

# **BALTIC EVENT CO-PRODUCTION MARKET**

## **RULES AND REGULATIONS**

### **AIMS AND BACKGROUND**

The general aim of the annual Baltic Event co-production market (hereinafter Baltic Event) taking place within Industry@Tallinn & Baltic Event is promotion of audiovisual works from the low production capacity member states of the European Union or countries participating at the Creative Europe MEDIA programme, particularly for small and medium-sized film enterprises from the following countries: Albania, Armenia, Bosnia and Herzegovina, Bulgaria, Croatia, the Czech Republic, Denmark, Estonia, Finland, North Macedonia, Georgia, Hungary, Iceland, Latvia, Lithuania, Moldova, Montenegro, Norway, Poland, Romania, Serbia, Slovakia, Slovenia, Sweden, Russia, and Ukraine (hereinafter Region). The main target of the market is European networking, promotion, co-production and distribution of European audiovisual works, but Baltic Event always invites representatives from global territories as well. One of the goals of Baltic Event is to facilitate interaction, cooperation, and co-production between the Baltic, Scandinavian, Central and Eastern European, Russian and Ukrainian audiovisual industries and help them integrate with the audiovisual industries of high production capacity countries.

It also strives to help finance and distribute films from the region, promote local professionals, filmmaking opportunities and service providers, raise competitiveness and facilitate networking between the region and Western Europe. Baltic Event has put special emphasis on creating a bridge between Eastern Europe and the West, for which the geographical location of Tallinn makes it an ideal place.

Baltic Event takes place annually during Tallinn Black Nights Film Festival.

**List of the structures/services** available to the accredited participants:

- Co-Production Market one-on-one meetings arrangements
- Access to all lectures, conferences, panels and presentations, various networking events
- Accommodation in partner hotels
- Guest Service Desk
- Video Library of Tallinn Black Nights Film Festival

### **PARTICIPANTS**

Producers, commissioning editors, sales agents, distributors, representatives of film festivals and film funds, financiers and other audiovisual professionals are entitled to attend Baltic Event for the purposes of enlarging their professional network, finding suitable projects for their projects / slates. Invitations to the aforementioned industry representatives who are selected by Baltic Event management are sent out in September. New applications will be reviewed by Baltic Event management on a first-come, first-served basis and approved at the discretion of Baltic Event in accordance with these Regulations. As the number of participants is limited, Baltic Event reserves the right to not approve all applications.

## General

All participants must fill the accreditation form provided by Baltic Event representative upon confirmation of attendance. The accreditation fee varies from 75€ to 100€ per person according to the category of the invitation. An accredited guest has access to all the Industry@Tallinn & Baltic Event services and events. Detailed information will be available upon opening of the Accreditation in September.

### Conditions for Applicants applying to **Co-Production Market**:

In 2021, Baltic Event selects up to 12 fiction film projects in development to the Co-Production Market section.

In order for a Film Project to qualify for admission to Baltic Event Co-Production Market in regard to these Regulations, it has to meet all of the following conditions:

- Full-length fiction film with potential for international distribution;
- Suitable for an international co-production and looking for co-producers;
- A part of financial support in place;
- Projects with transmedia/multiplatform/interactive potential are considered for a special programme at BE2021 edition;
- Projects from Albania, Armenia, Bosnia and Herzegovina, Bulgaria, Croatia, the Czech Republic, Denmark, Estonia, Finland, North Macedonia, Georgia, Hungary, Iceland, Latvia, Lithuania, Moldova, Montenegro, Norway, Poland, Romania, Serbia, Slovakia, Slovenia, Sweden, Russia, Ukraine, and Focus Country UK are accepted. Projects from other countries will be taken into consideration for the Co-Production Market, if they are looking for co-production with an eligible country.

**In 2021, Baltic Event Co-Production Market has a new partnership with Film London Production Financing Market (PFM), taking place online October 12-13, 2021:** one project selected for the Baltic Event will have the chance to participate in PFM before coming to Tallinn. The selection of the project will be made in collaboration with the PFM management. Please read more about the PFM [here](#)

All the projects wishing to be considered for the PFM have to indicate it in the application process.

The Applicants who want to participate in the Co-Production Market with a Film Project, which will be in line with the above stated requirements, must provide the following documentation (in English) fully attached to the application:

- synopsis
- treatment
- screenplay
- director's note on aesthetics and structure
- biography/filmography and portrait photo of the director
- biography/filmography and portrait photo of the producer
- production company profile
- production note
- budget outline and financing plan

- marketing strategy
- if the project has transmedia / multiplatform / interactive potential, note of intention on which digital platforms the project is going to use and why
- the documents showing the ownership of rights in the project in accordance with these Regulations (upon request)

Special Conditions:

- participation includes an accreditation fee of 75 Euros per person
- once a film is selected, the producer/representative must be present during the market
- official language of the market is English
- If the project is accepted to Baltic Event Co-Production Market, it will be mentioned in the end credits of the film, once completed
- submission of the film is considered as acceptance of special conditions
- projects presented at BE Co-Production Market are welcome, once completed, to be submitted to the International Competition at Tallinn Black Nights Film Festival and will be given a special priority during the selection process

By submitting an Application the Applicant agrees to all conditions stated in the Regulations.

## **RIGHTS AND THE CHAIN OF TITLE**

The Applicant guarantees that it holds the rights relating to the project, for which the Application is being submitted.

In case the Film Project has numerous producers they amongst themselves have to elect one producer that will serve as the Applicant in regard to these Regulations and will represent them in relations with Baltic Event.

In case the Applicant is the author of the Film Project, and it is a case of a project co-authorship, the Applicant is required to possess settled property relations over the Film Project as well as an authorization of representation from the other authors.

The competent law for regulation of copyrights in relation to these Regulations is the Law on Copyright of the Republic of Estonia.

## **PROCEEDINGS AND PROJECTS SELECTION**

After the period for Application submission has expired Baltic Event management will begin considering all received Applications. In case the Applicant acts in accordance with the instructions issued by Baltic Event management the application is to be considered as properly submitted.

All properly filled and complete applications shall be reviewed by the Selection Committee appointed by Baltic Event management.

The Selection Committee consists of five people – an active producer with international co-production experience, an international sales agent, a senior festival executive, a market representative, and a script consultant. The Selection Committee shall evaluate the projects

through different angles in their artistic, financial, and marketing capacities in accordance with these Regulations.

The main selection criteria for the Co-production market is an appealing story for international markets, filmography of the director - as our objective is to promote new talent -, the experience of the producer to successfully carry out the project, and the ability of Baltic Event team to find suitable parties to finance, co-produce, and sell the project. The Applicant must agree that Baltic Event shall have the right to monitor the project regularly throughout their production and distribution.

The final selection will be made by October 16, 2021, and all the applicants will be notified of the results prior to the public announcement.

As Baltic Event has adopted the Gender Equality Policy, our selection committees and juries will be gender balanced and our project selections will be gender balanced insofar as the applications submitted to us meet our other criteria.

By submitting the Application the Applicant agrees that Baltic Event management and/or the Selection Committee composed as previously stated will adjudicate in matters concerning the Application and that the Applicant renounces the right for further appeal.

## **BALTIC EVENT AWARDS**

Baltic Event presents the following awards in the Co-Production Market section:

- Best Project – the name of the Award will be announced in July;
- Best Pitch Award – coverage throughout the project’s life-cycle, including a special feature-format focus, in Screen International, our media partner;
- Free passes to the following year’s Producers’ Network are awarded to two most promising producers by the Marché du Film.

The awards are presented by international juries. By submitting an Application the Applicant confirms the indisputability of the authority of Baltic Event management to arrange the juries for the aforementioned awards and therefore the Applicant renounces the right to dispute about the outcome of the vote and the presented awards. Presenters of the awards will conclude separate contracts with the winners if the use of the award has specific conditions.

## **APPLICANT’S OBLIGATIONS DURING BALTIC EVENT**

Each Applicant that gets chosen to participate in Baltic Event is required to cooperate with the employees and persons of responsibility of Baltic Event during the entire course, and in all respective phases of Baltic Event.

In case the Applicant without justification violates any of his/her obligations stated in these Regulations which he/she had accepted by submitting the Application Form, Baltic Event management may disqualify the Applicant from further participation in Baltic Event, upon which the Applicant loses the right to apply for participation in Baltic Event during the following year as well.

## **APPLICANT’S OBLIGATIONS AFTER THE COMPLETION OF THE FILM PROJECT**

In the event the Applicant's Film Project is approved for Baltic Event, the Applicant guarantees the following:

- The Film that has participated in Co-Production Market shall have a Baltic Event logo accompanied by the following text in English in the closing credits: "Developed in cooperation with Baltic Event";
- The producer will provide Baltic Event management with regular reports concerning the film's festival representation and distribution within a three-year period after the premiere of the film.

## **FINAL PROVISIONS**

The official language of Baltic Event is English.

In regard to all matters not expressly settled by these Regulations, good business practices and current regulations of Estonia and its entities are to be applied.

Any amendments and supplements to these Regulations shall be made by Baltic Event management.

By submitting an Application the Applicant agrees to all provisions of these Regulations.

**Due to COVID-19 situation, Industry@Tallinn & Baltic Event 2021 will take place as a hybrid event: we are happy to welcome you in person in Tallinn but we will equally provide online access to all events for professionals who are unable to travel.**

These Regulations come into effect from the day of their publishing on the webpage <http://industry.poff.ee/>, and are effective beginning on the 15 of June 2021.

Approved by Marge Liiske, Managing Director of Industry@Tallinn & Baltic Event