



Co-funded by the
European Union



Creative
Europe
MEDIA



ACM Distribution





What is ACM Distribution ?

Created in **2015** for films supported by « Aide aux Cinémas du Monde »

In **2018**, open to all films fulfilling a certain requirement in coproduction shares and including one extra-european partner

Since **2022**, the strategy must include 3 to 6 partners, no longer geographically restricted

NB : Coproduction shares of Eurimages member countries which are not in the MEDIA scope are counted as non-European



Main goals :

- Boost the sales of the films
- Boost the online diffusion of the films
- Allow the films to reach greater audiences by being accessible in more territories
- Promote new talents abroad
- Impulse new partnerships and collaborations



Which films are eligible ?

at least one co-producer is established in a country
which is a member of MEDIA

the share of the co-producer(s) established in the
MEDIA member countries is **between**

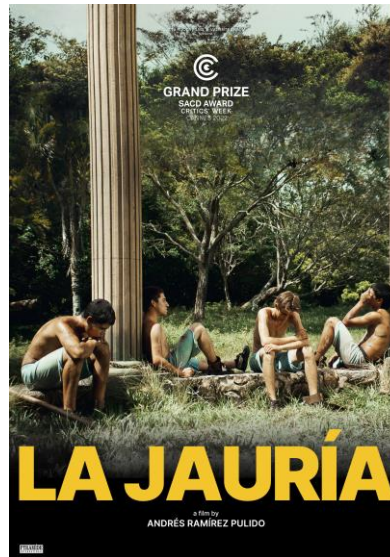
20% and 70%

at least one co-producer is established in a country
which is not a member of MEDIA



The Settlers
by Felipe Gálvez (MK2)

MEDIA: 30 %
Extra-European: 70 %



La Jauria
by Andrés Ramírez Pulido (Pyramide)

MEDIA: 50 %
Extra-European: 50 %



Trenque Lauquen
by Laura Citarella (Luxbox)

MEDIA: 20 %
Extra-European: 80 %



Who can apply ?

A company established in a country participating in
the MEDIA sub-program

Rightsholders of a film or mandatory

The rightsholder can either be :

- A producer
- A sales agent
- A distributor



Who can apply ?

Initiators of a coordinated distribution strategy
on a number of **territories** between **3 and 6**

The partners can either be :

- A festival
- A distributor
- A local VoD platform
- A TV broadcaster
- ...

Each strategy must offer several ways of distribution.



Reviewing committee

5 experts meet twice a year

Evaluation criteria :

- Reliability of the project initiator
- Previous experience
- Adequacy of the budget to the objectives
- Relevance of the outreach plan with the market and film potential
- Innovative aspects of the strategy



Amount of the funding

The total amount for a strategy is capped at

60 000 €

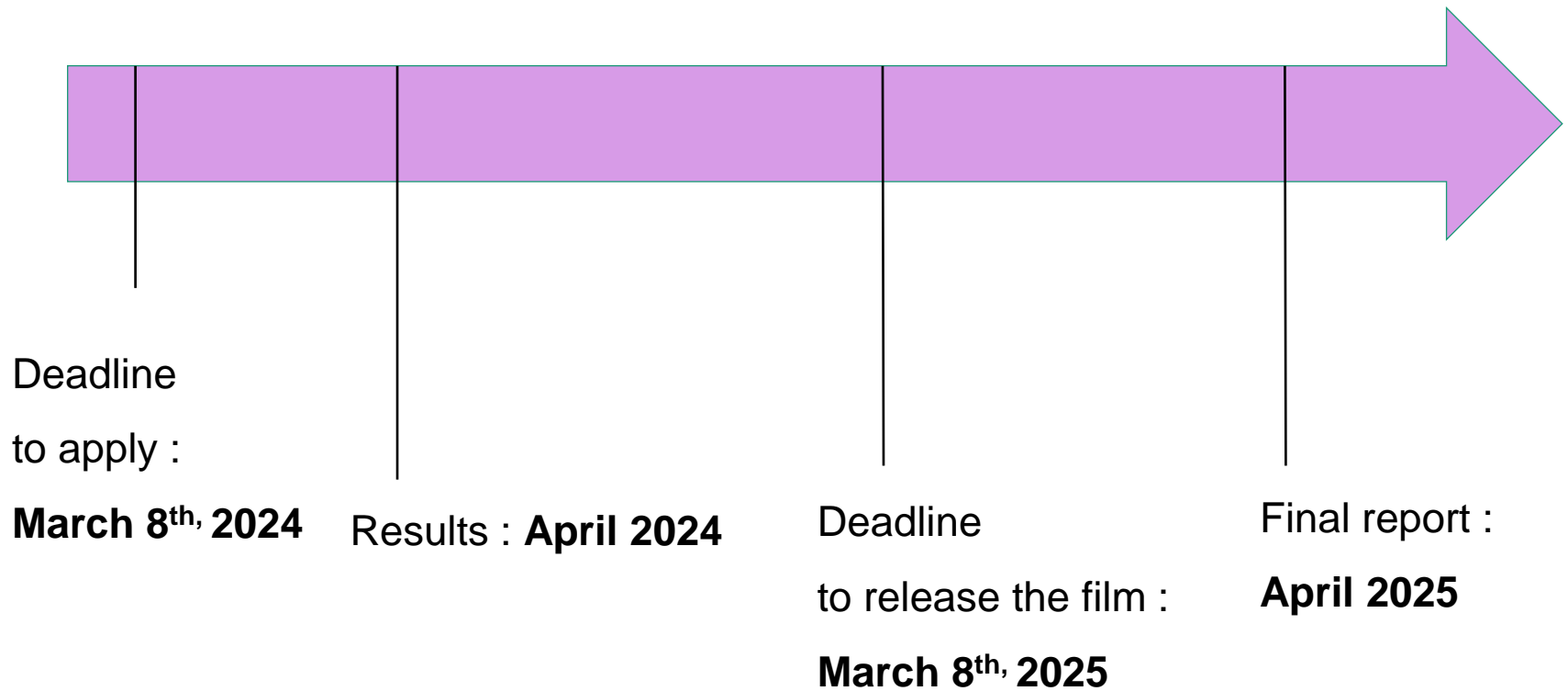
The funding cannot exceed 50 % of the distribution
expenses

Funding rate increased to 80 %:

- 1st or 2nd feature film
- The film is coproduced with a « low-capacity » country
- Final production budget \leq 1 250 000 €



Timeline of the projects





Key figures

68 films were
supported

66 directors
coming from 33
different countries

28% of the films
were directed by
women

29 companies
have implemented
a strategy...

...in collaboration
with more than **180**
different **partners**

Average
production budget:
1 108 000 €

Releases in
50+ different
countries

324 theatrical
releases

316 VoD releases



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