

Ibermedia Programme

Background

Since its creation in 1997, the Ibermedia Programme is part of the audiovisual policy of the Conference of Latin American Film Authorities (CACI). Among its objectives: To promote the integration of Latin American companies in audiovisual supranational networks; to support the development of co-production projects submitted by independent Latin American producers; to increase promotion and distribution of Latin American films and to promote training and exchange of professionals in the Latin American audiovisual industry.

How it works

The Ibermedia Programme aimed to promote among its Member States, and through technical and financial assistance, the creation of a Latin American audiovisual area, is headed by an Intergovernmental Committee (IIC). The IIC defines politics, the modalities for obtaining aid and makes all decisions that are imposed in accordance with the rules set in the *Rules of Operation of the Ibermedia Programme*. The IIC generally meets once a year to decide which projects will be supported and how much. Within this structure, Ibermedia Technical Unit (ICU) is responsible for the implementation and operation of the programme.

The Ibermedia Fund is addressed to Latin American companies and professionals of the audiovisual sector. Specifically, it deals with companies engaged in production, distribution and promotion of Latin American films. The geographical area covered by the scheme includes the seventeen countries which funds the Programme: Argentina, Bolivia, Brazil, Colombia, Costa Rica, Cuba, Chile, Ecuador, Spain, México, Panama, Peru, Portugal, Puerto Rico, Dominican Republic, Uruguay and Venezuela.

Financial resources come mainly from contributions by Member States and the repayment of loans. Taking into account the financial resources available to it, the IIC concentrates its activities on four aid programmes:

- *Distribution / promotion and market access of Latin American films.*
Beneficiaries are independent distribution companies, which are registered in countries that are members of the Ibermedia Programme. The amount awarded can not exceed 50% of the budget for promotion and distribution submitted by title. The maximum amount that can be granted to each distributor for each film is 30 000 USD.
- *Development of fiction projects (film and television), documentaries, animated films, creative productions using new technologies and products based on archival material.*
Beneficiaries are independent production companies, which are registered in countries that are members of the Ibermedia Programme. The amount granted can not exceed 50% of the total budget and the maximum amount of aid is 15 000 USD per project on loan repayable.
- *Co-production of films and documentaries.*
Beneficiaries are Independent production companies, which are registered in countries that are members of the Ibermedia Programme. Co-productions have to assume the integration of at least three countries. This triangulation not only aims to ensure a distribution and exhibition in these countries, but also create linkages and networks between producer groups and professionals. Repayable loans allocated to each co-producer on the basis of their financial contribution in the co-production. They will be given in three instalments. The amount of the loan shall not exceed 200 000 USD production cost, nor exceed 50% of the total budget. The aid will be reimbursed from the net income of each producer.

- *Training Programmes*
Beneficiaries are film and / or television schools, universities, specialized vocational training centres, private companies belonging to the audiovisual industry and professional associations / organizations belonging to the audiovisual industry. The amount awarded can not exceed 50% of the total budget of the academic activity to be carried out. The maximum amount that can be granted is 50 000 USD.

Results

Data for recent years show a significant growth of greater co-productions and distribution of films in countries participating in the Ibermedia Programme.

Since 2006, there are two calls per year. In the first call of 2008 Ibermedia distributed 3.3 million USD, which coupled with the resources allocated for the second call, totalling 6.5 million USD for 2008. In this first call were benefited 66 projects, 25 of them in the form of co production. In its 10 years of existence the programme has supported the production of about 250 Latin American films.

In line with this initiative and with the overall objective of improving the integration of the Latin American area, in October 2008 will be held the *I Iberoamerican Congress of Culture*, which will focus on the film industry. This aspires to be a great forum of the Latin American culture, which serves as the impetus for consolidating the common cultural industries and the diffusion of Latin American culture throughout the world.

In approximately a decade the Ibermedia Programme has fulfilled its objectives of advancing in the promotion of the integration of Latin American companies in audiovisual supranational networks and support of training and exchange of professionals in the Latin American audiovisual industry. The Ibermedia is an open, visible and widely advertised programme with clearly established deadlines, application guidelines and selection procedures. It also counts with a professional jury and published selection criteria, which give transparency and objectivity to the programme.

Sources

Ibermedia Programme: <http://www.programaibermedia.com/esp/htm/home.htm>

Acuerdo Latinoamericano de Coproducción Cinematográfica (*Latin American Film Co-production Agreement*): http://www.cinelatinoamericano.org/assets/docs/acuerdo_bol.pdf

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