

# INTERNATIONAL DISTRIBUTION PRINTS AND ADVERTISING (P&A) SUPPORT

Supporting UK films to reach international audiences.

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**Objective: to support UK producers or UK sales agents in increasing the international circulation, audience size, and box office potential of a UK film.**

UK sales agents or UK producers can apply for up to £100,000 to support the theatrical release of a UK film by international distributors across a grouping of international territories, with up to £30,000 available for a single territory within the grouping.

**Funding in the form of non-recoupable grants towards:**

- Print costs including manufacture of DCPs, film print, print insurance, translation, subtitling/dubbing into local language
- Advertising and Promotion costs related to the release to exhibitors, including posters, trailers, advertising and costs relating to media buying
- PR costs including hiring a local press agency, festival/theatrical premiere costs, press junkets and interviews
- Talent costs including travel, accommodation and appearance fees
- Ancillary costs including shipping, post, courier and freight

## ELIGIBILITY:

A grouping must consist of a minimum of four international territories, including at least two from the following list of key territories: ANZ, Benelux, France, Germany, Italy, Japan, Latin America, North America, Poland, Scandinavia, South Korea and Spain

### APPLICANT:

- UK sales agent or UK lead producer
- No more than 25% owned by a non-UK corporate entity, TV broadcaster/SVOD platform, or large company

### DISTRIBUTOR:

- Controls the rights necessary to release the eligible film in cinemas in the territory
- Will directly control the release date, target screens, marketing and promotion of the eligible film in the territory
- Not a mini major, studio, or streaming platform

### FILM:

- Production budget under £12.5 million
- 60 minutes or more running time
- Completed no more than 24 months prior to application date, or currently in production or post-production
- Set to have its lead release within 12 months of application date
- Qualifies as British (Cultural Test, official treaty or European Convention)
- Not fully financed by a studio, mini major or streaming platform
- Intended for theatrical release in the relevant territories

**Applications for this strand are currently closed.**  
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