



## MEDIA in the UK 2010

*The King's Speech*, directed by Tom Hooper, received MEDIA Automatic and Selective schemes funding in 2010.  
Image courtesy of Momentum Pictures





# Contents



*Of Gods and Men*, directed by Xavier Beauvois, received MEDIA Automatic and Selective schemes funding in 2010. Image courtesy of Artificial Eye



*StreetDance 3D*, directed by Max Giwa and Dania Pasquini, received MEDIA Automatic and Selective schemes funding in 2010. Image courtesy of Vertigo Films

- Introduction** 4
- MEDIA Desk UK and Antennae activities in 2010** 5
- Distribution and exhibition**
  - Theatrical distribution 6
  - Online distribution 10
  - Exhibition 10
- Production companies**
  - Development 12
  - i2i Audiovisual 14
  - TV Broadcasting 14
  - Interactive projects 15
- Skills development**
  - Film students 16
  - Professional training 17
- Promotion and festivals**
  - Film festivals 18
  - Access to Markets 18
  - Promotional events 19
  - Film Sales Support 20
- New technologies** 22
- MEDIA International** 22

# Introduction

---



**Agnieszka Moody**  
Director, MEDIA  
Desk UK  
© Grzegorz Lepiarz

*MEDIA in the UK 2010* presents the funding grants awarded to the UK audiovisual industry over the last year. 85 UK companies received €8.7 million of direct funding, and a further €6.7 million was awarded to European distributors to release 50 British films.

The highlights of 2010 include very strong support for UK films on the continent: *StreetDance 3D*, *Another Year*, *The King's Speech*, *Nowhere Boy* and *Tamara Drewe* are but a few examples of films that won substantial grants to boost their releases in European territories. 2010 also saw the launch of Curzon on Demand, a UK-based VoD service funded by a MEDIA grant.

UK applicants for training projects also had a very good year: Three previously funded UK-led film school consortia were joined by a Wales-based provider, Newport University, while no less than seven continuous training promoters received grants, with the acclaimed Inside Pictures joining the roster of MEDIA-funded international training programmes for the first time.

UK producers maintained their level of support from MEDIA with Ruby Films, Origin Films, Vertigo Films and Starfield Productions securing development grants, while Honeycomb Animation, Brook Lapping Productions and Target Entertainment can be cited as examples of TV Broadcasting funding.

In a difficult year at home it is reassuring to see Europe's sustained support for the UK's talent and industry. MEDIA Desk UK congratulates all recipients and wishes them an even more successful 2011.

**€8.7 million**

MEDIA funding received  
by UK companies in 2010

**€6.7 million**

MEDIA funding awarded  
to UK films in 2010

# MEDIA Desk UK and Antennae activities in 2010

In the UK there are three MEDIA Programme promotion and information offices: MEDIA Desk UK, based in London, MEDIA Antenna Scotland, based in Glasgow, and MEDIA Antenna Wales, based in Cardiff. 2010 was busy for every office, as 16 MEDIA funding schemes were open at various times. MEDIA Desk UK alone answered more than 3,000 funding enquiries.

In addition to advising the UK audiovisual industry, the UK offices manage a website ([www.mediadeskuk.eu](http://www.mediadeskuk.eu)), publish various printed publications and issue monthly e-bulletins about MEDIA news in the UK and beyond.

Importantly, the UK offices organise and contribute to information and promotion events across the UK. Over 30 such events took place in 2010, in locations from Belfast to Birmingham. 2010 also saw the launch of Certificate FL, a MEDIA Desk UK initiative designed to debate, question and overcome the reluctance of UK audiences to see foreign-language films.

The UK's MEDIA Desk and Antennae are also part of the network of 44 MEDIA offices across Europe and offer support on finding partners and connections in other European countries.

## **Aberdeen**

- MEDIA Roadshow

## **Bangor**

- Assessing and Supporting Your Media Business – a business development workshop in conjunction with Skillset and Skillset Academi +

## **Belfast**

- MEDIA funding presentation and individual surgeries at Northern Ireland Screen

## **Birmingham**

- MEDIA funding presentation at the Producers' Forum

## **Cardiff**

- Developing Business Strategies for Your Media Company – a funding workshop in conjunction with Skillset and Skillset Academi +
- Mini Pixel Lab - a cross-media film workshop in collaboration with Power to the Pixel
- Seminar on MEDIA Development funding for interactive projects

## **Dundee**

- MEDIA Roadshow
- Scottish Games Industry Recruitment Fair

## **Edinburgh**

- MEDIA Roadshow
- European Documentary Networking Breakfast – an Edinburgh International Film Festival industry event
- One-to-one advisory meetings at the Doc Pitch Event run by Scottish Documentary Institute during Edinburgh International Film Festival

## **Glasgow**

- MEDIA Roadshow

## **Inverness**

- MEDIA Roadshow
- Engine Room Pitch – in collaboration with Sheffield Doc/Fest and hosted by the Highlands and Islands Enterprise

## **Leicester**

- MEDIA funding presentation at the Independent Cinema Office's Fundamentals of Fundraising course

## **London**

- Certificate FL: Foreign-language film at the cinema and beyond – a conference supported by the European Commission Representation in the UK and the UK Film Council

- Certificate FL: The audience is out there – a BFI London Film Festival industry seminar
- MEDIA Development and Interactive funding seminars
- UK/Spanish co-production event in collaboration with the UK Film Council, the London Spanish Film Festival and the Spanish Institute for Foreign Trade
- UK/Brazilian co-production event in collaboration with BAFTA
- MEDIA funding presentation at Enterprise Europe Network event
- UK/Italian co-production meeting in collaboration with Italian Cinema and BAFTA
- What's New in Distribution? – a seminar on MEDIA distribution schemes

## **Luton**

- MEDIA funding presentation at an East of England Regional Assembly event

## **Newry**

- MEDIA networking event at Celtic Media Festival

## **Poole**

- MEDIA presentation at event on EU support for creative industries.



# Distribution and exhibition

## Theatrical distribution

MEDIA spends more than half of its annual €100 million budget on helping European films enjoy international release. This is achieved through three funding schemes: Selective, Automatic and Sales Agents.

### UK films funded through the Selective Scheme

In 2010, nine UK films had their European releases enhanced by the MEDIA Selective Scheme. This resulted in a greater number of prints, more generous marketing campaigns and ultimately larger audiences. Tom Hooper's *The King's Speech*, which won numerous awards including Best Picture at the 83rd Academy Awards® and Best Film at the 64th British Academy Film Awards®, was awarded €462,500 by MEDIA to be released in 18 EU countries. Mike Leigh's *Another Year*, Max Giwa and Dania Pasquini's *StreetDance 3D* and Woody Allen's *You Will Meet a Tall Dark Stranger* also secured large MEDIA awards: €502,000, €874,500 and €553,000 respectively.

Film	No. of countries	Award (€)
<i>Another Year</i>	13	502,000
<i>Chatroom</i>	13	302,500
<i>Fish Tank</i>	5	122,500
<i>Route Irish</i>	12	307,000
<i>StreetDance 3D</i>	16	874,500
<i>Tamara Drewe</i>	16	585,000
<i>The King's Speech</i>	18	462,500
<i>Turtle: The Incredible Journey</i>	1	3,000
<i>You Will Meet a Tall Dark Stranger</i>	14	553,000
		<b>3,712,000</b>

**€3,712,000**  
Total MEDIA Selective Scheme funding awarded to UK films in 2010



***I Am Love***, directed by Luca Guadagnino, received MEDIA Selective Scheme funding in 2010. Image courtesy of Metrodome Distribution



***Heartbreaker***, directed by Pascal Chaumeil, received MEDIA Selective Scheme funding in 2010. Image courtesy of Revolver Entertainment



***Benda Bilili!***, directed by Renaud Barret and Florent de la Tullaye, received MEDIA Selective Scheme funding in 2010. Image courtesy of Trinity. © Florent de la Tullaye

## UK distributors funded through the Selective Scheme

In 2010, UK distributors released a range of European films on UK screens with MEDIA funding that totalled €535,500. MEDIA-supported films included the 2010 Cannes Grand Prix-winning *Of Gods and Men*, and Luca Guadagnino's *I Am Love*, both of which have enjoyed considerable success at the UK box office.

**€535,500**

Total MEDIA Selective Scheme funding awarded to UK distributors in 2010

*We have received Selective support for three titles this year, and it enables us to spend that bit extra on the P&A that can make all the difference to a film taking off. With *Le Quattro Volte* we could increase the advert size, and achieved our best figures for any of our films so far. The Automatic Scheme has helped us to acquire two challenging and exciting titles: *Film Socialisme* and *Mysteries of Lisbon*.*

**Robert Beeson, Director, New Wave Films**

Distribution company	Film	Award (€)	UK box office revenue to 03/06/2011 (£)
Artificial Eye	<i>Attenberg</i>	8,000	Not yet released in UK
	<i>If I Want to Whistle, I Whistle</i>	17,000	Not yet released in UK
	<i>Of Gods and Men</i>	45,000	£681,789
	<i>On Tour</i>	20,000	£27,983
	<i>The Tree</i>	17,000	Not yet released in UK
Metrodome Distribution	<i>I Am Love</i>	110,000	£926,665
New Wave Films	<i>Aurora</i>	13,000	Not yet released in UK
	<i>Le Quattro Volte</i>	10,000	£36,205
	<i>Two in the Wave</i>	6,500	£9,324
Optimum Releasing	<i>Potiche</i>	100,000	Not yet released in UK
Peccadillo Pictures	<i>Angèle et Tony</i>	11,000	Not yet released in UK
	<i>Loose Cannons</i>	23,000	£71,592
Revolver Entertainment	<i>Heartbreaker</i>	100,000	£699,745
Soda Pictures	<i>Dancing Dreams</i>	5,000	£409
Trinity	<i>Benda Bilili!</i>	50,000	£48,321
		<b>535,500</b>	

# Distribution and exhibition

## UK films funded through the Automatic Scheme

The MEDIA Automatic Scheme rewards distributors for the box office success of non-national European films. Recipients can use funding from this scheme to invest in minimum guarantees or to subsidise the release costs of new non-national acquisitions. 41 UK films shared a total of €2,955,453 from the 2010 MEDIA Automatic Scheme. The highest awards were granted to Stephen Frears' *Tamara Drewe*, with over €600,000 worth of support, followed by Sam Taylor-Wood's *Nowhere Boy* with over €560,000 and Banksy's *Exit Through the Gift Shop* with over €250,000.

**€2,955,453**

Total MEDIA Automatic Scheme funding awarded to UK films in 2010

*Supporting strong European filmmakers and projects has been fundamental to the development of Optimum Releasing as a distributor in the UK. The support of the MEDIA Programme has enabled us to be more aggressive in the acquisition and release of some great European films and we have been delighted to bring them to a wider UK audience as a result.*

**Danny Perkins, CEO, Optimum Releasing**

Film	Award (€)
<i>A Dangerous Method</i>	132,300
<i>An Education</i>	121,712
<i>Another Year</i>	41,558
<i>Bel Ami</i>	195,671
<i>Centurion</i>	5,479
<i>Chatroom</i>	39,119
<i>Chéri</i>	21,280
<i>Dorian Gray</i>	15,500
<i>Easy Virtue</i>	3,635
<i>Exit Through the Gift Shop</i>	254,180
<i>Fish Tank</i>	20,027
<i>Four Lions</i>	41,127
<i>Frontier Blues</i>	8,245
<i>Happy-Go-Lucky</i>	12,128
<i>Hunger</i>	4,999
<i>In the Loop</i>	35,315
<i>Incendary</i>	26,400
<i>It's a Wonderful Afterlife</i>	1,927
<i>Killing Bono</i>	87,631
<i>Looking for Eric</i>	6,889
<i>Made in Dagenham</i>	141,151
<i>Monsters</i>	7,651
<i>Moon</i>	417
<i>Mr. Nice</i>	15,303
<i>Nightwatching</i>	6,711
<i>Nowhere Boy</i>	562,908
<i>Route Irish</i>	11,000
<i>She, a Chinese</i>	4,000
<i>StreetDance 3D</i>	17,144
<i>Tamara Drewe</i>	607,515
<i>The Children</i>	12,549
<i>The Disappearance of Alice Creed</i>	8,000
<i>The King's Speech</i>	63,131
<i>The Last Word (aka Perfect Sense)</i>	6,400

continued >

<i>The Meerkats</i>	968
<i>The Secret of Moonacre</i>	85,749
<i>The Shock Doctrine</i>	83,370
<i>The Three Musketeers</i>	116,239
<i>Unmade Beds</i>	17,053
<i>Wild Target</i>	31,894
<i>Wuthering Heights</i>	81,178
	<b>2,955,453</b>

**€490,386**

Total MEDIA Automatic Scheme funding awarded to UK distributors in 2010

### UK distributors funded through the Automatic Scheme

Every year distributors across Europe report to MEDIA on the cinema admissions for the European non-national films they released in the previous year. These admissions are the basis for calculation of MEDIA Automatic Scheme grants. The funding can be used to pay minimum guarantees and release costs on non-national European films. In 2010, UK distributors reported nearly one million admissions to non-national European films in 2009.

On the basis of these admissions they were allocated the following awards in 2010:

Distributor	Award (€)
Artificial Eye	279,744
Cinefile	6,819
Metrodome Distribution	67,512
New Wave Films	39,790
Optimum Releasing	75,789
Peccadillo Pictures	1,379
Soda Pictures	19,353
	<b>490,386</b>



**Exit Through the Gift Shop**, directed by Banksy, received MEDIA Automatic Scheme funding in 2010. Image courtesy of Revolver Entertainment



**A Dangerous Method**, directed by David Cronenberg and produced by Jeremy Thomas, received MEDIA Automatic Scheme funding in 2010. Image courtesy of Recorded Picture Company. Photo by Liam Daniel

### Funding for UK sales agents

The Sales Agents scheme allocates €1 million a year and is linked to an agent's performance in selling European films. The funding awarded depends on the amount of cinema admissions generated by the films sold in the previous calendar year. The funding can be used for acquisitions (sales guarantees) as well as the promotion and marketing costs of non-national European films. Two UK sales companies took advantage of this scheme in 2010.

Sales agent	Award (€)
Content Film International	32,173
HanWay Films	41,927
	<b>74,100</b>

**€74,100**

Total MEDIA Sales Agents funding awarded to UK sales agents in 2010

# Distribution and exhibition

## Online distribution

Since 2007, MEDIA has been supporting online content distribution via the VoD/DCD scheme, which funds video-on-demand platforms and the digital delivery of film to cinemas. In 2010, over €6 million was invested in platforms that offer European content on demand to audiences worldwide. Three UK VoD operators successfully secured MEDIA VoD/DCD funding, including the new online initiative from Curzon Cinemas, Curzon on Demand, which was awarded €300,000.

Company	Project	Award (€)
ADM Media	Brightwide Europe	200,000
Curzon Cinemas	Curzon on Demand	300,000
Mercury Media International	joiningthedocs.tv	250,000
		<b>750,000</b>



**€750,000**

Total MEDIA VoD/DCD scheme funding awarded to UK services in 2010

*Curzon Artificial Eye's ambition is to reach audiences wherever they are. So we created Curzon on Demand - a virtual cinema where they can see current releases along with great films from the past. MEDIA support has been invaluable for this venture, not only in terms of the grant, which reduced our financial risk in developing the service, but also because MEDIA provided invaluable advice on several key strategic and technical issues during our development.*

**Ross Fitzsimons, Director of Strategy and Business Development, Curzon Artificial Eye**

## Exhibition

Europa Cinemas is a MEDIA-funded network of cinemas which screen significantly more European films, and in particular non-national European films, than most cinemas. The average percentage of European programming in Europa Cinemas is over 60%. The network has become a trusted brand that clearly signposts access to European cinema for filmgoers.

There are 45 member cinemas in the UK, and between them they generated €888,000 in 2010, including €203,000 for digital screenings. UK member cinemas include BFI Southbank in

London, the Watershed Media Centre in Bristol and the Queen's Film Theatre in Belfast.

Recipient	Award (€)
45 cinemas in the UK	888,000
<b>888,000</b>	

*From Pedro Almodovar to Wim Wenders, Glasgow Film: GFT and Glasgow Film Festival aims to bring audiences the best in world cinema all year round. The funding we receive through Europa Cinemas supports our dedication to screening the latest European releases, as well as our innovative youth projects with schools and local communities. Our commitment to our audiences is strengthened by the partnerships we've formed with other cinemas. None of this would be possible without the support we receive from the Europa Cinemas network.*

**Jaki McDougall, Chief Executive, Glasgow Film**

**€888,000**

Total MEDIA funding awarded to Europa Cinemas UK members in 2010



Queen's Film Theatre, Belfast



BFI Southbank, London



Filmhouse, Edinburgh



Glasgow Film Theatre, Glasgow



mac birmingham, Birmingham



The Gulbenkian, Canterbury  
© Jim Higham



## UK cinemas in the Europa Cinemas network

Barbican Cinema, London • BFI Southbank, London • Broadway Nottingham Media Centre, Nottingham • Cambridge Arts Picturehouse, Cambridge • Cameo, Edinburgh • Chapter, Cardiff • Ciné Lumière, London • Cinema at New Park, Chichester • Cinema City, Norwich • Cornerhouse, Manchester • Curzon Mayfair, London • Curzon Soho, London • DCA Cinema, Dundee • Derby Quad Cinema, Derby • Duke of York's, Brighton • Eden Court Theatre, Inverness • Filmhouse, Edinburgh • Forum Cinema, Northampton • Glasgow Film Theatre, Glasgow • Hyde Park Picturehouse, Leeds • ICA Cinema, London • Ipswich Film Theatre, Ipswich • Light House, Wolverhampton • Ludlow Assembly Rooms, Ludlow • mac birmingham, Birmingham • Phoenix Cinema, London • Phoenix Picturehouse, Oxford • Phoenix Square, Leicester • Picturehouse at FACT, Liverpool • Pictureville, Bradford • Queens Film Theatre, Belfast • Renoir, London • Richmond Filmhouse, Richmond • Rio Cinema, London • Saffron Screen, Saffron Walden • Showroom, Sheffield • Stoke Film Theatre, Stoke-on-Trent • Strode Film Theatre, Street • The Barn Cinema, Dartington • The Gate, London • The Gulbenkian Theatre, Canterbury • Tricycle Cinema, London • Tyneside Cinema, Newcastle • Watermans Arts Centre, Brentford • Watershed Media Centre, Bristol



# Production companies

## Development

In 2010, UK production companies secured €1,855,181 of MEDIA Development Funding.

### Slate Funding

Six UK production companies shared over €800,000 of MEDIA funding to support slates of projects, including Entertainment One, Mentorn Media and Origin Pictures.



**Route Irish**, directed by Ken Loach, received MEDIA Development (Slate) funding through Sixteen Films in 2006, and was released in the UK in 2010

Production company	Award (€)
Entertainment One	190,000
Film & Music Entertainment	172,330
Mentorn Media	180,000
Met Film	78,078
Origin Pictures	150,000
Ruby Films	119,229
	<b>889,637</b>

**€1,855,181**

Total MEDIA Development funding awarded to UK production companies in 2010

*MEDIA has been crucial for many of our projects, both at the development stage and in increasing their audiences when it comes to distribution. The support of MEDIA was essential for getting Stephen Frears' Tamara Drewe seen by European audiences.*

**Alison Owen, Producer, Ruby Films**

*Over my years in film production I have learnt how crucial it is to have the opportunity to really develop scripts to their full potential. So many promising ideas do not blossom because the script process has been rushed and the projects haven't been given the space to properly evolve. This MEDIA grant will really help us give the talented writers we are writing with, both new and established, the space to move their projects forward. It's a great boost for our company and should really enhance the quality of our work.*

**David Thompson, Producer, Origin Pictures**

## Single Project Funding

The 2010 Single Project Funding scheme awarded support to a variety of UK applicants from the documentary and drama sectors. The companies funded included Vertigo Films with the fiction project *Boudicca* and Redbird Media with *Casablanca Calling*. The documentary projects *I Nearly Died Laughing* from Scotland's True TV and Film and *The Great Invisible* from Passion Pictures also received MEDIA funding.

Production company	Project	Award (€)
Accidental Media	<i>Children of Babel's Market</i>	11,488
Bigger Pictures	<i>For The Boy</i>	60,000
Braidmade Films	<i>Up on the Roof</i>	25,000
Bright Pictures	<i>The English American</i>	58,850
End Street Productions	<i>Blackstar</i>	20,000
Endboard Productions	<i>The Bounty Hunter</i>	14,975
Fiesta Productions	<i>Marked Man</i>	44,090
Fragrant Films	<i>Runt</i>	24,950
Kindle Entertainment	<i>Boy2Girl</i>	41,173
MJW Productions	<i>Tell Me The Truth About Love</i>	40,000
Odd Girl Out Productions	<i>Life in Transit</i>	25,000
Opix Films	<i>Toy Soldiers</i>	25,000
Parallax East	<i>ID2</i>	32,341
Passion Pictures	<i>The Great Invisible</i>	20,000
Quark Films	<i>First Person Shooter</i>	25,000
Quicksilver Films	<i>The Greater Good</i>	60,000
Red&Black Films	<i>Cyrano</i>	24,980
Redbird Media	<i>Casablanca Calling</i>	25,490
RedRebel Films	<i>Five Ways out of a Favela</i>	23,096
Starfield Productions	<i>The Night Climbers</i>	55,000
Steel Mill Pictures	<i>Wisdom's Last Legs</i>	25,000
Stone City Films	<i>Electricity</i>	24,046
Synchronicity Films	<i>Blood or Water</i>	47,686
Tenfoot Films	<i>Men of Arabia</i>	51,490
The Borough Picture Company	<i>Dick Kerr Ladies</i>	60,000
True TV and Film	<i>I Nearly Died Laughing</i>	25,000
Vertigo Films	<i>Boudicca</i>	60,000
Vezfilm	<i>The Train to Moscow</i>	15,889
		<b>965,544</b>

# Production companies

## i2i Audiovisual

Three UK producers successfully applied to the MEDIA i2i Audiovisual scheme to help with the costs of financing their film projects in 2010. *Chalet Girl*, *Late Bloomers* and Sigmaville's *Perfect Sense* shared €150,000 of support.

Production company	Project	Award (€)
Chalet Girl Films	<i>Chalet Girl</i>	50,000
Late Bloomers	<i>Late Bloomers</i>	50,000
Sigmaville	<i>Last Word (aka Perfect Sense)</i>	50,000
		<b>150,000</b>

**€150,000**

Total MEDIA i2i Audiovisual scheme funding awarded to UK producers in 2010



*Late Bloomers*, directed by Julie Gavras, received MEDIA i2i Audiovisual funding in 2010. © The Bureau/Les Films du Worso. Photo credit: Simon Mein



*Chalet Girl*, directed by Phil Traill, received MEDIA i2i Audiovisual funding in 2010. Image courtesy of Momentum Pictures

**€1,665,000**

Total MEDIA TV Broadcasting funding awarded to UK producers in 2010

## TV Broadcasting

MEDIA also helps to produce television programmes for international distribution. In 2010, UK television producers received over €1.6 million to co-finance international drama, documentary and animation programmes. These included Bungalow Town's investigation into the allure of romantic novels, *Guilty Pleasures*, children's animations *The Gruffalo's Child* by Orange Eyes and *The Hive* by The Hive Enterprises, and Dissolution Film's drama *Shardlake*.

Production company	Project	Award (€)
Brook Lapping Productions	<i>Russia &amp; The West</i>	150,000
Bungalow Town Productions	<i>Guilty Pleasures</i>	58,000
Century Films	<i>Bad Weather</i>	60,000
Dissolution Films	<i>Shardlake</i>	450,000
Honeycomb Animation Enterprises	<i>Little Molly Mystery</i>	92,000
Orange Eyes	<i>The Gruffalo's Child</i>	164,000
Target Entertainment	<i>Toby's Toy Circus</i>	400,000
The Hive Enterprises	<i>The Hive</i>	238,000
Urban Canyons	<i>Ninja - The Rise and Fall of the Shadow Warrior</i>	53,000
		<b>1,665,000</b>



**Guilty Pleasures,** produced by Bungalow Town Productions, received MEDIA TV Broadcasting funding in 2010. Image courtesy of Bungalow Town Productions



**The Hive,** a Hive Enterprises co-production with DO Entertainment, received MEDIA TV Broadcasting funding in 2010. © The Hive Enterprises Limited MMXI



**Brand New-U,** developed by Hot Property Films, received MEDIA Interactive Projects funding in 2010. Image courtesy of Hot Property Films

## Interactive projects

MEDIA also funds the development of interactive projects that complement an existing traditional audiovisual project (or one in development). In 2010, nearly €200,000 was invested in two UK interactive media companies: Hot Property Films and Rebellion Developments.

Developer	Project	Award (€)
Hot Property Films	Brand New-U	40,000
Rebellion Developments	Cursed Undercity	150,000
		<b>190,000</b>

**€190,000**

Total MEDIA Interactive Projects funding awarded to UK companies in 2010

*The buzz words today are 'cross-media' and 'transmedia' – everyone is excited by the new and the innovative but few want to risk their money at the vanguard. Finding traditional development finance for the screenplay of Brand New-U was relatively easy, working with great support from the UK Film Council, but it was MEDIA Interactive Projects funding that allowed us to develop a truly integrated and innovative cross-media package that even in the early stages of development has attracted much interest and attention.*

**Janine Marmot, Producer,  
Hot Property Films**

# Skills development

## Film students

MEDIA recognises the fundamental role that training plays in the film industry, and annually invests around €2 million in encouraging networking and shared projects among students of various European film schools. In 2010, the Initial Training scheme was keenly utilised by UK film schools, with one Wales-based provider joining three previously-funded consortia.

Organisation	Training scheme	Award (€)
Edinburgh Napier University	Engage IV	150,000
National Film and Television School	Passion to Market	200,000
The London International Film School	European Low Budget Film Forum IV	60,000
University of Wales, Newport	Transformatlab	69,942
		<b>479,942</b>

*Transformatlab is an exciting venture which brings together animators, games developers, filmmakers and writers from across Europe to learn how to develop and commission media projects in the contemporary multiplatform market. This project, which draws on the expertise of lecturers and industry from Hungary (MOME), France (Gobelins) and Wales (Media Academy Wales), took nearly two years to develop, and could not have been created and delivered without the funding from the MEDIA Initial Training scheme. The MEDIA funding is essential for the development of this kind of project, which HE institutions could not afford on their own, and allows participants from all parts of the EU to attend regardless of their financial circumstances.*

**Humphry Trevelyan, Creative Partnership Director, School of Art, Media & Design, University of Wales**

**€479,942**

**Total MEDIA Initial Training funding invested in UK projects in 2010**

## Professional training

MEDIA supports approximately 60 international professional training programmes every year, all of which prepare European professionals to work internationally. UK participation in these courses is very high, with over 200 individuals taking advantage of them every year.

2010 saw seven UK training providers successfully secure MEDIA money for their initiatives, which teach industry skills ranging from festival management to script development and cross-media content distribution to business management.

Organisation	Training scheme	Award (€)
Independent Cinema Office	Developing Your Film Festival	32,111
National Film and Television School	Inside Pictures 2011	212,716
Peaceful Fish Productions	Closing the Gap: Investment for 360° Content	80,192
Power to the Pixel	The Pixel Lab: The Cross-Media Workshop	190,000
Seize the Media	Transmedia Next	32,000
Sheffield Doc/Fest	Crossover Commissioning Labs and Summit	138,000
The Bureau Film Company	Save Our Scripts 2011	81,591
		<b>766,610</b>

*Now in its eighth year, Inside Pictures has the same objective as when it started, to teach producers and executives everything I wish I had known about the film industry when I started out – taught by the top practitioners in the business. Its graduates are a testament to how important the course is as they are now leaders of the film and television industry. Without the help of the MEDIA Programme we could not continue this work or expand it to benefit more applicants from Europe as a whole. MEDIA is the best!*

**Michael Kuhn, Qwerty Films**

**€766,610**

**Total MEDIA professional training funding invested in UK courses in 2010**



Transmedia Next received MEDIA Continuous Training funding in 2010



Inside Pictures received MEDIA Continuous Training funding in 2010

# Promotion and festivals

## Film festivals

MEDIA helps to expand audiences for European film by supporting festivals devoted to showcasing European audiovisual content. The funded festivals take place all over Europe, and in 2010 the UK's Leeds International Film Festival was awarded €32,044 of MEDIA support.

Organisation	Festival	Award (€)
Leeds City Council	Leeds International Film Festival	32,044
		<b>32,044</b>



Leeds International Film Festival received MEDIA Audiovisual Festivals funding in 2010. © Phil Faulks

**€32,044**  
Total MEDIA funding invested in UK festivals in 2010

## Access to Markets

The MEDIA Access to Markets scheme aims to improve European professionals' access to audiovisual industry trade events. The support can take various forms, for example the MEDIA Stand, which offers its services on a shared basis at major film markets in Berlin and Cannes. MEDIA also co-finances several specialist markets.

In 2010, four UK organisations won bids to organise promotional initiatives. These were: Power to the Pixel's Pixel Market; Film London's Production Finance Market, held during the BFI London Film Festival; Sheffield Doc/Fest's annual MeetMarket, and the 2011 edition of the World Congress of Science and Factual Producers held in Dresden, Germany.

Organisation	Event	Award (€)
Film London	The Film London Production Finance Market 2011	65,000
Power to the Pixel	The Pixel Market	60,000
Sheffield Doc/Fest	MeetMarket 2011	78,394
World Congress of Science and Factual Producers	The 2011 World Congress of Science and Factual Producers	40,000
		<b>243,934</b>



The MEDIA Stand at the European Film Market 2010, Berlin. © Cecoforma

**€243,934**

Total MEDIA Access to Markets funding  
invested in UK events in 2010

*MeetMarket is a cutting-edge market for innovative documentary and cross-platform producers. It offers tailored matchmaking, starting online and resulting in one-to-one meetings between funders and producers. Through its funding, MEDIA has shown its dedication to new models of production that really get results.*

*Commissioning the Future offers the opportunity to train decision-makers across Europe in Commissioning for Convergence. We believe that this is vital for the cross-platform marketplace in Europe to thrive. The initiative is delivered by Sheffield Doc/Fest, Crossover Labs and Documentary Campus. Thanks to MEDIA support we secured speakers such as Frank Rose (author of The Art of Immersion) and over 200 delegates were able to take part.*

**Heather Croall, Festival Director, Sheffield Doc/Fest and Director, Crossover Labs**

## Promotional events

The MEDIA Access to Markets scheme also funds European Film Promotion (EFP), an umbrella organisation that facilitates working relationships between Europe's national film promotion organisations. EFP organises many events, including the European Film Awards, Shooting Stars (a showcase of Europe's acting talent at the Berlin International Film Festival) and Producers on the Move, held at the Cannes Film Festival.



The UK's Edward Hogg amongst recipients of the Shooting Stars Awards 2010  
© Vladimir Novotny-Kiva, EFP SHOOTING STARS

# Promotion and festivals



*The Ghost*, directed by Roman Polanski, won the EFA award for Best Film in 2010

*I really got a great deal from the experience of being chosen as the UK's Producer on the Move 2010, having the opportunity to meet up with Europe's most up and coming producers gave me great inspiration. I really appreciate the impact this has had on me and my projects, resulting in The Train Station being selected for L'Atelier at the 2011 Cannes Film Festival.*

**Isabelle Stead, the UK's Producer on the Move 2010**

## Film Sales Support

MEDIA also provides help to promote films through EFP's Film Sales Support scheme. The scheme enables producers and sales agents to promote their films at key festivals and markets around the world, including the Toronto Film Festival and the American Film Market.



EFP's Producers on the Move 2010 © Kurt Krieger



**Submarine**, directed by Richard Ayoade, was supported by Film Sales Support in 2010. Image courtesy of Optimum Releasing. © Dean Rogers



**The Illusionist**, directed by Sylvain Chomet, was supported by Film Sales Support in 2010. Image courtesy of Pathé Distribution. © 2010 Django Films Illusionist Ltd/ Cine B/ France 3 Cinema

**€81,090**

Total EFP Film Sales Support funding invested in UK companies and films in 2010

Sales company	Film	Event	Award (€)
Autlook Film Sales (Austria)	<i>American - The Bill Hicks Story</i>	Asian Film Market	1,050
Celsius Entertainment	<i>Amphibious 3D</i>	American Film Market	4,000
ContentFilm International	<i>I Am Slave</i>	Toronto Film Festival	5,000
	<i>Ironclad</i>	American Film Market	4,000
Doc & Film International (France)	<i>Over Your Cities Grass Will Grow</i>	Toronto Film Festival	2,500
Films Boutique (Germany)	<i>She, a Chinese</i>	Guadalajara Film Festival	3,666
First Hand Films (Switzerland)	<i>Dancing with the Devil</i>	Asian Film Market	3,333
HanWay	<i>Chico &amp; Rita</i>	Toronto Film Festival	2,500
	<i>Essential Killing</i>	Toronto Film Festival	5,000
Independent	<i>Mr. Nice</i>	FILMART	2,213
	<i>Third Star</i>	American Film Market	4,000
	<i>Tracker</i>	Toronto Film Festival	5,000
Jinga Pictures	<i>Only When I Dance</i>	Guadalajara Film Festival	1,620
LevelK (Denmark)	<i>Crying with Laughter</i>	American Film Festival	1,041
Memento Films International (France)	<i>Once Upon a Time Proletarian</i>	FILMART	1,024
Moviehouse Entertainment	<i>Stalker</i>	American Film Market	4,000
Old Street Films	<i>Enemies of the People</i>	Sundance Film Festival	4,000
Pathé Distribution (France)	<i>The Illusionist</i>	FILMART	1,413
Pathé International	<i>Africa United</i>	Toronto Film Festival	5,000
	<i>Centurion</i>	FILMART	1,224
Protagonist Pictures	<i>Submarine</i>	Toronto Film Festival	5,000
Roissy Films (France)	<i>Son of Babylon</i>	Sundance Film Festival	4,000
The Salt Company	<i>Killing Bono</i>	American Film Market	3,813
West End Films	<i>Chatroom</i>	American Film Market	2,693
Wild Bunch (France)	<i>Four Lions</i>	Sundance Film Festival	4,000
			<b>81,090</b>

# New technologies

# MEDIA International

Every year the MEDIA Programme supports innovation by funding the pilot phase of projects aiming to develop new ways of creating, distributing and promoting European audiovisual content with the use of new, innovative information and communication technologies. In 2010 the UK-led project Digital Alfie received a grant of €175,000, and Twofour Group's project Smart Entertainment was awarded €312,266.

Company	Project	Award (€)
Peaceful Fish Productions	Digital Alfie	175,000
Twofour Group	Smart Entertainment	312,266
		<b>487,266</b>

**€487,266**  
Total MEDIA Pilot Projects funding awarded to UK projects in 2010

In 2010, the third and final round of MEDIA International funding had a budget of €1 million. 13 initiatives were awarded funding, each of which encouraged Europe's audiovisual industry to collaborate with international partners. While there were no UK recipients of this funding, many of the funded initiatives were available to UK professionals, including Cartoon Connection, a programme developing commercial and creative links between European animation professionals and their counterparts in South Korea, Canada and Latin America, and the ACE Co-Production Lab in Japan, a workshop for European, Japanese and Canadian professionals.



PRIMECHANGE Europe-India received MEDIA International funding in 2010. Images courtesy of PRIMEHOUSE



***MEDIA in the UK 2010*** is a MEDIA Desk UK publication. For more information, please contact:

**MEDIA Desk UK**

Agnieszka Moody  
c/o BFI  
21 Stephen Street  
London W1T 1LN  
Tel: 020 7173 3221  
Email: [england@mediadeskuk.eu](mailto:england@mediadeskuk.eu)

**MEDIA Antenna Scotland**

Emma Valentine  
c/o Creative Scotland  
249 West George Street  
Glasgow G2 4QE  
Tel: 0141 302 1776/7  
Email: [scotland@mediadeskuk.eu](mailto:scotland@mediadeskuk.eu)

**MEDIA Antenna Wales**

Judy Wasdell  
c/o Creative Industries  
33-35 West Bute Street  
Cardiff CF10 5LH  
Tel: 029 2043 6112  
Email: [wales@mediadeskuk.eu](mailto:wales@mediadeskuk.eu)

[www.mediadeskuk.eu](http://www.mediadeskuk.eu)



Leeds International Film Festival received MEDIA Audiovisual Festivals funding in 2010. © Phil Faulks