REGULATIONS
FOR THE FUNDING OF PROGRAMMES
TO SUPPORT CINEMATOGRAPHIC FILMS

MINISTRY OF EDUCATION AND CULTURE OF CYPRUS
LEFKOSIA, 2009-2015
<table>
<thead>
<tr>
<th>CONTENTS</th>
<th>PAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTRODUCTION</td>
<td>4</td>
</tr>
<tr>
<td>General Conditions</td>
<td>4 - 7</td>
</tr>
<tr>
<td>Special Conditions</td>
<td>7 - 8</td>
</tr>
<tr>
<td>1. CHAPTER A: FUNDING SCRIPT WRITING</td>
<td>10 - 12</td>
</tr>
<tr>
<td>2. CHAPTER B: SUPPORTING A LONG FILM</td>
<td>12 - 16</td>
</tr>
<tr>
<td>1. Development</td>
<td>12 - 16</td>
</tr>
<tr>
<td>2. Low Budget Feature Film</td>
<td>16 - 17</td>
</tr>
<tr>
<td>3. High Budget Feature Film</td>
<td>17 - 18</td>
</tr>
<tr>
<td>4. Promoting Films at Film Festivals and in the Commercial Network</td>
<td>18 - 19</td>
</tr>
<tr>
<td>3. CHAPTER C: PRODUCING ALTERNATIVE FILMS</td>
<td>20 - 21</td>
</tr>
<tr>
<td>1. Short films (up to 15’)</td>
<td>20 - 21</td>
</tr>
<tr>
<td>2. Documentaries</td>
<td>21 - 23</td>
</tr>
<tr>
<td>3. Animated Films</td>
<td>23 - 25</td>
</tr>
<tr>
<td>4. APPENDICES: I, II and III</td>
<td>26</td>
</tr>
<tr>
<td>1. Bodies</td>
<td>26</td>
</tr>
<tr>
<td>2. Definitions</td>
<td>27</td>
</tr>
<tr>
<td>3. European Union</td>
<td>28</td>
</tr>
</tbody>
</table>
INTRODUCTION:
Cinema plays a particularly important role in shaping the Europeans identity, not only with regard to the social aspects that we come across throughout Europe, but also in relation to the cultural multiformity that characterises the different traditions and our different history. Also, as audio-visual works in general, it is an important factor for the good operation of our democracies, due to their influence on society. A cinematographic work is a cultural product which offers important opportunities to create affluence and employment.

The European Union, determines the audio-visual and cinematographic work as a cultural product, and, on this basis, permits the provision of state funding for its production (Appendix III).

The Regulations aim is to assist and promote the art of cinematography and culture. It is in full harmonisation with the requirements of the European Union on Cinematography.

Regulation for Funding Programmes
The Regulation for Funding Programmes was drafted taking into account the following principles:

1. To encourage cultural diversity
2. To support and spread creative, quality work
3. To support creation and freedom of expression
4. To satisfy the needs of the professional in the sector
5. To encourage co-productions
6. To support new filmmakers.
7. To provide the abilities to develop modern technology
8. To create a useful, practical and productive tool for professionals in the field of cinema for the purpose of consolidating the transparencies of procedural choices

The Regulation for Funding Programmes provides for support and development of the production of cinematographic Feature Films, Short Films, Documentaries and Feature and Short Animated Films, supporting Cypriot productions (Appendix II) to enter into agreements with foreign producers. Furthermore, it supports the presentation of Cypriot films in Cyprus and abroad in an effort to approach the public with Cypriot cinema, promoting the Cypriot culture and the cinematographic creation. To achieve the above aims, the regulation provides for supporting the production at all stages of a film: script writing, production preparation, production, postproduction, distribution of the work.

INTRODUCTION / GENERAL CONDITIONS

The Regulation for Funding Programmes was approved by the European Committee on Cinema and the European Committee for Public Support for the June 2009 -1st June 2015.

GENERAL CONDITIONS:

1. This Regulation is a development and an improvement of the previous regulations, which are abolished in their entirety.

2. An announcement in the Daily Press and the “Official Gazette of the Republic” for the submission of new funding proposals for cinematographic work is published once a year, towards the end of May, beginning of June with closing date the end of October of the same year. The relevant decisions are notified, approximately, the first quarter of the following year.

3. Applicants must submit their Proposals in 12 bound copies. The copies are not returnable.
4. The Ministry of Education and Culture reserves the right to postpone the period for submission and study of proposals for the funding of cinematographic work, in the event a serious financial or procedural weakness in obtaining decisions is ascertained; it may announce a second period for the submission of proposals for examination, by timely notification, in the Daily Press.

5. The Ministry of Education and Culture does not take part in and does not fund television series or television programmes.

6. Proposals in which the following are evident, will not be acceptable: promotion of violence, racism, pornography, insulting the religious feeling of peoples, containing libel and encouraging the use of drugs.

7. The Producer, when submitting the application, chooses the category of funding under which the Proposal is to come under. In the event the application is submitted for funding under the Production Development, the Producer must state the category of funding in which the film falls under (Low Budget, High Budget).

8. In the event the Director of the project is also the Producer of the project, he must appoint an Executive Producer when submitting the application.

9. **Pre-selection criteria:** On the basis of the European Union directive, the Competent Authority for funding films (in this case the M.E.C.) has the right to fund films it chooses up to an amount that covers at least 50% of their budget.

10. To be pre-selected, films must satisfy at least three of the following criteria. Thereafter, the proposal shall be evaluated according to what the regulation requires for the remaining parts.

   i. The film must be shot mainly in Cyprus or any other member country of the E.U.

   ii. The language must mainly be in one or both official languages of the Republic of Cyprus.

   iii. The project must be of high artistic specifications.

   iv. At least one of the main characters must have a link with Cyprus culture.

   v. The scenario upon which the film is based must be mainly written by a Cypriot script-writer or a script-writer who lives and works in Cyprus.

   vi. The main theme of the project must refer to modern or historical subjects, relating to Cyprus.

11. **Increased Funding:** Low Budget Feature Films may be funded up to 70% of their budget. These films are classified as “difficult” because they have the following characteristics: They are filmed in a language that is particularly restricted, with almost entirely Cypriot factors. The Cypriot films language, not being widely spread, often obstructs their distribution in Cyprus and abroad. Due to the lack of film labs, Cypriot producers are obliged to conduct their work outside Cyprus, a fact that increases the costs considerably. In Cyprus the only source of film funding is the Ministry of Education and Culture.

   The Competent Authority proceeds with pre-selecting films that will be funded up to 70% of their budget when the film complies with five of the following criteria, of which i, ii and iii are necessary. Thereafter the proposal shall be evaluated according to what the regulation requires for the remaining parts:

   i. The film is shot either entirely or mainly in Cyprus and the remaining part in other countries of the European Union.

   ii. The language must be
Upon completion of the 20-week film, the Producer is obliged to deposit a zero copy of the film in 35mm with the Cinematographic Archives. The costs must be included in the initial budget. If the Producer does not wish the film to be conveyed on a 35mm film, he must state the same from the beginning. In such a case he is obliged to deposit a master film in the frame to be used.

Funding Short Films:
Short Films (including Short Animation Films) that meet the above criteria referred to in paragraph (11) may be funded up to 80% of their budget.

13. According to the community directive the total state funding including funding from semi-public organisations and Municipalities must not exceed the approved connotation of aid for every film category.

14. The Documentary films must have a link with Cyprus.

15. The applications are examined by the A.C.F. (Appendix I). For the approval of a Proposal and its promotion for final approval by the competent authority, the positive vote of the majority of the A.C.F. members is required.

16. The A.C.F.’s suggestions, as approved by the Competent Authority (the Ministerial Committee on Film) are final and irrevocable.

17. The Competent Authority’s decision is notified to all interested parties in writing, by letter, sent by registered mail and/or by fax. The letter must mention the general reasoning behind which the approval was granted.

18. The interested parties are obliged to state in writing their intention to proceed with implementing the Proposal, within forty days from the written notification by the Ministry, taking into account that the commencement date of the deadline is the date the letter was sent by registered mail or was sent by fax. In the event of default the approval is cancelled automatically.

19. Filming: a Low Budget Feature Film must not exceed a total of 7 weeks and a High Budget 11 weeks over a period not exceeding 18 months. For Documentaries and Feature Length Animated Films the filming and technical processing (for Animated Films) shall be according to the Production needs but must not exceed 20 weeks.

20. Upon completion of the film, the Producer is obliged to deposit a Zero Copy of the film in 35mm with the Cinematographic Archives. The costs must be included in the initial budget. If the Producer does not wish the film to be conveyed on a 35mm film, he must state the same from the beginning. In such a case he is obliged to deposit a Master film in the frame to be used.

21. The amount of the Funding as provided for under the Regulation, depends directly on the annual budget for film productions and the state’s obligations to productions approved in the previous years.

22. The funding of a project results in assigning to the Ministry a percentage, according to the amount funded, on its ownership and intellectual property ownership rights. 10% of the State’s percentage is assigned to the Producer provided he shall negotiate.
the same in Cyprus and that the total aid does not exceed the permitted amount for aid by the EE.

23. For productions that are shot digitally qualities are acceptable: Standard Digital (for alternative films), HD 2K, 4K and anything in general that has to do with professional equipment.

24. Approvals that are not implemented in accordance with the present Regulation and time schedule are automatically cancelled.

25. An applicant, whose proposal has been rejected, has the right, the following year, to submit his proposal, provided he is in a position to prove that he has made drastic changes and improvements. He must also deposit a letter from the Producer documenting such changes.

26. Applicants are obliged to obtain and know the Regulation on Funding before submitting an application for funding. The applications must comply with the provisions of the Regulation. The Secretary of the A.C.F. has the right to withdraw proposals and not present the same to the Advisory Committee which do not comply with the requirements of the Regulation.

27. All the applications for funding are accepted only in Greek language. In case the language of the script is other than Greek, then the producer should submit the synopsis of the film, treatment, director’s approach, scenario, CVs and producer’s intent in Greek and the rest information in English. He should also state the language in which filming will take place, having in mind paragraphs 9 – 11 of the regulation: General Conditions. Excluded are cases of Turkish Cypriot director/ producers who can submit their applications in English language.

28. Filing an application presupposes the acceptance of the Regulation in its entirety.

**SPECIAL CONDITIONS:**

1. A Proposal may not be submitted for any Funding Programme where the Producer of the project has contractual differences with the Ministry for the production of another or a previous film, which was funded by the Ministry. Furthermore, a breach of the terms of condition of the Contract, without the written approval of the MEC results in disqualification of the following proposal for funding until final settlement. It is understood that the same person may not appear either as a Director or Script Writer in any other Proposal.

2. The same Producer cannot have more than four proposals, in total, before the Committee, either pending or as new proposals.

3. A Director / Producer who has not fulfilled his obligations under the contract signed with the State, is not entitled to be funded in the capacity of a Director / Producer. The exception is in the event where the project is already at the Production Development Plan and, also when he submits a Proposal as a Minor Producer.

4. A Producer who has not proceeded within 2 years from the completion of the film (Zero copy / Master), to a Public Projection of his film, funded by the Ministry (A.C.F.), is not entitled to submit a proposal.

5. A Feature film Director, funded by the A.C.F. is not entitled to participate as a Director in another proposal in the same category of films, before the project is completed (printed Zero copy / Master), in which he is taking part.

6. When approval is granted for funding the production of a film, for the contract to be signed between the Ministry and the Producer, the entire budget of the production must...
be funded on time and with lawfully acceptable information.

7. Once the contract has been signed, changes in important factors of the proposal (Script writer, Director, Producer, Production Executive, Director of Photography, protagonists), important technical information (form and duration), including drastic changes to the script, are only possible with the approval of the Ministry. The Ministry is obliged to decide within three months from the date of receiving the application (in the event filming has already began, the Ministry is obliged to respond within 10 days from receipt of the relevant application). The Ministry will not accept more than three changes in the data given in the signed contract. Force majeure is exempted.

8. Once the Film is complete, the Producer submits the financial statement of the Production, by a registered Auditing Office. This is compulsory and must be submitted with a copy of the projection in 35 mm or in the form the film has been shot for the Cinematographic Archives and of the material used mentioned in the signed contract. The payment of the final instalment is made once all submitted data is inspected by the Ministry. The Accounts Department of the Ministry of Education and Culture is obliged to respond within one month from depositing the receipts of payments for the production.

9. With International Co-Produced Feature Films, a financial statement is submitted for the total cost of the Cypriot participation in the production. For the remaining Producers a statement confirming their participation by a registered Auditing Firm of their country or a confirmation from the State Operators will be acceptable.

10. The Ministry accepts the following remuneration for the mainfilm factors: Producer’s Percentage: not to exceed 9%, Script Writer’s: not to exceed 3%, Director’s: not to exceed 10%.

11. The A.C.F., if deems it necessary, has the right to request a meeting with the interested parties, for the purpose of clarifying certain aspects of their Proposal.

12. Amounts for the Promotion of Films at Festivals and their projection in cinema halls are approved by the Ministry following the suggestion of the A.C.F.

13. The Producer is at liberty to spend at least 20% of the production budget on statemembers of the European Union without sustaining a reduction in the fund, on the basis of the aid plan.

14. European producers may also be beneficiaries of the funding, who have their base in a member-state of the European Union. Their applications for funding are submitted either through a Cypriot production company or through a permanent branch or office they maintain in Cyprus. In the event neither of the above are applicable, the applicant must establish a branch/office as soon as he is notified of the approval for aid.

15. Contracts are signed only with a productive office, except:

i. First Short Film that is funded by the Ministry of Education and Culture.

ii. First Short Animated Film that is funded by the Ministry of Education and Culture.
1. CHAPTER A: FUNDING SCRIPT WRITING

1. This Regulation expresses the State’s desire to support Animated Production at its initial stage to one of the most significant aspects of cinematographic creation, Script Writing.

2. This funding is addressed to Producers and Scriptwriters who wish to proceed with writing a Feature or Short Fiction film or a Feature Animated film, as well as developing research in Documentaries of Feature length duration (up to 60’ or up to 90’).

3. Supporting Script writing is recognized as part of the entire process in producing a Proposal. In the event the scenario is approved for the production of a film, the amount granted by the Ministry for its script, is included in the entire amount approved for Production.

4. The application is made through a Production Office.

5. Candidates for scenario/scriptwriting funding must have:

   i. **For a Feature Film (Low Budget):** have already written the script for a Feature Film shot into a film, and/or a scenario for two Short films shot into a film.

   ii. **For a Feature Film (High Budget):** have already written the script for at least two Feature Films on a subject that have been shot into film, one of which has been presented at an International Film Festival.

   iii. **For a Feature Length Documentary, (up to 60’):** have already written the script of a Feature Length Documentary, transmitted from a pan-cyprian television channel or a television channel abroad or at least two scripts for documentaries of 25 minutes each, transmitted from a pan-cyprian television channel or a television channel abroad. For a documentary (up to 90’), to have already written the script for a Feature Length Documentary, transmitted from a pan-cyprian television channel or a television channel abroad.

   iv. **For a Feature Animated Film, (up to 60’),** to have written the script for a Feature film, preferably Animation, shot into film or at least two Short Films one of which Animation is shot into film. In the event of an **Animated Film (up to 90’),** to have written the script for a Feature Film presented either at an Animated Film Festival or transmitted by a pan-cyprian television channel or a television channel abroad.

6. Applications by candidates for **Script Funding of Short Films, (up to 15’),** are acceptable, provided the Director shall take part in a Script Writing Seminar. In such an event the proposal need not be submitted through a Production Office.

7. A Producer / Production Office in submitting an application must have experience in organizing the production of cinema films.

8. The signing of the Contract for script writing must be achieved within forty days from the Producer’s written response notifying the Ministry that he accepts the funding approval, otherwise the approval is cancelled automatically. An extension for the signing of the contract may only be granted if requested in writing to the Ministry, and in any event, it must not exceed two months.
The application must be accompanied by the following:

1. Participation statement, signed by the Producer.

2. A letter from the Script writer authorizing the Producer to proceed with the submission of the application for funding.

3. A synopsis of the subject (1 page).


5. A 5 minute scene of the script in full development and dialogue (in the event of an Animated film the scene must be in Story Board).


7. Analytical statement of the funding plan.

8. Comments from the Script writer and Producer and possibly the Director.

9. Documentation securing the idea.

10. Certificate of registration of the Production Company issued by the Registrar of Companies.

11. A DVD of the Script writer’s or Producer’s previous work confirming point 5 (i-iv) on page 10.

**Selection Criteria**

1. Originality of idea.

2. The possibility of developing the scenario of the idea.

3. The artistic and dynamic dramaturgic of the summary submitted (treatment).

4. Script writer’s previous scriptwriting work.

5. Producer’s previous work.

6. Possibility of financial cover of future Production Plan within the framework of the A.F.C.’s fund limits.

7. For documentaries, the research plan and consultants with which the producer and/or the director shall be cooperating with shall be taken into account.

State’s Funding Participation / Procedure

1. A precondition for the signing of the contract for Feature Films is the written confirmation that the Script writer shall cooperate with the Script Editor or shall participate in at least one recognized script workshop. The Editor does not have any intellectual property rights on the script.

2. Maximum Amount of Funding for Low Budget Feature Film: up to €13,500. Maximum Amount of Funding for High Budget Feature Film: up to €26,500. Maximum amount of Funding for Feature Length Documentary, up to €5,000. The Script Editor’s and/or Scientific Advisor’s fee must be included in the budget. In the event of Script writing a Feature Length Animated film, the funding may be up to €13,500. The seminar’s fees must be included in the funding. The Advisor’s or Workshop fees must be included in the budget. The Advisor’s or Scientific Associates and Workshop fees must be included in the budget.

3. 50% of the approved amount is payable to the Producer upon signing the agreement. The remaining 50% is payable upon delivering the script.

4. The maximum time to deliver a script is 12 months from the date of signing the contract. This time limit may be extended by three months, following the decision of the A.C.F., if there...
The amount to be approved for the production of a film shall be granted to the Producer if and when the Production File has been finalised, deposited and approved, as provided for in the present chapter.

The application is made by the Production Office.

Conditions of Participation

1. A finalised Script for a Fiction Film, finalised skeleton script for a Documentary, a finalised Story Board for an Animated film.

2. The Producer, the Production Office Company and the Executive Producer must have a previous project in the field of organising and executing cinema productions, or a number of visual/acoustic works of fiction. In the event of funding a High Budget Development, they must have experience in organising International Co-productions.

3. The proposed Director must have special circumstances.

If the script is not delivered to A.C.F. by the end of the time limit, the Producer is obliged to immediately return the amount of the first instalment (50%) in full which he received upon signing the agreement. The advisor’s fees and script workshop fees are excluded, provided relevant payment receipts are provided.

Scriptwriter or/and director who was funded under the script writing program and wishes to continue with the funding program for development, should submit the completed scenario for approval, at least two months in advance before submitting an application for funding production file.

The A.C.F., to evaluate the completed scripts that have been submitted, consults a Three member Committee of Specialists (Subcommittee), chosen from the cinema world and approved (following the suggestion of the A.C.F.) by the Ministry. The term is for a period of three years, with a right to be renewed for another term. The Script Subcommittee gives its opinion in writing to the A.C.F. within 2 months from receiving the script, using its own grading system and suggests:

i. The approval of proposals it deems significant

ii. Rejects scripts

iii. Further script processing and resubmitting the same at the next notice

The responsibility for the final suggestion to be sent to the Competent Authority is with the A.C.F.

The approval of funding the script does not in any way bind the state for the next stages of production.
have: **a)** in the event of funding a **Low Budget** development film: already directed a Feature film or at least two Short Films (in addition to the films materialised during his studies). One of his/hers films must have been included in a department of an International Film Festival. **b)** in the event of funding a **High Budget** development film: the Director must have directed at least two Feature Films with a story, one of which must have been screened at an International Film Festival. **c)** In the event of funding for Production Development of a **Documentary Film, up to 60’**, the Director must have already directed a Documentary, 60 minutes long, which has been transmitted from an pancyprian television channel or a television channel abroad, or at least two Documentaries, each being 25 minutes long, transmitted by a pancyprian television channel or a television channel abroad. **d)** In the event of funding the Development for an **Animated film up to 60’** he/she must have already directed a Feature Length film, preferably Animated, shot into a film, or at least two Short films one of which Animated shot into a film. In the event of an **Animated Film up to 90’**, he/she must have directed a Feature Animated Film which was screened either at an Animated Film Festival or transmitted through a pancyprian television channel or a television channel abroad.

4. If the Producer is also the Director of his/her film, in submitting the proposal, he/she must appoint an Executive Producer, who must have experience in Producing and executing Feature Length Films.

5. The signing of the contract for the Development must be achieved **within 2 months** from the day the Producer shall be notified in writing by the Ministry of the approval for the funding. In the event this is not achieved, the approval is cancelled automatically.

6. The expenses recognised by the A.C.F. for the Development are those related to attracting funding and co-producers, so that the Production budget is covered and not those concerning the Production. In particular, they are the following: typewriting, photocopies, translations, trips, office expenses relating to the particular plan, legal coverage, reperaz, photography, video taking for the design’s needs.

7. If the research on the Production possibilities is not utilised **within 20 months** from signing the agreement with the State, the funding approval is revoked immediately. An extension for the signing of the contract may only be granted for International Co-productions and if sought in writing and the A.C.F. approves the same. An extension may

### Application for funding

1. A participation statement by the Producer (on a special form).

2. Producer’s Curriculum Vitae/Company profile.

3. Certificate of Incorporation for the Production Office.

4. Curriculum Vitae of the proposed Director.

5. Curriculum Vitae of the Scriptwriter.


7. Extensive summary (treatment) up to 20 pages.

8. Director’s approach.

9. Comprehensive final script for a Fiction film, comprehensive skeleton script for a Documentary.
The amount approved for the Development is payable to the Producer as follows:

1. 50% of the A.C.F. participation is payable to the Producer immediately after signing the relevant contract.

2. 40% is payable once the representative expenses of the first instalment are submitted to the A.C.F.

3. The remaining 10% is payable upon depositing the complete Production File and presenting valid receipts.

4. Producers who have not completed the Development and do not deposit the Production File are not obliged to return the deposit provided they present valid receipts justifying and covering this amount. They shall not be entitled to the balance. Producers who do not present valid receipts are obliged to return the deposit.

Selection Criteria

1. The originality in developing the film’s subject.

2. The Director’s and/or Producer’s and/or Script writer’s previous participations in festivals and awards.

3. The response their previous film had from the public.

4. The previous good experience the producer and director had with the State meaning the effect and professionalism with which the cooperation with the Ministry was conducted and completed.

5. The proposed Director’s filmography.

6. The Script writer’s work to date.

7. The Committee’s opinion as to the proposal’s artistic and commercial possibilities of success.

8. The producer’s professional experience, the adequacy and possibilities of the Production Office and Executive Producer.

9. The foreseen possibilities in completing the funding of the Production.
Complete Production File

The A.C.F. examines the Secretariat’s report on the Complete Production File, deposited by the Producer. A Complete Production File is deemed to be the file that contains the following:

1. Script summary (up to 2 pages).

2. Complete Final Script for Fiction films and Documentaries. Final Story Board for Animated Films.

3. Film duration (see Appendix II).

4. Duration of shooting (see General Conditions No. 19).

5. Analytical Production Budget which must, inter alia, include: Production insurance costs, interpositive costs and a 35 mm copy (for the Cinematographic Archives), blow up costs in 35 mm internegative, if the film is shot in 16 super, costs to convey on a negative if the film is shot on digital technology, construction costs for an international band, printing costs for two corrective copies, cinema trailer and television spot.

6. Documentation securing Intellectual Property by the beneficiaries, in the event the script is based on pre-existing work (literary work). The Producer is obliged to also secure the intellectual property on the script. Intellectual property on music and archive material (music, visual and acoustic) to be used in the film may not have been obtained as yet, but the preparation must have already been carried out to secure the same and the cost known. The A.C.F. shall not proceed with the payment of the 2nd instalment of the Production Contract if a confirmation is not submitted for securing the intellectual property (archive material, visual and acoustic and music).

7. Documentation of action taken to secure the Script, and Contract for the Production of a cinema film between the Scriptwriter and the Producer.

8. Contract for the Production of the Film between the Director and Producer.

9. Documentation securing 100% of the costs for the film.


11. Agreements between Co-producers and Financiers.

12. Detailed distribution of expenses per Co-producer.

13. Statements and confirmations of main co-efficient participation.

14. Agreements with distributors, pre-sales

15. Film promotion plan.

16. Curriculum Vitae for Director, Producer, Executive Producer, Scriptwriter, Production Company (if not already submitted).

17. Documentation securing 50% in cash of the budget of the film, e.g.: secured cash by television channels, from pre-sale rights of users abroad and Cyprus or other valid financial sources and financial organisation (a bank confirmation must be submitted for the amount in question).

18. For the remaining 50%, the following shall be acceptable:

i. Sponsorship or participation in the expenses by covering the costs from renting equipment.

ii. Work offer

iii. Capitalising the fees of the Scriptwriters / Producer / Director / Actors / Director of Photography and other artists, up to 75% of the fees for International Co-productions or 100% if clearly a Cypriot Production.

iv. Other sponsors in cash or in kind (e.g. catering, accommodation etc)

v. Offering own equipment or
Time and Method of Evaluation and Selection

1. Applications for funding the Development are examined in the same period with all other applications (see General Conditions, note 2).

2. The complete Production File is examined when submitted and provided it was submitted within the prescribed time as determined in the present chapter (within 20 months from signing the agreement).

2. Low Budget Feature Film
Maximun Budget €850.000

1. This funding is addressed to Producers who intend to organise the production of a Low Budget Feature Film.

2. The purpose of the funding is to develop the art of Cypriot cinema through the creation of cinematographic works with important artistic and technical specifications.

3. The Producers are urged to take into account the financial realities of this chapter when reforming their script and the production budget.

Participation Conditions

1. The proposed Director must have directed at least one Feature Film, or at least two Short films (in addition to the films implemented during his/her studies). One film must have been included in a section of an International Film Festival. The Director’s previous work is a determining factor for the selection of the proposal.

2. The Producer or the Production Office and the Executive Producer who submit the proposal must have had previous work in the field of organising and executing cinematographic productions, or a number of audio-visual fiction films.

Selection Criteria

The aesthetic and sound dramaturgy of the script, including the originality of the proposal. Also:

- The Director’s previous work
- The producer’s previous services

Ministry’s Financial Participation / Procedure

The signing of the contract is achieved:

i. When the proposal has been financed for the Development and the complete production file has been filed and approved.

ii. When a proposal is submitted directly for funding the production, provided that the Script has been approved and that the Producer has submitted everything that is mentioned in the chapter on Development (Complete File).
Participation Conditions

1. The Production Office, the Producer and/or the Executive Producer must have experience in International Co-productions. The Producer’s and Executive Producer’s work is a determining factor in accepting a proposal.

2. The Director must have directed at least two Feature Films, one of which must have been screened at an International Film Festival.

Ministry’s Financial Participation / Procedure

The signing of the contract is achieved:

i. When the proposal has been financed for the Development and the complete production file has been filed and approved.

ii. When a proposal is

3. High Budget Feature Film

Maximum Budget: open

1. This funding is addressed to Producers who wish to produce High Budget films, for the implementation of which resources are required from abroad. This chapter aims to constitute the basis for the creation of films with high artistic and technical specifications.

2. With strengthened funding, a high financial specification production may be developed, which is linked to the artistic and commercial criteria.
4. Promoting Films at Film Festivals and in the Commercial Network

Distribution Support

1. Given the huge problems Cypriot films face in being promoted in the commercial arena, the Ministry of Education and Culture is developing the present programme to strengthen it for the producer to promote them in cinemas.

2. After completion of a Feature Film that has been funded by the Ministry of Education and Culture, the Ministry will accept proposals for the promotion of the film in the commercial network, its participation in Film Festivals, and important film markets. The proposals may be submitted immediately after the film's presentation to the A.C.F. and the submission of a copy for the Archives.

3. As a first step, the A.C.F. may suggest covering part...
of the expenses for:

1. A copy with English subtitles

2. A professional telecine with colour correction to create a DVD

3. A number of digital discs of the film

4. A number of digital discs with English subtitles

5. A poster in Greek and a foreign language

6. Leaflets in Greek and a foreign language

7. The production DEMO and the DVDs’ demo

8. Photographs and transparencies.

The MEC will subsidise up to 80% of the costs of the above mentioned works and in any event no more than €17,000. Part of the material is submitted to the Ministry for the purpose of promoting the film. In this case there are no territorial criteria.

In cases where a production has secured a Commercial Presentation in a cinema hall, the Ministry subsidises the producer for promoting the film with an amount up to €34,000 which may even be 100% of the cost from which amount €1,700 is given to the producer for each hall a week. The remaining amount is granted for the creation of a radio and television advert, the creation of a Website and promoting the film through advertising on the radio, television, the Press and the internet.

4. Before the Commercial Presentation of the film, an agreement is signed between the Producer and the Ministry, in which the final percentage of exploitation rights of the state is determined on the film (as will appear from the final confirmed costs of the film), the duration of its presentation in the commercial network and/or the halls in which it shall be presented, the ticket cost etc.

5. The Ministry also participates in the distribution costs of the film abroad, depending on its participation percentage in the production of the film, on the budget for distribution costs. In every case, the maximum amount of the Ministry’s participation shall not exceed €17,000.

The above mentioned figures according the European Committee’s decision are granted as De Minimis.

Participating in Film Festivals

The Ministry, as part of its policy to promote Cyprus’ modern culture abroad, intensifies the participation of Cypriot films at International Film Festivals, for the purpose of achieving a better presentation of the films.

1. The A.C.F. proceeds with a suggestion to financially support the Producer for the purpose of a better presentation of the film at festivals, if the official invitation by the organisers of the festival is presented together with an analytical expenses budget. The costs for producing a festival copy may be covered (with subtitles if necessary), additional informative material (in the event that the material already printed is not sufficient or it is necessary for it to be printed in another language), costs for a reception for journalists and advertising costs for the film at the Festival, transportation and accommodation of two contributors. The support may be modified in accordance with the significance of the festival and the programme in which the film falls under.

2. 70% of the approval is granted immediately and the remaining balance upon submitting to the Ministry the necessary documentation for the costs.

3. In the event a film is chosen by the European Film Academy or the American Film Academy Awards (Oscars) the Ministry may cover additional expenses.
3. CHAPTER C: PRODUCING ALTERNATIVE FILMS

1. Short films (up to 15’)

1. The basic aim of the Programme is to operate as a vaulting block to elevate new cinema Scriptwriters, Directors and Cinematographic Professionals, without excluding the possibility of funding Directors that have proceeded with the Production of Short Films.

2. Proposals are acceptable where the film is no longer than 15’; this is so because it is considered that this length facilitates the movement of films at Cinema Halls but also at Festivals.

Maximum Amount of Funding

Having in mind that the intention is to drastically strengthen new creators, the Ministry of Education and Culture funds a significant part of the costs of the production of the film, with an amount up to €43,000 or with a percentage up to 80%, whichever is the lowest (see also General Conditions, No. 12).

Content of Participation File

The participation file must contain the following:

1. A participation statement (on a special form).
2. Director’s Curriculum Vitae
3. Scriptwriter’s Curriculum Vitae
4. Brief summary of the script (1 page)
5. Complete script
6. Director’s approach
7. Documentation of obtaining Scriptwriter’s intellectual property rights on the script
8. Analytical budget which includes, inter alia, the costs for printing a 35mm copy (it shall belong to the Cinema Archive). An International band is not necessary. If the Producer deems it is necessary, then the costs shall be included in the Production budget. In the event the film is shot in S16mm, the budget should include the blow up cost in 35mm internegative. In the event the film is shot in a digital video, if the Producer intends to transfer it to 35mm, the cost must be included in the budget.
9. Documentation of securing Intellectual Property by the beneficiaries. This also includes the case where the script is based on pre-existing work (literary work). The Producer is obliged to also secure the intellectual property on the script, music and archive material (music, visual and acoustic) to be used in the film.
10. A contract between the producer, the director and the scriptwriter.
11. Production design and time schedule.

12. Director’s previous audio-visual work.

The file may also contain the following optional information:

- Key contributors participation letters
- Actors participation letters
- Letters indicating interest for funding the production

Selection Criteria

The main selection criteria in examining the proposals are the following:

1. The originality of the idea.
2. The dramaturgic development of the script
3. The scriptwriter’s ability to develop his idea within the limited duration of the film
4. The dramaturgic adequacy and the artistic value of the proposed film
5. The correct implementation of the financial planning of the film

6. Director's script writing work sample

Procedure for Approving Proposals

Once the A.C.F. peruses the script and the Production File, it decides the amount of funding. If the proposal is subsequently approved by the Ministerial Committee on Film, the producer is notified in writing as to the amount of the funding and the reasoning behind the approval. A Contract is signed within four months from the day the producer notifies the Ministry in writing that he accepts the funding, and on condition of full and documented coverage of the production budget, depositing co-production contracts, agreements with actors and key contributors of the film etc. The payment of the last instalment is effected when the film is presented to the A.C.F., once the deliverable material provided for under the contract is submitted, a copy of the film on 35mm reel (if the film is to be shot in such a form or to be transferred to a 35mm) and documented costs of the production, to be inspected by the accounts department of the Ministry of Education and Culture (See Special Conditions, No. 8).

Promotional and Distribution Costs of the Film.

1. Upon completion of the production of every film funded by the M.E.C., and presentation of the film to the A.C.F., the A.C.F. studies proposals and suggests the funding for presenting the film at a festival, in cinema halls or its presentation to the distribution network. The funding may cover the following:
   i. Poster printing
   ii. Printing advertising leaflets
   iii. The translation and production of subtitled DVDs
   iv. Reproducing photocopies and slides

2. Funding must not exceed €8,500. Part of the material is deposited with the Ministry.

3. In the event of a film participating in a recognised international festival, the Ministry, upon the suggestion of the A.C.F., may cover additional costs for the presentation of the film (e.g. covering the air ticket and part of the accommodation expenses of the director or other contributor of the film, printing a copy for the festival or other material if necessary). The funding shall not exceed 80% of the costs.

4. In the event the film secures its presentation in a cinema hall, the Ministry covers 80% of the costs for printing the necessary copies. Also, an amount of €3,500, for the presentation of every Short Film for a period of three months, for the purpose of encouraging cinema owners to project short Cypriot films, prior to the presentation of a Feature Film. This amount is granted as De Minimis.

2. Documentaries

This chapter concerns documentaries, Short and Feature Length.

Maximum Amount of Funding

i. The Ministry's participation in short length documentaries to 30’ is up to €50,000 or up to 50%, whichever is the lowest.

ii. The Ministry's participation in Feature Length Documentaries (up to 60’ or up to 90’) is up to €100,000 or up to 50%, whichever is the lowest (see Chapter B – Participation Terms No. 3c).

iii. The proposals for Feature Length Documentaries (up to 60’ or up to 90’) may be classed in the Development (see Chapter B – Participation Terms No. 3c).
The final funding shall depend on the production information and the form in which it is to be filmed.

Content of Participation File

**a)** The participation file for 30-minute films must contain the following:

1. A participation statement (on a special form).
2. Director’s Curriculum Vitae
3. Producer’s Curriculum Vitae
4. Scriptwriter’s Curriculum Vitae
5. Brief summary of the script (1 page)
6. Complete script plan
7. Director’s purpose
8. Obtaining Scriptwriter’s intellectual property rights on the script
9. Analytical budget which includes, inter alia, the costs for printing a 35mm copy, which shall belong to the cinema Archive (in the event it is turned into a film). An International band is not necessary. If the Producer deems it is necessary, then the costs shall be included in the Production budget. In the event the film is shot in S 16mm, the budget should include the blow up cost in 35mm internegative. In the event the film is shot in a digital video, if the Producer intends to transfer it to 35mm, the cost must be included in the budget.
10. Documentation securing Intellectual Property by the beneficiaries. The Producer is obliged to also secure the intellectual property on the script, music and archive material (music, visual and acoustic) to be used in the film.
11. Production design and time schedule
12. Director’s previous audio-visual work
13. Producer’s or Executive Producer’s previous work for Feature Length Documentary
14. A contract between the Producer, the Scriptwriter and the Director for the production of the film

The file may also contain the following optional information:

- Key contributors participation letters
- Actors participation letters
- Letters indicating interest for funding the production

**b)** The Participation File for Feature Length Film Documentaries, up to 60’ or up to 90’, must contain the following: whatever is mentioned in the Chapter on Developing a Production File for a Feature Film: Complete Production File (see Chapter B).

Selection Criteria

The main selection criteria in examining the proposals are the following:

1. The Director’s previous work
2. The professional adequacy of the Producer and the possibilities of the Production Company.
3. The interest, the originality and the film treatment of the topic
4. The dramaturgy adequacy
5. The aesthetic value of the proposed film
6. The correct implementation of the financial planning of the film.

Procedure for Approving Proposals

Once the A.C.F. peruses the Script and the Production File, it decides the amount of funding. If the proposal is subsequently approved by the Ministerial Committee on Film, the Producer is notified in writing as to the amount of the funding and the reasoning behind the approval. A Contract is signed within four months from the day the Producer or the Director
promotes the Ministry in writing that
he accepts the funding, and on
condition of full and documented
coverage of the Production
budget, depositing Co-production
Contracts, agreements with key
contributors of the film etc. The
payment of the last instalment is
effected when the film is presented
to the A.C.F, once the delivery
material provided for under the
contract is submitted, a copy
of the film on 35mm reel (if the
film is to be shot in such a form
or to be transferred to a 35mm)
and documented costs of the
production, to be inspected by
the accounts department of the
Ministry of Education and Culture
(See Special Conditions, No. 8).

Promotional and
Distribution Costs of the Film.

1. Upon completion of the
production of every work
funded by the M.E.C.,
presentation of the film to the
A.C.F. and filing a copy with
the Ministry (or another copy –
see General Conditions no.17),
the A.C.F. studies proposals
and suggests the funding for
presenting the film at a festival,
in cinema halls, its presentation
to the distribution network and
its participation in important
Film Markets. The funding
may cover the following:

i. Poster printing

ii. Printing advertising leaflets

iii. Professional telecine for the
creation of a decent DVD.

iv. The translation and
production of subtitled
video/DVD

v. Reproducing photocopies
and slides

2. Funding must not exceed
€5,000. Part of the material
is deposited with the
Ministry. The above are
granted as De Minimis.

3. In the event of a film
participating in a recognised
International festival, the
Ministry may cover additional
costs for the presentation of the
film (e.g. covering the air ticket
and part of the accommodation
expenses of the director
or other contributor of the
film, printing a copy for the
festival or other material if
necessary). The funding shall
not exceed 80% of the costs.
The above depends on the
form in which the film is shot
and then presented as a film.

3. Animated Films

1. This Chapter expresses the
implementation of the
Ministry's policy in the field
of Animated Short or Feature
Length Film.

2. Its purpose is to develop
Animated Films through
the creation of projects with
significant artistic, technical
and economic specifications.

3. Proposals are accepted for the
production of Feature Length
Animated Film up to 60’ or up
to 90’ and projects of Short
Films, whose total duration
does not exceed 15 minutes.

Maximum Amount
of Funding

i. Short Animated Film up to 15’; The Ministry's participation is up to €43,000 or up to 80%, whichever is the lowest.

ii. Animated Film up to 60’: The Ministry's participation is up to €100,000 or up to 50%, whichever is lowest. Funding for the Development, Script writing and the creation of a short pilot film is included in the amount.

iii. Animated Film up to 90’: The Ministry's participation in Feature Length Animated Films 90’ long is up to €340,000 or 50%, whichever is the lowest. Funding for the Development, Script writing and the creation of a short pilot film is included in the amount.

iv. Proposals for Feature Length Animated Films (up to 60 or up to 90’) may be classed in
The Producer must obtain the intellectual property rights of the script, music and archive material (music, visual and sound) to be used in the film. The budget which includes, inter alia, the costs for transferring on to a 35mm negative copy in the event the film is shot digitally or 35 mm interpositive in the event the film is shot on a 35mm film, a copy on a 35mm film, cinema trailer and television spot for Long films, an international band, a series of photographs and slides.

Documentation securing Intellectual Property rights by the beneficiaries, in the event the script is based on a pre-existing work (literacy etc). Documentation securing Intellectual Property rights by the beneficiaries

The Producer is obliged to secure the intellectual property rights of the music script and archive material (music, visual and acoustic).

Participation Conditions

1. To submit a proposal for the production of a Feature Length Animated Film to be produced, the Producer must have covered 20% of the costs of his/hers production budget.

2. The 20% coverage of the budget may be achieved in one of the following ways or a combination thereof:
   a. Capitalising the fees for the Scriptwriter, Director and Producer, if the beneficiaries so wish
   b. Cash, secured either with the participation of a television channel or pre-selling rights to users of the project either in Cyprus or abroad, or from another reliable source of funding.
   c. Participation from funding organisations
   d. Contributing equipment or providing services.
   e. Sponsorships

3. The Director of the proposed film must have experience in directing Animated Films (see Chapter B – Development – No. 3d).

Content of Participation File

a) The participation file for Short Animated Films (up to 15 minutes) must contain the following:
   1. A participation statement (on a special form).
   2. Producer’s or Executive Producer’s Curriculum Vitae
   3. Creator’s (Director’s) Curriculum Vitae
   4. Scriptwriter’s Curriculum Vitae
   5. Brief summary of the script (1 page)
   6. Complete story-board

b) The participation file for Long Animated Films must contain the following:
   1. A participation statement (on a special form).
   2. Producer’s or Executive Producer’s Curriculum Vitae
   3. Creator’s (Director’s) Curriculum Vitae
   4. Scriptwriter’s Curriculum Vitae
   5. Brief summary of the script (1 page)
   6. Complete story-board
   7. The Producer must obtain the intellectual property rights of the script, music and archive material (music, visual and sound) to be used in the film

8. The budget which includes, inter alia, the costs for transferring on to a 35mm negative copy in the event the film is shot digitally or 35 mm interpositive in the event the film is shot on a 35mm film, a copy on a 35mm film, cinema trailer and television spot for Long films, an international band, a series of photographs and slides.

9. Documentation securing Intellectual Property rights by the beneficiaries, in the event the script is based on a pre-existing work (literacy etc). Documentation securing Intellectual Property rights by the beneficiaries

10. The Producer is obliged to secure the intellectual property rights of the music script and archive material (music, visual and acoustic)
to be used in the film

11. Production design and time schedule

12. Documentation of 20% coverage of the budget

13. Director’s previous animated film when the proposal is for a Feature Length film.

The file may also contain the following optional information:

• Participation letters from artistic and technical contributors

• Letters indicating interest for funding the production

• Letters indicating interest for the distribution of the film.

b) For Feature Length Animated Films (up to 60’ or up to 90’), the Participation File must include the following: whatever is mentioned in the Chapter on Developing a Production File on a Feature Length Film (Complete Production File).

Selection Criteria

The aesthetic and dramatic adequacy of the script and storyboard including the originality of the conception of the idea. Also:

1. The professional experience of the Producer in general and in particular in the field of animation

2. The extent of the link between the proposed animated film with the market (distribution, television, video etc)

3. The director’s professional experience

4. The interest and originality of the idea

5. The aesthetic value of the proposed film

6. The value of the artistic and technical dynamics of the proposal

7. The correct implementation of the financial planning of the film.

Procedure for Approving Proposals

Once the A.C.F. peruses the Script and/or the Story Board including the Production File, it decides the amount of funding. If the proposal is subsequently approved by the Ministerial Committee on Film, the Producer is notified in writing as to the amount of the funding and the reasoning behind the approval. A Contract is signed within four months from the day the Producer notifies the Ministry in writing that he accepts the Funding, and on condition of full and documented coverage of the Production budget, depositing agreements with key contributors of the film etc. The payment of the last instalment is effected when the film is presented to the A.C.F. and inspected, once the delivery material provided for under the contract is submitted, a copy of the film on 35mm reel (if the film is to be shot in such a form or to be transferred to a 35mm) and documented costs of the production, to be inspected by the accounts department of the Ministry of Education and Culture (See Special Conditions, No.8).

Promotional and Distribution Costs of the Film.

1. For Short Animated Films, whatever is mentioned in Short Films is applicable

2. For Feature Length Animated Films from 60’, 90’, whatever is mentioned in Feature Length Films is applicable.
recommendation of the Minister of Education and Culture, for a term of four years, with a right to renew the said term for another four year period.

No person may sit on the A.C.F. whose proposal has been approved and is in production, or who has any contractual or financial matters pending with the Ministry of Education and Culture with regard to films that have been approved by the Ministerial Committee on Film. The decisions of the A.C.F. are decided on a simple majority vote. In the event of an equality of votes, the chairman of the Committee has a casting vote.

APPENDICES

APPENDIX I

Bodies

1. The Ministerial Committee on Film is the competent Authority which decides and approves the suggestions made by the Advisory Committee on Film in funding films. The composition of the Committee is determined by the provisions of the Law on the General Principles of Public Administration, and the Ministry of Education and Culture with regard to films that have been approved.

2. The Advisory Committee on Film is the competent advisory body and is responsible for the signing of contracts and in general all supervising and keeping the correspondence with the producers and other interested parties. Furthermore, it is also responsible for the signing of contracts and keeping the correspondence with the producers and other interested parties. Finally, it has the right to approve an amount of up to €45,000 for every proposal within the said term for another four year period.

3. The Ministerial Committee on Film, set up in 1994 by decision of the Council of Ministers (no. 40.698) is the competent advisory body and is responsible, on the basis of its knowledge and instruction on film, to study scripts and proposals and to advise the Government (the Ministerial Committee on Film), and to promote film productions.

APPENDICES:

APPENDIX I

Attended by:

A Representative from the Ministry of Education and Culture
A Representative from the Ministry of Finance
A Representative from the Ministry of Commerce, Industry and Tourism
A Representative from the Cyprus Broadcasting Corporation
A Representative from the Ministry of Interior and Finance
A Representative from the Union of Directors
A Representative from the Press and Information Office
A Representative from the Cultural Services

By decision of the Council of Ministers in 2002 (no. 56.727 and 57.280), the following members of the A.C.F. are appointed by the Council of Ministers, upon recommendation of the Minister of Education and Culture for a term of four years, with a right to renew the said term for another four year period.

- A Representative from the Cultural Services
- A Representative from the Press and Information Office
- A Representative from the Ministry of Commerce, Industry and Tourism
- A Representative from the Cyprus Broadcasting Corporation
- A Representative from the Ministry of Finance
- A Representative from the Ministry of Interior and Finance
- A Representative from the Union of Directors
- A Representative from the Ministry of Education and Culture
APPENDIX II

Definitions:

For the purposes of the present regulation:

1. Programme is the framework of technical, artistic and financial characteristics that must be met by the film proposal designs, for their producers to obtain the right to submit an application for funding.

2. Film means a visual-acoustic film, for the production of which the process of chemical or electronic recording of images has been used for the purpose of presenting the film to the public.

3. Feature Film means a film that is between 90 to 110’ long.

4. Short Film means a film whose length does not exceed 15’.

5. An Animated Film means a Short Film (up to 15’) or a Feature Film (between 60’; 90’) that narrates stories through the art of Animation.

6. A Documentary means a Short Film (up to 30’) or a Feature Length Film (up to 60’ or up to 90’), whose main characteristic is the use of reality.

7. Script Development is the programme on the basis of which the Producer and/or Script writer use in their effort to write and improve the script.

8. Development is a programme on the basis of which the Producer uses to achieve the financial and other conditions required to commence the production of a film.

9. The Producer is the legal person who has obtained the intellectual property rights of the film, about to be produced, collects the resources required and has the financial and organisational responsibility to complete his production.

10. Co-producer is the natural or legal person who participates in the production of the film by financing the same and obtains part of the property rights of the film.

11. Authorised Producer – in the event of co-producers – is the natural or legal person who has full contractual authority from all the co-producers of a film to organise and complete his production.

12. Financial Backer is the natural or legal person who financially backs the production of a film, obtains property rights or exploitation rights, but has no organisational responsibility during the production phase.

13. Executive Producer is the natural or legal person to whom the Producers assigns the execution of a planned production of a film who is remunerated by him, has no property rights on any film and is not responsible for financing the production.

14. The Producer is also the natural person, that the Production Office or Producer is the Company of the Production of Films, or other visual-acoustic material that produces a film or visual or acoustic film, registered in Cyprus, in addition to the personal productions of its shareholders.
APPENDIX III

The European Union

The main documents on which the E.U. policy is determined are the following:


2. The Committee's announcement to the Council, the European Parliament, the Financial and Social Committee and the Committee of the Regions, in relation to certain aspects regarding cinematographic and other audiovisual projects COM (2000) 534 final.

The COM (2002) 534 final Announcement, determines, inter alia, the framework for the provision of state support in the cinematographic sector, on the basis of the following criteria and preconditions.

1. The general criterion on currency (e.g. the support cannot be granted exclusively to the citizens of the member state etc)

2. The special compatibility criteria for state support in the cinematographic and television production, which are the following:

   i. The support is only granted for a cultural product

   ii. The producer must be at liberty to spend at least 20% of the films budget on other member state without sustaining a reduction in the funding based on the support plan

   iii. The support is restricted to a maximum of 50% of the production budget to emphasise regular commercial initiatives that the market economy presupposes and to avoid competition. The difficulties in implementing the aims and low budget films are excluded from this restriction.

   iv. Supplementary support for special cinematographic activities are not permitted, so that the neutral effect on support is secured as a motive, and as a result the avoidance of protection / attraction of the particular activities in the member state that is granting the support.