

Principles for project funding at the Media Innovation Center Babelsberg (MIZ) - Innovation Funding

The Media Innovation Center Babelsberg (MIZ) is supported by the media expertise and innovation funding Berlin-Brandenburg (mibb GmbH) and is an institution of the media authority of Berlin-Brandenburg (mabb). mabb is a public institution, funded by licence fees.

1 Cause of funding, legal basis

The MIZ-Babelsberg innovation fund aims to support media-related training as well as to promote creativity and innovation in Berlin-Brandenburg. This includes the following:

- a) Establishing the **convergence** of traditional and new media;
- b) Establishing **training opportunities** to foster media creativity and the development of new content;
- c) Supporting and funding of non-marketable **innovations**
- d) Training to increase the citizen's participation within the media.

The legal basis of the MIZ-funding arises from § 8 (1) no. 7, no. 8, no. 9 and no. 10 in conjunction with § 42a of the State Treaty on cooperation between Berlin and Brandenburg in the field of broadcasting of February 29th 1992 as amended by the Fourth State Treaty amending the State Treaty on cooperation between Berlin and Brandenburg in the field of broadcasting of January 6th/22nd 2009 (State Media Treaty MStV). In addition, please refer to § 44 of the Budgetary Regulation of Berlin (LHO) and the standardised ANBest-P regulations.

2 Subject of support for innovation projects by the MIZ-Babelsberg

The MIZ-Babelsberg promotes innovative media projects.

2.1 Objective

The MIZ-innovation funding supports projects with technical and/or contentual focus and innovation value as well as innovative, cross-media format ideas. Projects must have a radio or TV reference and position themselves at the intersection towards new media. The goal is to develop new media usage and application possibilities or gain research results.

2.2 Target group

The MIZ funding is aimed at teams and individuals from the following occupational groups:

- Students, graduates and startups
- Graduated journalists with profound professional experience
- Media professionals with excellent references
- Media Companies - based on specific individual projects with highly eligible projects

2.3 Application documents

Applications should include the following documents:

- A project outline (if possible with illustrative material and background information) or an outline of the corresponding research project
- An explanation of the innovation value and the broadcasting reference
- A plausible schedule
- A detailed budget
- In case of teams: a team description with expertise and references
- for individuals: CV with work experience, reference projects and references, a graduation certificate, if applicable
- Presentation of funding needs
- Disclosure of other funding agencies and partners, if applicable
- In case of companies: certificate of registration, if applicable, BWA on demand

2.4 Funding period

The funding period depends on demand and can be a maximum of twelve months.

2.5 Application procedure

Applications may be submitted continuously. Tendering periods and deadlines can be found on the MIZ website www.miz-babelsberg.de.

The application documents must be submitted in text format either by e-mail or post. The applications must be complete at deadline. According to the eligibility criteria (ref. 3) the most promising applicants will be invited to present the project in front of an expert panel. A counselling session is mandatory. The most promising applications will receive an invitation to the pitching. Incomplete applications will be excluded from the application process.

Specialist committees or expert's opinions may be consulted to evaluate applications. The funding decision will be made by the MIZ-Babelsberg in consultation with an industry-specific panel or media partner. A disclosure obligation on the decision does not exist.

An entitlement to a promotion does not exist.

2.6 Extent of funding

The MIZ-Babelsberg gives advice and support to the selected scholars. In addition to the financial contributions, this may include:

- Working space (on site of the MIZ)
- Flexible usage of equipment upon consultation with the MIZ-Babelsberg and other projects
- A demand based grant / scholarship
- Coaching and workshops (for example, story development, media law, technology, exploitation / marketing) worth up to 1,500 EUR gross
- Support and networking through the MIZ-Babelsberg

The financial support is based on the accountable needs and consists max. 50,000 EUR gross. The possible scholarship amount arises from Annex 1 (ref. leaflet).

2.7 Development objective

The funding period should result in a functional, practical / broadcast-quality, innovative, cross-media product (for example, a prototype) or a corresponding (applicable) research result, which will open up new media uses.

3 Criteria of eligibility and selection

All projects supported by the MIZ-Babelsberg should satisfy at least one of the following criteria:

- Innovation (development of new media applications and uses; testing of new technologies, formats and concepts)
- Strengthening of radio and TV broadcasting and increase of its program diversity
- Development of convergent content that will remove the boundaries between traditional and new media
- Development of projects that cannot be developed within the regular economic environment, as they are still in an experimental stage of development
- Goal to professionalize, with commitment to performance-based implementation, creativity, ambition, market orientation and cooperative work

In addition, the following factors are crucial for granting:

- a well-conceived and original concept
- in case of a team application - team composition (with references) and motivations
- feasibility, if applicable broadcasting capability, transferability and reusability (product orientation)
- a reasonable, convincing financial plan and time schedule
- completeness of the application documents
- completed consultation

The following selection criteria will be evaluated by the panel:

1. References and reputation of individuals, if applicable the team composition (or the company)

Includes completed projects, work samples, awards, references; in teams, in addition to complementary skills

2. Innovation potential and technical / contentual novelty

Includes testing and development of innovative media content and applications as well as strengthening of the innovation in broadcasting for Berlin-Brandenburg

3. Conceptual stringency with regard to cross-media

Media projects interacting with radio, TV, Internet and new technologies, and strengthening the radio diversity

4. Sustainability, usability and partnerships

Refers to the implementability within the eligibility period (time and budget plan), market potential, resources-efficient approach of production and possibly partnerships that support the concept development or exploitation

Only high-quality projects that meet the funding objectives of the MIZ-Babelsberg will be funded. Projects, whose content violates the law, violates personal rights, is contrary to moral or religious norms, contains pornographic content, glorifies violence, discriminates or that is harmful to minors, will not be funded (responsible according to §§131, 184 Penal Code).

4 Grantees

Those entitled to apply are corporate bodies and natural persons who are located in Berlin or Brandenburg or their project is focused on the region. Government agencies cannot be beneficiaries.

In justified cases it is possible to pass on support services to project team members, if this is beneficial to the project. Employees of the MIZ-Babelsberg are excluded from the application process.

5 Further funding requirements

Any funding or scholarship may only be granted upon written request. The letter of acceptance will also be in written form after the professional examination of the application. In the case of the approval of a scholarship a corresponding detailed agreement will be reached. A project agreement, which includes a handover protocol and defines the project period as well as provides target agreements at the beginning of the eligibility period, will be concluded with the other funding recipients. These will be evaluated regularly; at least during and at the end of the eligibility period. It is mandatory to disclose the status of the project and possibly to present it at events and participate in feedback sessions. In addition, beneficiaries have to submit interim reports at regular intervals, along with a final report. The final report has to be submitted to the MIZ-Babelsberg within one

month after the project has ended. Scholars are invited to share their expertise in workshops or lectures at MIZ-Babelsberg.

6 Type and volume of the respective grant or scholarship

The type may be a subsidy for technical and contentual implementation or a scholarship. In case of the subsidies please note, that no full funding may be granted (for details, see Appendix 1).

The volume of the scholarships, which will be paid in monthly instalments, also results from Appendix 1.

The project manager or scholarship holder is responsible for any tax assessment and payments.

The grant is a conditionally repayable loan (for details, see Appendix 1).

The amount of funding is generally based on the needs.

The support may be material, financial and non-material. The disbursement of grants will be made in instalments and will be specified in the project agreement. If the interim presentation is evaluated positively, the disbursement of the production cost subsidy will continue. The final payment is made after submission and evaluation of the final report.

7 Other funding rules

- a) To receive a grant like outlined above, the demand of this measure must be explained in an appropriate manner (calculation).
- b) You must not have started with the (self-contained) project before the funding commitment (except preliminary research and planning),
- c) The space and equipment at the MIZ-Babelsberg is free. The calculation of operating costs and of consumer goods is possible.
- d) The funding period depends on demand and should not exceed one year. Special agreements, as for series of events or cooperation partners, are possible.
- e) The funding must begin no later than three months after the authorization. Derogations are to be agreed in writing.
- f) There is a duty of disclosure and disclosure requirement for all beneficiaries with respect to the activities at the MIZ-Babelsberg, the project status and to information on any additional promotions or similar financing.

- g) The MIZ-Babelsberg reserves the right to issue an early termination on the agreement of opportunities at the MIZ-Babelsberg, if the aforementioned facts will not be considered, if the purpose of use changes without the consent of the MIZ-Babelsberg or if the terms of MIZ-Babelsberg will be violated.
- h) It's mandatory to advert to the support of the MIZ-Babelsberg in all public representations (for example, in media reports and newsletters, noted in materials, etc.). The MIZ-Babelsberg will provide appropriate materials.
- i) The beneficiaries agree to the publication of a project summary by the MIZ-Babelsberg and grant the right to the MIZ-Babelsberg free of charge. The beneficiaries will provide materials (texts, photos, etc.) for the public presentation of the projects on request, grant the necessary rights of use free of charge and will make sure that third-party rights to a publication will not be opposed. No data, images or illustrations that could inhibit a potential exploitation will be published.
- j) Team members of beneficiaries are entitled to use support services if this is demonstrably necessary for the good of the project and this has been indicated in the application.
- k) Repeated applications are generally possible.
- l) exemptions are generally possible.

Where applicable, the foregoing also applies to in case of a scholarship.

8 Realization

The project manager has to keep an overview of the means spent and submit them for review; the original receipts have to be stored for at least five years and handed in on demand.

In addition, please take notice of the subsidy schemes of the de minimis Regulation.

9 Validity

These aforementioned principles (included in Appendix 1) apply to tenders from 25/07/2013 until further notice.

Appendix 1 on Principles for project funding at the Media Innovation Center Babelsberg (MIZ) - Innovation Funding

10 Personal contribution project funding, fee rates, operating expenses, etc.

The application must include a financing plan. Media professionals must contribute a deductible of at least 25%.

The proportion of the services to own resources for media professionals must be at least 25%. The calculable personal contributions may include fees; this can also include third party services (volunteers). These can be calculated at an hourly rate of EUR 10.00.

Example:

Project volume: max. 50.000,00 EUR

Personal contribution 25 %: max. 12.500,00 EUR

This results in a grant of max. 37.500,00 EUR

The calculated and approved personal fees can amount for a maximum of 150.00 EUR gross per day. VAT amounts, if applicable, cannot be granted. This means the finance plan must be drawn with gross amounts. People entitled to deduct pre-tax will receive a net payment of the grant.

Rental rates for technical equipment, given they are not available at the MIZ-Babelsberg and there's a special need for the project's implementation, can only be calculated if the hiring from a third party actually takes place. It does not apply to own equipment. If applicable, it may be necessary to request three settlement offers.

11 Repayment of the approved grant

In case that the project will draw profits after the realization (or within the funding period), the grant has to be reimbursed pro rata as follows:

From a breakeven point of 5.000,00 EUR 50% of the profits have to be paid back to the MIZ-Babelsberg. The reporting on generated revenue must be done annually to the MIZ-Babelsberg (within five years after completion). In case of violation, the grant may be reclaimed.

12 Scholarship amount

The amount of the scholarship is based on the graduation of the scholar:

- a) Students, who have completed at least half of their studies: 800,00 EUR per month
- b) graduates with at least one university degree: depending on demand 1.500,00 to 2.000,00 EUR per month.
- c) Postdoctoral Fellows: depending on demand 2.000,00 to 2.500,00 EUR per month

The person-related scholarship includes all possible social security costs. The fellows are responsible for their own social security contributions. In addition, material costs for the project's implementation can be requested.

13 Double jobber with approved scholarship

Secondary employments in addition to the scholarship are generally permitted (with a max. Number of ten hours a week); however, they are subject to compulsory notification and must not endanger or run contrary to the purpose of the funded research.