

## **ITALIA. Film Distribution Fund | 1st edition Guidelines**

### **Introduction | purpose of the Fund**

As part of the promotion initiative called 'Made in Italy' supported by the Ministry of Economic Development (DG Internationalization and Trade Promotion), ANICA establishes an incentive aimed at encouraging the theatrical release of Italian films in specific territories outside the home market (**Latin America, South Korea, Japan and Taiwan**). A total of 240.000 \$ (180.000 €) has been allocated to the Film Distribution Fund.

### **The support**

It's a non-repayable cash contribution devoted to co-finance the P&A budget (according to percentages described below) invested by the foreign local distributors to release Italian films in cinemas in their specific territories. Contribution will be awarded until depletion of funds.

### **Eligible films are:**

- ✓ Long feature films (>60 min.) intended for theatrical release (fiction, documentary, animation);
- ✓ 100%italian or majority Italian productions;
- ✓ ones whose distribution rights' acquisition agreement include theatrical rights;
- ✓ recently produced: censorship licence is issued within 2 years before the submission date;
- ✓ ones whose distribution rights' acquisition agreement have been concluded and signed starting from 2013 September the 1<sup>st</sup>.

### **Exclusions**

- ✓ Titles acquired for worldwide distribution are not eligible.

Also, ANICA may decide to allocate a budget' residual (subject to availability) to non recently produced Italian films. In such instances the applicant should directly contact ANICA's offices (at [export@anica.it](mailto:export@anica.it).) Submissions will be processed on a first-come-first-serve basis and will be assessed on the basis of the terms and criteria set out herein.

### **Who can apply**

Foreign local distributors whose main activity is to distribute films in theatres in the mentioned territories (America Latina, Corea del Sud, Giappone e Taiwan) who:

- ✓ acquired theatrical distribution rights of eligible Italian titles as described above, provided that the scheduled theatrical release has not yet happened as of the date of the submission (confirmation e-mail sent by ANICA upon receipt of the application as proof of sending date).

### **Eligible foreign local distributor is the one who:**

- ✓ holds all the film's relevant theatrical distribution rights in the territory;
- ✓ bears all the distribution expenses for the launch of the film he is applying for;
- ✓ ensures and guarantees that the film will be screened in movie theatres for at least one week (applicant will be asked to provide evidence);

Please note that for the purpose of this fund, any screening at Festivals, retrospectives, special events or previews will not be considered 'theatrical release' which, for the avoidance of any doubt, is hereby intended as a screening open to paying audience.

### **Eligible costs**

- 1) Publicity and Advertising  
for a non-comprehensive illustrative purpose: Graphic lay out and Print (poster, flyers, advertising pages etc.); radio/tv trailers (Beta/DVD); Paid advertising (newspapers, magazines, signposting, TV/Radio/Internet); EPK; press agent; social network campaign, website; preview and press junket;
- 2) Prints
  - a. DCP production;
  - b. Subtitling and dubbing;
  - c. Transports;

- d. censorship license procedure expenses (if applicable);

### **Funding**

Financial contribution from the fund cannot exceed the ceilings described below:

Japan, South Korea, Taiwan: reimbursement up to 20% of all eligible P&A expenses, maximum contribution per each title cannot exceed 7.000 \$ (minimum 2.500 \$).

If the same title is sold in more than one territory, the maximum contribution cannot be more than 10.000 \$.

Latin America

Argentina: reimbursement up to 20% of all eligible P&A expenses, maximum contribution per each title cannot exceed 5.000 \$ (in case of sub-distribution in Uruguay, Paraguay, Chile, maximum contribution will upward to 7.000 \$).

Mexico and Brazil: reimbursement up to 20% of all eligible P&A expenses, maximum contribution per each title cannot exceed 7.000 \$.

Colombia, Venezuela, Peru, Bolivia, Ecuador: reimbursement up to 20% of all eligible P&A expenses, maximum contribution per each title cannot exceed 2.000 \$.

If the same title is sold in more than one territory, the maximum contribution cannot be more than 14.000 \$.

The extent of the financial contribution granted to the beneficiary may vary according to the distribution and marketing plan presented by the applicant, albeit within ceilings above described. The Committee's decision is final.

Premium Contribution:

- ✓ A foreign local distributor who distributes an eligible Italian film with the support of the fund, is granted an increase of 10% on the contribution per each new Italian title he acquires and plans to distribute in the same year (subject to fund availability).

### **How to apply**

Applicant is required to fill in and sign the contribution application form available at [www.anica.it](http://www.anica.it) (link), which includes a company and film information file and a P&A expenditures budget and a financing plan. The following additional documents must be attached:

- 1) A company profile including track records (films distributed, box office etc.);
- 2) A CV of the company legal representative and of the Head of Distribution (in case the two are different persons);
- 3) A detailed distribution and marketing plan for the release of the title for which the application is submitted (i.e. launch campaign, target audience, release date, towns, theatres, number of screens, promotion/marketing/advertising strategy etc.);
- 4) A copy of the signed film distribution rights acquisition agreement;
- 5) A letter of the sales agent or producer who sold the title attesting that all financial obligation have been met (partially or in full) by the applicant;
- 6) a copy of registration of the applicant company to the National Companies Registration Directory;

Application and appendix must be sent by both regular mail and e-mail at the following address

ANICA

Viale Regina Margherita, 286

00198 Rome – Italy

RE: DISTRIBUTION SUPPORT

Attention of: Mr. Roberto Stabile

Tel: +39 064425961

[export@anica.it](mailto:export@anica.it)

Only duly completed applications written in English and sent via physical and electronic mail will be taken into consideration.

Applicants will be sent an e-mail by ANICA acknowledging receipt of the submission file.

All applicants will be notified in writing about the outcome of their application.

### **The Committee**

Is composed of ANICA representatives (Francesco Adriano De Micheli), UNEFA (Paola Corvino), ISTITUTO LUCE-CINECITTA' (Roberto Cicutto).

Team: Francesca Medolago Albani, Roberto Stabile, Francesca Palleschi.

### **What's next – selection criteria**

On receipt of the application, the Committee will assess the eligibility, the quality of the P&A plan, budget and financing plan and the degree of which the said plan fulfils the objectives of this Fund. The award and the amount granted is decided by the Committee upon assessment of the distribution and marketing plan presented by the submitter. Its decision is final.

If an application is successful, the applicant will be notified the amount awarded by the grant which will be paid upon receipt of the final report and final financial statement. However, contribution may never exceed the 20% of the eligible P&A budget. If the eligible costs actually incurred by the applicant are lower than anticipated, the Committee may decide to reduce the contribution proportionately.

### **Payment**

The grant will be paid in 60 days upon presentation of the final report and final financial statement requested by the Committee and sellers confirmation.

### **Report**

Distribution activity final report should be supplied to ANICA within 3 months after the last day of screening of the film in theatres / or within 3 months by the last P&A expenditure incurred by the applicant.

The report must include:

- ✓ One copy of any advertising material produced for the film release. For a non-comprehensive illustrative purpose: advertising pages, poster, flyers; TV trailers etc.;
- ✓ media coverage and press clipping related to the film;
- ✓ weekly reports containing number of screens, total B.O. /average for screen and number of admissions, from the first to the last day of the film's release in theatres;
- ✓ Final financial statement of costs actually incurred (including copies of the invoices).

### **Timetable**

Applications may be submitted anytime between September the 1<sup>st</sup> 2013 and October 2014 (or before in case the funds have been fully awarded) provided that the films' release is scheduled to start not after 12 months the date of receipt of the submission (which will be the date of confirmation email sent by Anica to the applicant upon receipt of the application). The committee will meet on a monthly basis and commits to reply to the applicant within 30 working days starting from the date of receipt of the complete application.

### **Publicity**

Beneficiaries should acknowledge the contribution in all publications and materials produced for the release with the mention: a Made in Italy initiative by ANICA, with the support of Ministry of Economic Development.