

Subsidy Guidelines

F. Exploitation Subsidy



in accordance with the December 16, 2008 resolution of the FILM FUND's oversight committee
(on the basis of the June 24, 2008 Guidelines)

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1. Applicability

The FILM FUND subsidizes the theatrical exploitation of films that have received production subsidies for the purpose of facilitating their theatrical exploitation in Austria, especially in Vienna, and in other media and other forms of exploitation, in particular participation at international festivals, market-related events and competitions.

2. Theatrical-release Subsidy

The film's distributor or producer, and in the case of Item d) below the party that performs the subsidized measure, is eligible to apply. Funding must be used as intended, for the following costs in particular, whereby appraised private contributions made by the applicant and contributions made by commercially affiliated companies will not be taken into consideration:

- a) release prints (including teasers/trailers, DVD and digital-distribution masters);
- b) standard advertising materials and marketing activities (e.g. lobby cards, posters, press kit, Web site, etc.);
- c) advertising directed at film-goers which is suitable for enhancing the film's popular success and advertisements in print and other media relating to film;
- d) additional aids for the hearing impaired (subtitles) and the visually impaired (audio description).

If the materials and activities specified in a) and b) have already been included in the statement of costs for the production subsidy, they will not be taken into account in the subsidy for theatrical release.

Costs arising from Items a) to d) will be subsidized by a non-repayable subsidy (basic amount) of up to EUR 40,000.00. An additional subsidy which must be repaid in the event of success (additional subsidy) of up to EUR 50,000.00 can be applied for in the event that a private investment of an equal amount at least is made.

2.1. Deadlines

When production is finished, the application for a theatrical-release subsidy may be submitted four weeks at the latest before the planned theatrical release.

The decision of the FILM FUND, represented by its management board, concerning applications made in accordance with Item 4.2. of the General Section of the Subsidy Guidelines will be communicated to the applicant in writing within 10 working days.

2.2. Repayments

After repayment of the recognized private investment, the additional subsidy must be repaid on the basis of the distributor's gross in accordance with the subsidy share.

3. Other Exploitation Activities

Activities intended to improve the dissemination and suitable exploitation of a film that received a FILM FUND production subsidy in Austria and its commercial and cultural effectiveness abroad are eligible for a subsidy.

The presentation in Austria and abroad and participation at international film trade fairs, festivals and competitions in particular can be subsidized with a non-repayable subsidy of up to EUR 20,000.00. This amount can be increased in justified exceptions.

Dubbing in foreign languages or subtitling can be subsidized with a subsidy which must be repaid after success of up to EUR 26,000.00 (supplement to production-subsidy agreement).

Both the film's producer and the party that performs the subsidized measure are eligible to apply.

Distribution costs that are eligible for funding, to the extent that these services have not been provided by the producer free of charge or as part of the recognized production costs or are borne by licensees or by third parties, include the following:

- a) materials such as film prints, audiovisual viewing media (DVDs), interpositives, internegatives, master tapes, music and effects tracks; dubbing for foreign-language versions; subtitles;
- b) advertising at international film trade fairs, film festivals and competitions, including transportation and screening costs, and in international trade periodicals, foreign-language sales catalogues and press kits.

Proof of a suitable private investment must be provided. For international co-productions, distribution activities are eligible for subsidies solely to the extent of the Austrian producer's financial participation and in relation to his or her expected share of the proceeds.

3.1. Deadlines

For participation at film festivals, submission of the written invitation will suffice after presentation of a rough cut which is adequately indicative of content and technically flawless and submission of a current intermediate statement of costs.

The decision of the FILM FUND, represented by its management board, concerning applications made in accordance with Item 4.2. of the General Section of the Subsidy Guidelines will be communicated to the applicant in writing within 10 working days.