement the traditional support based on grants. With €210 million over the period, it will support and facilitate the access of these SMEs to bank credits, by guaranteeing portfolios of loans, and provide bankers with the necessary expertise to understand the specificities of the sector. The entire value chain will be covered.

The MEDIA Production Guarantee Fund

The MEDIA Production Guarantee Fund encourages financial institutions to make loans to film producers by guaranteeing that part of any agreed loan will be re-paid in the event of a default. The two organisations which have been selected by the European Commission to manage the Fund have both demonstrated their expertise in providing such guarantees in their domestic markets and have added a European dimension to their operations. The Fund, launched in 2010, will operate until 2013. With a contribution of €8 million from MEDIA, it can potentially generate more than €100 million of bank loans for the producers, thanks to the financing leverage. It is implemented for MEDIA by the IFCIC (Institut pour le Financement du Cinéma et des Industries Culturelles) in France and the Sociedad de Garantía recíproca para el Sector Audiovisual in Spain. It is accessible to banks and producers based in a MEDIA country.



For more information, please visit: www.audiovisualsgr.com and www.ifcic.eu



DER MÜLL IM GARTEN EDEN
Fatih Akin



SUEÑO Y SILENCIO
Jaime Rosales



YEKKHANEVADEH-e MOHTARAM
Massoud Bakhshi



J'ENRAGE DE SON ABSENCE
Sandrine Bonnaire

CANNES 2012

MEDIA is proud to support:

Official Selection

Competition

AMOUR (Love) by Michael Haneke

THE ANGELS' SHARE by Ken Loach

DE ROUILLE ET D'OS (Rust & Bone) by Jacques Audiard

HOLY MOTORS by Léos Carax

JAGTEN (The Hunt) by Thomas Vinterberg

PARADIES: LIEBE (Paradise : Love) by Ulrich Seidl

V TUMANE (In the fog) by Sergei Loznitsa

Un Certain Regard

7 DÍAS EN LA HABANA (7 Days in Havana) by Benicio Del Toro, Pablo Trapero,

Julio Medem, Elia Suleiman, Juan Carlos Tabío, Gaspar Noé, Laurent Cantet

À PERDRE LA RAISON by Joachim Lafosse

CONFESSION OF A CHILD OF THE CENTURY by Sylvie Verheyde

ELEFANTE BLANCO (White Elephant) by Pablo Trapero

DJECA (Children of Sarajevo) by Aida Begic

Special Screening

DER MÜLL IM GARTEN EDEN (Polluting Paradise) by Fatih Akin

The Director's Fortnight

ERNEST ET CÉLESTINE by Stéphane Aubier, Vincent Patar,

Benjamin Renner

SUEÑO Y SILENCIO (The Dream and The Silence) by Jaime Rosales

YEKKHANEVADEH-e MOHTARAM (A respectable family) by Massoud Bakhshi

Semaine de la Critique

Special Screenings

AUGUSTINE by Alice Winocour

J'ENRAGE DE SON ABSENCE by Sandrine Bonnaire



Sandrine Bonnaire



Léos Carax



Joachim Lafosse