

Approved

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Assessment Criteria for the Promotion Element

(Cultural Test)

Applications, who, while producing their audiovisual works (hereinafter “Film”), benefit from the Film Industry Component (Film in Georgia) of the Produce in Georgia State Program, and whose films have already premiered (inaugural public broadcast or public screening), are authorized to request an additional compensation of between 2 and 5 percent of the overall limited qualified expense from the promotion component, based on the five-point cultural test below.

Applicants will receive a compensation of between 2 and 5 percent of the overall limited qualified expense if their films have under the project have been finalized, screened, and meet at least two points from the cultural test below. Meeting one point equals one percent credit.

1. Dissemination of information about filming experience in Georgia—1 (one) percent
The project submitted by the applicant must meet both criteria below.
 - Film credits of the end product must feature the logo of the Film in Georgia Program and a prescribed text: “This project is supported by the Film in Georgia Program” (in the English language).
 - A promo video about the making of the film in Georgia.

2. Employment of Georgian nationals for the following positions—1 (one) percent
The applicant’s project must meet at least one criteria listed below:
 - One lead role (among the top three in the film credits)
 - Director (among the top two in the film credits)
 - Screenwriter (among the top two in the film credits)
 - Score composer (among the top two in the film credits)
 - Two supporting roles (among the top ten in the film credits)
 - At least three crew leaders (director of photography [top position in the film credits], producer [among the top three in the film credits], art director [top position in the film credits], costume designer [top position in the film credits], and line producer [top position in the film credits]).

3. Georgian elements featured in the film—1 (one) percent

The applicant's project must meet at least one criteria listed below:

- At least one scene features Georgia as a geographic setting (captions and/or dialogue must indicate that the action takes place in Georgia).
- The film is based on a Georgian literary work, historical event, or describes the life of a Georgian historical figure.
- The film features sites identifying Georgia:
Georgian monuments of cultural heritage recognized by UNESCO, sites considered for a status of UNESCO monuments, sites from the List of Remarkable Sites developed by the Georgian National Film Center LEPL (the List of Remarkable Sites is attached to this Cultural Test).
- Georgia's flag and/or Georgian script featured in the film for at least two seconds.

4. Postproduction in Georgia—1 (one) percent

One percent of the overall limited qualified expense of postproduction may be compensated if all three requirements below are fulfilled:

- A) The overall qualified postproduction expense has been incurred according to one or more subparagraphs from Attachment 2 of the May 30, 2014 Decree #365 of the Government of Georgia on the Approval of the Produce in Georgia State Program, listed below:
- Special effects service (SFX)—specialists and equipment (018)
 - Image editing (031)
 - Animation (032)
 - Visual effects service (VFX) (033)
 - Color correction (034)
 - Soundtrack recording sessions (035)
 - Sound effect recording studio rent (036)
 - Visual rendering (037)
 - Audio recording studios rent (sound recording for the film) (038)
 - Translation (039)
 - Subtitling/captioning (040)
 - Laboratory expenses incurred in Georgia (041)
 - Development of deliverables related to the film to be submitted to a distribution and sales company (042).
- B) The expense defined in subparagraph A of this paragraph comprises at least 50,000 GEL.
- C) The expenses defined in subparagraphs A and B of this paragraph have been verified in auditor's reports.

5. Distribution and Festivals—1 (one) percent

The applicant's project must meet at least one criteria listed below:

- The film has been distributed in at least two EU members states, or the USA, or Canada, or India.
- Or the film has been distributed by airlines.
- Or the film has participated in a major competition under film festivals recognized by FIAPF, in a major Sundance Festival competition.
- Or the film has been nominated in one or more nominations for the Oscar (the Academy of Motion Picture Arts and Sciences Awards), Golden Globe Awards, or BAFTA Awards.