



WELCOME

to the information session on the

European Film Sales

Call for Proposals 2024

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Team Leader Audience sector

MEDIA unit

European Education and Culture Executive Agency

Summary

- Overview (budget, timing, participating countries)
- How to submit a proposal online
- How to declare admissions in MEDIA Database
- Proposal annexes
- Eligibility rules

Timing

- Call opens for submission: 30 April 2024
- **Deadline: see topic condition in [Call page](#)**
- Evaluation: July – October 2024
- Notification of results: December 2024
- Grant agreements signed: December 2024 - March 2025

Participating countries for European Film Sales

- EU 27
- Norway, Iceland, Liechtenstein
- Albania, Bosnia, ~~Montenegro~~, North Macedonia, Serbia
- Not UK

Change in participating countries --> Montenegro not eligible as of 1/02/24

Overview

- **Budget** : EUR 5.35 M (<2%)
- **Single reference year for Step 1 & Step 2**: 2023 (copyright 2020 earliest)
- **Coefficients adjusted** (to take into account market evolution & expectations)
- **Fund capped** at EUR 750.000

Funding and Tender Opportunities Portal Submission system – complete all parts of the proposal

Deadline
20 June 2023 17:00:00 Brussels Local Time
4
82 days left until closure

Call data
Call: **CREA-MEDIA-2023-FILMSALES**
Topic: **CREA-MEDIA-2023-FILMSALES**
Type of action: **CREA-PJG**
Type of MGA: **CREA-AG**

⚠ Topic and type of action can only be changed by creating a new proposal.

Proposal data
Acronym: **FILMSALES 2023 test**
Draft ID: **SEP-210905917**
Final ID: **210905917**

Download Part B templates

 [Download part B templates](#)

Administrative forms (Part A)

[Edit forms](#)  [Edit MEDIA DB](#) [Edit Part C](#) [View history](#) [Print preview](#) 

Part B and Annexes

In this section you may upload the technical annex of the proposal (in PDF format only) and any other requested attachments. 

Part B *	<input type="text"/>		Upload 
List of films *	<input type="text"/>		Upload 
Info on independence and Ownership and control *	<input type="text"/>		Upload 
PDF with information about films/works generated from the Creative Europe MEDIA Database *	<input type="text"/>		Upload 
Other annexes	<input type="text"/>		Upload 

[← BACK TO PARTICIPANTS LIST](#) [VALIDATE](#) [SUBMIT](#)

Part A – Administrative forms – General information

- Project title, acronym – company name (recommended)
- Duration between 12 and 24 months
- Priorities

Priorities are applicable Priorities are not applicable

Add Priorities

EC Priorities *	2 - A Europe fit for the digital age	▼
Domains *	D-2-1 - The digital age	▼
Policy areas *	P-2-5 - The right environment for digital networks and services	▼

- Abstract

Part A – Administrative forms - Participants

i In this step, the coordinator can manage and review the participants.
Note: The changes will be applied only after you click the "Save Changes" button.

Number of participants: 2 **i**

Reorder **t**

Coordinator
REA international

1  REA international

Add Affiliated Entity **+**

REA international
Brussels, BE
PIC: 912346014

Change organisation

Contact organisation

Contacts: **i**

Add contact **+**

Main contact

Misia COGHLAN

Affiliated Entity

Test Camelia-Valeria

2  Test Camelia-Valeria

Test Camelia-Valeria
Brussels, BE
PIC: 913842918

Change organisation

Contact organisation

Part A - Participants: affiliated entities

- **Legal or capital link with the applicant (coordinator)** which is **neither limited to the action** nor established for the sole purpose of its implementation.
- Must have a PIC number and meet all the eligibility and other call conditions.
- Allowed to fully participate in the grant and claim costs under the same conditions as the beneficiary organization but not a GA signatory
- All parts of the application (part A, including budget; part B; all annexes) to include information on the affiliated entity

Part A – Administrative forms - Budget

1. NB: You should only fill in column C3!
This is an amount allowing you to get the estimated grant calculated in the MEDIA DB

MANUAL FORMULA: estimated grant from MEDIA DB
* 1,34

2. Make sure this corresponds to the estimated grant (=potential fund) from the MEDIA DB

3 - Budget

No.	Name of beneficiary	Country	Role	Personnel costs - without volunteers/EUR	Personnel costs volunteers/EUR	Subcontracting costs/EUR	Purchase costs - Travel and subsistence/EUR	Purchase costs - Equipment/EUR	Purchase costs - Other goods, works and services/EUR	Financial support to third parties/EUR	Indirect costs/EUR	Total eligible costs/EUR	Ineligible costs/EUR	Total estimated project costs and contributions/EUR	Funding rate	Maximum EU contribution to eligible costs/EUR	Requested EU contribution to eligible costs/EUR
1	Rea International	BE	Coordinator	0	0				133 512		9 345.84	142 857.84	0	142 857.84	70	100 000.48	100 000.00
			Total	0	0	0	0	0	133 512	0	9 345.84	142 857.84	0	142 857.84		100 000.48	100 000.00

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Administrative forms (Part A)

Edit forms 

Edit MEDIA DB

Edit Part C

View history

Print preview



Part B and Annexes

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Upload 

List of films *



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Info on independence
and Ownership and
control *



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PDF with information
about films/works
generated from the
Creative Europe
MEDIA Database *



Upload 

Other annexes



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Part B – Description of the action

- section 1.1 'Relevance - Background and general objectives'.
- section 3.2 'Project teams'.
- section 5 WORKPLAN, WORK PACKAGES, TIMING AND SUBCONTRACTING, indicating a single work package only, named **Reinvestment activity plan** with 4 deliverables only:
 1. **Reinvestment progress report**
 2. **List of films and overview of related reinvestment costs**
 3. **Supporting documents for the reinvestment activities**
 4. **Promotional material**
- section 7 'Declarations'.

Generation of potential fund

- **Step 1:** on the basis of sales activities on the previous years
- **Step 2:** on the basis of eligible admissions achieved by the European non-national films distributed by eligible distributors

Generation of a potential fund - Step 1

- Films acquired and distributed **in 2023**
 - A. applicant acquired **theatrical rights for 2 films (any nationality, EU or non-EU)**,
 - *International sales **agreement** must be **signed in 2023***

Step 1 Films acquired and distributed in the year n ('n' being the year indicated in the call for proposal)

NAME OF THE APPLICANT COMPANY :							
PIC CODE:							
FILMS ACQUIRED IN YEAR n							
Film n°	Original title of films	Country of origin	Production company country	Date of signature of sales int. sales agreement in year n	Territories acquired as per sales agreement **	Link to film webpage on sales agent's website.	
1							
2							

**** Please use official country codes: for instance: "World except FR and BE"**

Generation of a potential fund - Step 1

B. 2 European eligible films of its catalogue have been **distributed in 1 non-national territory** for which it has the theatrical rights:

- *either **evidence of distribution** of film is **in the MEDIA Database**, or*
- *an **official box office evidence is submitted as "Other annexes" to the proposal in case the film not available in the MEDIA DB (no fixed template)***

If both conditions of Step 1 successful = 20.000 € and goes to Step 2

Step 1 Films acquired and distributed in the year n ('n' being the year indicated in the call for proposal)

FILMS DISTRIBUTED IN YEAR n								
Film n°	Original title of films	Country of origin	Film ID code *	Year of copyrights	Production company + country	Date of signature dd/mm/yyyy	Territories acquired as per sales agreement **	Number of territories (covered by sales agreement, where the film was distributed in year n (duly documented by an official box office evidence or declared in the Creative Europe MEDIA database)
1		-						
2		-						

Funding and Tender Opportunities Portal Submission system – complete all parts of the proposal

4

Administrative forms (Part A)

Edit forms 

Edit MEDIA DB

Edit Part C

View history

Print preview



Part B and Annexes

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and Ownership and
control *



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PDF with information
about films/works
generated from the
Creative Europe
MEDIA Database *



Upload 

Other annexes



Upload 

Step 1A (convert excel in pdf)

**Step 1B (box office evidence,
if applicable)**



Generation of a potential fund

Step 2: admissions * Coefficients

- Calculated upon a **coefficient per eligible theatrical admission**
- According to the **nationality** of the **film**
- Films must be **non-national European films** in country of distribution
- Up to a **maximum threshold** per film and per country of distribution
- Based on **eligible admissions** in 2023 / **already** declared in **MEDIA DB**

Nationality of the film	coefficient
Germany, Spain, France, Italy	0,75
Others	1

Administrative forms (Part A)

Edit forms 

Edit MEDIA DB

Edit Part C

View history

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Step 2 – Select admissions and finalize dossier

Part B and Annexes

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Part B *



Upload 

List of films *



Upload 

Info on independence
and Ownership and
control *



Upload 

PDF with information
about films/works
generated from the
Creative Europe
MEDIA Database *



Upload 

Other annexes



Upload 

Step 2 – attach export from MEDIA DB

Administrative forms (Part A)

Edit forms 

Edit MEDIA DB

Edit Part C

View history

Print preview 

1. You are redirected to the MEDIA DB

- Read the instructions
- follow the steps
- consult your grant estimation

[← Go back](#)

[Please consult the privacy statement](#)

Instructions

In order to complete your application for funding under the Creative Europe MEDIA programme, the information on the audiovisual works being part of the application needs to be created and added. The potential fund will be generated based on the sales agent's performance on the market and the basis of the eligible admissions achieved by the European non-national films distributed by eligible distributors.

STEP 1: Confirm your eligibility for the allocation of the 20.000 EU fund.

STEP 2: Select, confirm and add the relevant admissions achieved in 2022.

Once completed, download the PDF and attach it as an annex of your application in the Submission System.

Application Information

Call / Topic reference

CREA-MEDIA-2023-FILMSALES

SEP Project ID

21032023



Step 1

A fund of EUR 20.000 is allocated if the cumulative conditions are demonstrated:

- in 2023 the applicant has acquired the theatrical rights for 2 films (whether European or not), and
- in 2023, 2 European eligible films of its catalogue have been distributed in 1 non-national territory for which it has the theatrical rights:
 - either evidence of distribution of an eligible film is available in the Creative Europe MEDIA Database, or
 - an official box office evidence is submitted as an annex to the proposal in case the eligible film is not available in the Creative Europe MEDIA Database.

(for your convenience, you can consult the full list of the declared admissions [here](#)).

Hereby I confirm that I comply with the STEP 1 rules outlined in the guidelines and (when applicable) that I have provided the relevant evidences as an annexe in the Submission System.

Total Estimated Grant STEP 1: € 0,00

Please note that this is only an indicative estimated generated grant based the admissions declared by the distributors for the call European Film Distribution 2023. The final calculation of the total generated grant will be determined by EACEA during the evaluation process and will take into account all of the eligibility criteria of the call.

TOTAL GRANT ESTIMATE: 0,00 €

2. Confirm that you comply with the STEP 1 rules.

You can **verify all admissions declared by distributors in the Film Distribution 2024** by clicking ('here', after call closure) , **Excel updated 'live' with information related to film qualification (film nationality)** which might be still ongoing

Step 2

Step 2 (= admissions) will be available at the beginning of May

If the applicant meets the criteria under Step 1, an additional fund is calculated by multiplying the number of eligible admissions achieved in 2022 by a coefficient per admission. Please select the relevant films and territories. **By adding the films to the table below, you confirm that you own the theatrical rights to film exploitation in the selected territories (and that the contract / agreement signed with the producer for each film declared provides for the right of the sales agent to sell the film in at least 10 countries participating in the MEDIA strand).** For verification purposes, the Agency reserves the right to request the applicant to provide signed acquisition contracts/agreements.

Select your films and territories

FILM TITLE	# TERRITORIES	FILM NATIONALITY	FILM STATUS	YEAR OF COPYRIGHT	CERTIFIED ADMISSIONS	COEFFICIENT	ESTIMATED GRANT		
	(1)	SE	Processed	2021	7.120	1.20	8.544,00 €	Details	Remove
	(1)	HU	Processed	2021	9.970	1.20	11.964,00 €	Details	Remove
	(1)		Submitted	2020	4.619		0,00 €	Details	Remove
	(1)		Submitted	2020	2.356		0,00 €	Details	Remove
	(1)	BE	Processed	2022	2.741	1.20	3.289,20 €	Details	Remove
	(1)		Under processing	2022	6.625		0,00 €	Details	Remove

3. start selecting films for which you hold the theatrical rights

4. Calculation is automatically made **only** for film with status "processed"

5. For other status: NO grant!

Wait for **all** films "processed" to verify the outcome of film qualification and see **estimated grant**.

Admissions generated in MEDIA database

- Select only admissions of films for **which you own the theatrical rights in the territory(ies)**
- Check **film eligibility requirements** in the call document (section 6)
- **Database calculates** total estimated **grant** for your application only for « processed » films
- **In submission system**
- Attach finalised admissions dossier as **pdf annex AND**
- Add total estimated **grant amount to your budget**

Funding and Tender Opportunities Portal Submission system – complete all parts of the proposal

Administrative forms (Part A)

[Edit forms](#) [Edit MEDIA DB](#)[Edit Part C \(KPI\)](#)[View history](#)[Print preview](#)

Part B and Annexes

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Part B *

[Upload](#) 

Certified admissions *

[Upload](#) 

Information on independence
and ownership and control *

[Upload](#) 

PDF with information about
films/works generated from the
Creative Europe MEDIA
Database *

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Information on Independence and Ownership and Control annex

- Provide full information on company structure
- Include all participants, including affiliated entities
- Eligibility of participants (section 6 of the call document)
- Full chain of shareholders + location stock exchange

Name of the shareholder/Owner	Nationality of shareholder	Status of shareholder	Main activity if legal person (leave empty in case of natural person)	Number of shares	Shareholding %
-------------------------------	----------------------------	-----------------------	---	------------------	----------------

If any of the listed shareholders is a legal person/company, please describe below the full chain of its own shareholders, including percentage of shares and nationalities. If the company is publicly listed, provide the location of the stock exchange

Part C (KPI)

Administrative forms (Part A)

Edit forms 

Edit MEDIA DB

Edit Part C (KPI)

View history

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Part C (KPI)

KPIs (Key Performance Indicators)

Please fill in the data for your project. At submission and grant preparation stage, the data will be on your planned indicators ; at reporting stage it should be the real indicators achieved (since the project start). The KPI tool should be updated with the latest available data for each periodic report (the KPIs are mandatory part of the project reporting). Please do not forget to tick the acknowledgement checkbox before submission.

CREA Media Other

Location

Does the project contribute to any of the EU Commission political priorities?

Type of project, thematic area and types of activities

A Europe fit for the digital age - Empowering people through education and skills

A Europe fit for the digital age - The digital age

Type of project participants

Number of participants that are micro-enterprises: ? *

###,###.##

Number of participants that are small enterprises: ? *

###,###.##

Number of participants that are medium-sized enterprises: ? *

###,###.##

⊖ This is a mandatory field.

⊖ This is a mandatory field.

⊖ This is a mandatory field.

Output, result and impact indicators (only at reporting)

Reasons for reductions of the requested grant (Lessons learnt)

- Copyright year of film too old (before 2020)
- Film not European non-national (as qualified in database)
- Film not MEDIA nationality
- Applicant does not hold international theatrical rights in the territory
- Cumulative max. ceiling of admissions per film for a country reached
- Sum of all generated funds exceeded available budget



Eligible re-investment activities

- Maximum **5 European non-national films, 2 activities:**
 1. investment in **acquisition of international sales rights**
 2. **Promotion, marketing and advertising**
 - *At least 25% to be reinvested in activity 2*
 - *NO personnel costs and travel costs for your staff*
- **70% reimbursement rate** on actual costs

Support: IT, FAQ and rules

Funding & tender opportunities
Single Electronic Data Interchange Area (SEDIA)

SEARCH FUNDING & TENDERS | HOW TO PARTICIPATE | PROJECTS & RESULTS | WORK AS AN EXPERT

Support overview
Guidance & Manuals
FAQ
Helpdesks

Support overview

Support by type

GUIDANCE | FAQ | HELPDESKS

H2020 Online Manual guides you through all the main processes on the Participant Portal from proposal submission to grant management and audits. IT HOW TO gives you detailed guidance on the PP related IT tools.

Popular support topics

EU Login	Online manual	How can I acquire roles and access rights for proposals,...
How to change the EU Login account details?	FAQ	Where can I find more user guidance related to proposal...
What is a LEAR (Legal Entity Appointed Representative) and what are LEAR's rights and tasks?	FAQ	SME Self Evaluation
How to appoint a LEAR	Online manual	Where can I find the National Contact Points (for Horizon...
Do I have to register my organisation before drafting my proposal?	FAQ	

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Support overview
Guidance & Manuals
FAQ
Helpdesks

Guidance & Manuals

GRANTS | TENDERS

Reference documents
The page reference documents of the programmes managed programmes, model grant agreements and guides for specific

Online Manual
Step-by-step online guide through the Portal processes from project.

IT How to
IT support guide with step-by-step walkthroughs and videos.

Creative Europe (CREA)

Programming period
2021-2027

Reference Documents

Grants
This page includes reference documents of specific actions.
Please select the programme to see the refe

Procurement
Reference Documents related to tendering o

Filter

- Legislation
- Work programme & call documents
- Grant agreements and contracts
- Guidance
- Templates & forms
- Funding & Tenders Portal

Creative Europe Desks

Your gateway to the Creative Europe Programme

https://ec.europa.eu/programmes/creative-europe/contact_en

Help to develop your project, prepare your application and build partnerships.

The Desks provide these services:

1. Free information and guidance on how to access funding opportunities under the Creative Europe Programme;
2. Regular updates on European audiovisual and culture issues;
3. Networking support facilitating contact between cultural operators in different countries and partner finding;
4. Targeted info days, workshops, seminars;
5. Informative websites with all the latest news.





QUESTIONS?

CONTACT US if you have any questions when preparing and submitting your application

For questions about the call:

EACEA-DISTRIBUTION-SALESAGENTS@ec.europa.eu

For IT support:

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/helpdesks/contact-form>