

TV and Online Content 2023 Call for proposals



Info session

*European Education and Culture
Executive Agency*

20 February 2023



TV and online content

Supporting high quality programming and innovation in content and financing

Objectives

- **Increase** the **capacity** of audiovisual producers to develop and produce strong projects with significant potential to circulate throughout Europe and beyond
- **Facilitate** European and international **co-productions** within the television and online sector

Aims – Funded activities

- Strengthen the **independence** of producers in relation to broadcasters and digital platforms
- Enhance **collaboration** between operators from different MEDIA countries
- Support the **production of high quality works** aimed at
 - wide international distribution (linear and non-linear broadcasting)
 - promotion to a wide audience
- Particular attention to projects with **innovative aspects in contents and financing**, showing a **clear link** with the **distribution strategy**

Timetable and budget

	1 st Cut-off	2 nd Cut-off
Deadline	17 January	16 May
Evaluation	Feb – April 2023	June – August 2023
Information	May 2023	September 2023
Grant Agreement	June 2023	October 2023

Budget: 22 000 000



Eligible participants

- Application by a single applicant or a consortium
 - Main applicant = **coordinator**
 - Other applicants = **partners** or **affiliated entities** of coordinator/partners
- All applicants: Independent European audiovisual production companies
- The **coordinator** (i.e. main applicant) must be the **majority producer** of the work in terms of rights (if equal distribution of rights, the coordinator must be appointed as **delegate producer**)

Eligible participants

- **Independent:** no majority control by an audiovisual media service provider, either in shareholding or commercial terms
 - Majority control: more than 25% of share capital held by a single audiovisual media service provider (50% in case of several AVMS providers)
- **European:** established in one of the countries participating fully in the MEDIA strand
 - and owned directly or indirectly, wholly or by majority participation, by nationals from such countries
 - for publicly listed companies: location of the stock exchange determines the nationality
- **Audiovisual production companies:** the company's main objective and activity is audiovisual production

Eligible activities

- Production activities for both one-off or series
- Intended primarily for TV or online exploitation
- Works designed to be a series must be submitted as a series
- Minimum length:
 - Drama films: 90 minutes
 - Animation: 24 minutes
 - Creative documentary: 50 minutes

Eligible activities

- First day of principal photography: at the earliest on the day of **submission** of the application
- Duration of projects: max. 36 months (extensions possible, if justified and after amendment)
 - Default: after signature of the Grant Agreement
 - Retroactivity to date of submission with justification + approval
- Produced with the significant participation of professionals who are nationals and/or residents of MEDIA countries

Eligible activities

Fiction		Documentary		Animation	
Director/Project leader	3	Director/Project leader	3	Director	3
Author/(Script)writer/Creator	3	Author/(Script)writer/Creator	3	Author/(Script)writer/Creator	3
Actor 1	2	Composer	1	Composer	1
Actor 2	2	Production designer	1	Editor	1
Actor 3	2	Director of photography	1	Sound	1
Composer	1	Editor	1	Storyboard artist	2
Production designer	1	Sound	1	Character designer	2
Director of photography	1	Shooting location	1	Animation supervisor	2
Editor	1	Post production location	1	Art(istic) director	1
Sound	1			Technical director	1
Shooting location	1			Studio location	1
Post production location	1			Post production location	1
Total	19	Total	13	Total	19

Eligible activities

- **Confirmed** involvement of min. 2 broadcasting (linear and non-linear) companies from 2 MEDIA countries
 - Contracts or **binding** LOC (incl. conditions of financial involvement, licence price and period)
 - **NOT** accepted: letters from broadcasters that:
 - show a *preliminary interest*
 - are *subject to final approval*
 - agree to buy the work *once produced*



Frequent errors related to eligibility criteria

- **Not accepted** as binding LOC: Documents entitled ‘letter of commitment’ or ‘deal memo’ but where the text clearly only states an intent to acquire
 - « We confirm our (preliminary) interest ... »
 - « We are interested in the possibility of acquiring ... »
 - « The participation of XYZ in the project is subject to the approval of ... »
 - « We reserve the right not to conclude ...until we have screened and approved the final version »
 - « XYZ confirms their commitment to license the series, once the series has been fully financed, completed to a good technical standard ... XYZ’s contribution to the financing is estimated at XXX EUR and is subject to ... »
 - « we confirm that – subject to general approval and financial negotiation – the ABC is interested in developing and co-producing ... »
 - « this letter of interest may in no way be considered to be a contract for the anticipated acquisition of rights ... »

It is the **content** of the document that counts, NOT the title

Frequent errors related to eligibility criteria

- Also **not accepted** as signed binding LOC:
 - E-mails
 - Letters with an expiration date that has passed
 - Letters without an amount
 - Letters that do not stipulate the duration of the exploitation rights
- These ‘potential’ sources of financing should **NOT** be mentioned in the Production Financing Structure, and documents should **NOT** be provided in the annex ‘Confirmed sources of financing ...’ but **CAN** go in the annex ‘Letters of intent for distribution’
- **Accepted:** signed binding LOC with required elements **only** subject to signature of a full agreement

The better this is respected, the quicker the evaluation, the quicker the decision!

Eligible activities

- Confirmed involvement of min. 2 broadcasting (linear and non-linear) companies from 2 MEDIA countries
 - Licence period:
 - Pre-sale: max. 7 years
 - Co-production: max. 10 years
 - Co-production: only if
 - financial investment higher than average investment of other partners
 - involved in organisation and economic handling

**Must be respected by ALL
broadcasters**

Frequent errors related to eligibility criteria

- **Maximum licence period for all broadcasters involved in the production**
 - **Not accepted:**
 - « XYZ shall have the option to relicense the contractual rights for further 10 years against payment of XXX EUR »
 - « XYZ shall own the exploitation rights exclusively for 5 years and non-exclusively for 7 years »
 - «the exploitation rights are granted for an indefinite period »
 - «the linear broadcasting rights will be acquired for 5 years as a minimum » (without stating the maximum)

Eligible activities

- Min. 40% of financing guaranteed from third party sources:
 - Supported by signed **binding** LOC, mentioning:
 - amount of financial contribution
 - nature of the rights sold
 - licence period
 - Broadcasters, distributors, funds and equity investors
 - Tax shelter: accepted if confirmed by supporting documents from the competent bodies
 - NOT: producer's and co-producers' own investment
 - NOT: MEDIA grant

If any aspect is missing →
removed from financing plan

Eligible activities

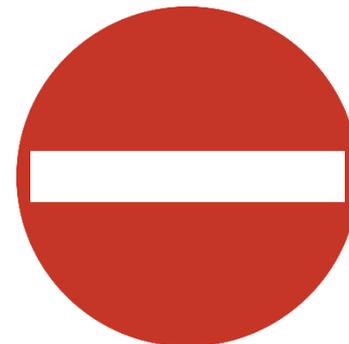
- Co-production with other production companies: contract or deal-memo required, indicating:
 - share of financing
 - share of rights
 - share of costs
 - share of revenues
- Min. 50% of total estimated financing must come from MEDIA countries

If any aspect is missing →
removed from financing plan

Eligible activities

- Ineligible projects

- Live recordings, TV games, talk shows, cooking shows, magazines, TV-shows, reality shows, educational, teaching and « how to » programmes
- Documentaries promoting tourism, « making-of », reports, animal reportages, news programmes and « docu-soaps »
- Projects including pornographic or racist material or advocating violence
- Works of a promotional nature
- Institutional productions to promote a specific organisation or its activities
- Music videos and video-clips
- **Projects already financed by Eurimages**
- **Productions originally intended as cinema works**



Financing

- Customised lump sum: output-based lump sum established after applying a 20% co-financing rate to a verified and approved detailed budget
- Maximum EU grant:
 - Creative documentary: EUR 300 000
 - Animation: EUR 500 000
 - Drama: depends on eligible production budget
 - < 10M: EUR 500 000
 - 10M – 20M: EUR 1M
 - > 20M: EUR 2M



Financing

- Costs of partners and affiliated entities of coordinator/partners eligible. An **affiliated entity** is:
 - any legal entity that is
 - *under the direct or indirect control* of a participating beneficiary (daughter)
 - OR *under the same direct or indirect control* as the participating beneficiary (sister)
 - OR *directly or indirectly controlling* a participating beneficiary (mother)
 - Legal entity A controls legal entity B if:
 - A, directly or indirectly, holds **more than 50%** of the nominal value of the issued share capital or a **majority of the voting rights** of the shareholders or associates of B, or
 - A, directly or indirectly, holds in fact or in law the **decision-making powers** in B

Financing

- Affiliated entities:
 - participate in the action with similar rights and obligations as beneficiaries, but do not sign the Grant Agreement (i.e. do not become beneficiaries themselves)
 - can get a part of the EU grant (via the coordinator) and must hence comply with the call conditions and be validated (must have a PIC)

Award criteria

- Common structure
 1. **Relevance (30 points)**
 2. **Quality of content and activities (35 points)**
 3. **Project management (5 points)**
 4. **Dissemination (30 points)**
- Overall threshold: 70/100

Consult breakdown of the criteria in the Call and keep all elements in mind when preparing your application



Award criteria

1. Relevance (30 points)

- a) European dimension of the **financing** of the project (15 points)
- b) European **co-production** (5 points)
- c) Adequacy of the strategies presented to ensure **a more sustainable and environmentally-respectful industry** (5 points)
- d) Adequacy of the strategies to **ensure gender balance, inclusion, diversity and representativeness**, either in the project/content or in the way of managing the activity (5 points)



Award criteria

2. Quality of content and activities (35 points)

- a) **Artistic quality** of the project (15 points)
- b) **Overall quality and financing of the project** (5 points)
- c) Potential to reach **audiences** at European and international level (15 points)

Award criteria

3. Project management (5 points)

- The distribution of the roles and responsibilities of the production and creative team, including the adequacy of the collaboration in relation to the objectives of the project
- For animation projects, the location of the animation work will be assessed to encourage the use of European studios

Award criteria

4. Dissemination (30 points)

- a) Quality of the **distributor's involvement** (10 points)
- b) Quality of the **distribution strategy** (15 points)
- c) Quality of the **promotion and marketing strategy** (5 points)

How to apply?



How to apply

- Any application must consist of:
 - Part A: Administrative information (but also duration and max. EU grant)
 - Part B: ‘Technical’ description of the project (information that allows to assess the award criteria) + definition of work packages and deliverables
 - Part C: KPI-related data linked to the applicants
 - PDF with information about film(s)/work(s) to be submitted for funding: to be generated via the MEDIA Database
 - **Mandatory** annexes (downloaded together with Part B)

How to apply

- Mandatory annexes:
 - ✓ Detailed budget table (**mandatory** template)
 - ✓ Creative presentation of the project, including link to trailer/teaser
 - ✓ Production Financing Structure (**mandatory** template)
 - ✓ Confirmed sources of financing and (if applicable) co-production contract(s) **ENSURE COHERENCE WITH PRODUCTION FINANCING STRUCTURE**
 - ✓ Letters of intent for distribution
 - ✓ Information on independence and ownership and control: breakdown of shareholding per company, *including affiliated entities* (**mandatory** template)

How to apply

- Part B: A correct definition of work packages and deliverables are crucial elements in order to obtain the full EU grant
- Structure of work packages (**mandatory**):
 - WP 1: Project management and coordination
 - WP 2: Pre-production (only if applicable)
 - WP 3: Production
 - WP 4: Post-production, prints and delivery
 - WP 5: Communication and dissemination

How to apply

- Deliverables:
 - Will need to be submitted during the lifetime of the project
 - Be realistic: reduction of EU grant in case of partial implementation (request amendment if needed)

How to apply

- Minimum **mandatory** deliverables:
 - WP 1: Updated Production Financing Structure and copy of contract signed with main broadcaster
 - WP 2: Declaration on 1st day of principal photography
 - WP 3: Declaration on the end of shooting
 - WP 4: Acceptance letter of the material from the main broadcaster and link to produced material
 - WP 5: Promotion material (trailer, poster, stills, etc.) and most recent royalty statement from sales agent
 - Interoperable Standard Identifier (such as ISAN or EIDR)

Common errors in applications

- **Acronym and short summary** (to be encoded when starting the application)
 - Acronym: helpful if it refers to the company/project (i.e. not TV2023 for example)
 - Short summary (abstract): must deal with objectives, activities, type and number of persons benefiting from the project, expected results, type and number of outputs to be produced. **Do not include confidential info.**
The **synopsis** of the **project** goes in the **MEDIA Database**

Common errors in Part A

- **Partners not or incorrectly encoded in Part A**
 - Only COO encoded in Part A, whilst in budget and Part B a co-production partner is identified as co-beneficiary
 - Partner encoded as affiliated entity whilst it is not an AE of the COO or identified partners
 - Partner encoded in Part A but with 0 EUR budget (is it a co-beneficiary?)

Ensure coherence between Part A, Part B
and estimated budget at all times!

Key actors in the application

- Coordinator (COO): main applicant
- Partner (PA): co-beneficiary of the grant
- Affiliated entity: entity linked to one of the applicants (COO or PA) and taking part in the action – to be encoded at the level of either the COO or the PA (the linked entity)
- Submission: only by main contact and other contact with full access right of the COO

Number of participants: 1 ⓘ

 Coordinator

1 

- Main  

PIC:

For both COO and PA, a main contact (intermediary with our services) needs to be identified. Other contacts (either with full access or read-only access) can be added

Common errors in Part A

- **Budget (EU grant requested) incorrectly encoded in Part A**
 - Entire production budget instead of EU grant requested
 - Different amounts than in the budget, either with same total (but different repartition) or with different total
 - Entire EU grant requested for COO, 0 EUR for PA
 - Zero(s) too much or too little (e.g. 10M instead of 1M)

Application forms

Proposal ID 101048440

Acronym Test TV application

3 - Budget

No	Name of Beneficiary	Country	Requested grant amount
1		FR	0
2		RO	0,00
Total			0,00

		TOTAL COSTS (A+B+C+D+E)		MAX EU CONTRIBUTION = 15 % of 10.138.199 € or 1.000.000 €		Your maximal EU contribution corresponding to your budget = 1.000.000 €	
				Max EU CONTRIBUTION		Requested EU - CONTRIBUTION	
		MFA	9.689.938	955.785	955.785	✓	✓
		NFD	448.261	44.215	44.215	✓	✓
TOTAL		Consortium	10.138.199	1.000.000	1.000.000	✓	✓

Common errors in estimated budget

- Max. grant amount and max. co-financing rate incorrectly encoded in 'Instructions' sheets → incorrect calculation of the max. EU contribution in the 'Proposal Budget' sheet → incorrect requested EU grant !!!!
- Do not forget to break the type of employees down

FILL IN THE BELOW VALUES BEFORE STARTING:	
Insert the name of your call :	TVONLINE
Insert the acronym of your project :	acronym
Maximum amount for the EU CONTRIBUTION :	500.000,00 €
Co-financing rate :	20,00%

PRINT PDF

Double-Click to activate

A1. Employees (or equivalent) man days (you can change the types based on your structure)

Producteur et personnel du producteur
Techniciens cadres et réalisateurs
Techniciens non cadres
Comédiens
Stagiaires

For elements to be encoded in 'Instructions', check section 10 of the Call

Max. grant amount = EUR 300.000/500.000/1M/2M
depending on the type of project

Max. co-financing rate = 20%

Common errors in estimated budget

- Encode partners correctly and **apply changes!**
- Encode work packages correctly and **apply changes!**

List of Beneficiaries and Affiliated Entities				Actions (double-click to activate)	
BE NR/AE	BE/TP name	Acronym	Country	APPLY CHANGES	Add a Beneficiary
BE 001	Coordinator	COO	be	Remove this Beneficiary	Add an Affiliated Entity
BE 002	Partner 1	PA1	at	Remove this Beneficiary	
BE 002 / AE 001	AE of PA1	AEPA1	de	Remove this Affiliated Entity	Add an Affiliated Entity

List of Work Packages	
WP Nbr	WP Label
WP 001	Project management and coordination
WP 002	Pre-production
WP 003	Production
WP 004	Post-production, prints and delivery
WP 005	Communication and dissemination

Partnership in Part A

Work packages in Part B



Common errors in estimated budget

- Only encode **eligible costs!** (\neq entire production budget, \neq costs incurred by others outside the consortium, \neq costs incurred outside eligibility period)
- When encoding the budget, clarify the units used via the 'Any comments'

Any comments	
nr	Comments
A1	Production Staff : Direction de production à 10% moyenne sur 12 mois pour superviser la bonne gestion de l'avancement du développement
A1	Directors (1 pris en charge par chacun des bénéficiaires): à 10% moyenne sur 12 mois pour superviser l'avancement technique et artistique du développement
C1	Travel: Voyages producteurs durant la phase de développement (recherches financements, Cartoon movie, MIFA, Rdv CNC...)
C3	Services for Meetings, Seminars, Events: Accréditations Cartoon Movie et MIFA (producteurs et réalisateurs)
A1	Production staff: Chargé(e)s de production à 10% moyenne sur 60 jours pour assurer le suivi de fabrication des tests
A1	Technical staff: 2 infographistes model et rig props sur 40 jours, 2 infographistes lumière, rendu, texture sur 40 jours, 1 infographiste clean et rig 2D cut-out sur 20 jours, 1 infographiste lay-out posing sur 40 jours, 1 animateur 2D cut-out sur 5 jours, 1 animateur traditionnel et fx sur 45 jours, 1 opérateur compositing et fx sur 40 jours
A1	Directors: à 10% moyenne sur 60 jours pour superviser et valider la fabrication des tests
C3	Other: coût logiciels de production/journée de travail (moyenne constatée)
A1	Technical Staff : Salaire ingénieur du son pour l'enregistrement voix témoins
A1	Cast music and voices: rémunération musiciens et comédiens voix témoins
A1	Other: Contrat option Compositeur musique
A2	Natural persons under direct contract: Dialoguistes pour les différentes adaptations du scénario
C1	Travel, accomodation, subsistence : Frais inhérents à l'enregistrement des voix témoins, à la recherche musicale et à la communication

Common errors in estimated budget

Eligible costs:

1. Actually incurred by the beneficiary(-ies)
2. Incurred during the eligibility period of the action (not before, not after)
3. Declared under one of the eligible cost categories
4. Incurred in connection with the action and necessary for its implementation
5. Identifiable and verifiable (i.e. recorded in the beneficiary's accounts)
6. Comply with national law on taxes, labour and social security
7. Be reasonable, justified and comply with the principle of sound financial management

Common errors in estimated budget

Ineligible costs – most relevant examples:

- Costs incurred **before/after** the eligibility period
- Costs for **ineligible** activities
- Costs declared under another EU grant: development costs in TVONLINE applications in case the project received development funding
- In-kind contributions: e.g. deferrals
- Financial support to third parties
- Costs for loans
- Deductible or refundable VAT
- Costs covered by the flat rate for indirect costs: office rent, electricity, telephone, postage, copies, internet, etc.

Common errors in estimated budget

Provide explanations on grouped costs in the 'Any comments' tab of the budget

Any comments			
<i>nr</i>	<i>BE ref</i>	<i>WP ref</i>	<i>Comments</i>

Particularly important for:

- Subcontracting costs (must also correspond with info detailed in PART B)
- Equipment if not depreciated (if depreciated, detail to be provided in tab 'Depreciation Costs'). Equipment **should** normally be depreciated
- Production costs and technical costs of prototyping
- Other

Common errors in estimated budget

- Do not forget to fill in the **Requested EU Grant Amount** and make sure that it corresponds to the budget in Part A

[Click here to go to the column Requested EU Grant Amount](#)

		TOTAL COSTS (A+B+C+D+E)	MAX EU CONTRIBUTION = 20 % of 12.456.940 € or 500.000 €	Your maximal Requested EU Grant Amount, corresponding to your budget, = 500.000 €	TOTAL COSTS (A+B+C+D+E)	MAX EU CONTRIBUTION = 20 % of 12.456.940 € or 500.000 €	Your maximal Requested EU Grant Amount, corresponding to your budget, = 500.000 €
			Max EU CONTRIBUTION	Requested EU Grant Amount		Max EU CONTRIBUTION	Requested EU Grant Amount
Coordinator	COO	10.914.000	438.069		10.914.000	438.069	438.069
Partner 1	PA1	1.457.340	58.495		1.457.340	58.495	58.495
AE of PA1	AEP1	85.600	3.436		85.600	3.436	3.436
TOTAL	Consortium	12.456.940	500.000		12.456.940	500.000	500.000

Amounts in Part A

Common errors in Part B

- Use the template!!! (goes for all **mandatory** templates)
- Do NOT put it in another format
- Do NOT add other types of documents such as CVs
- Do NOT leave mandatory sections blank (no info = 0)
- Provide information in the correct section
- Ensure that the info is coherent with the rest of the documents in the application
- Ensure that it is readable

Common errors in info on shareholding

- First encode all the applicant **companies** (i.e. not natural persons) in the 'Instructions' sheet, also affiliated entities (must respect eligibility conditions!)
- Encode the entire shareholding of the different companies and make sure that it is coherent!
 - If the shareholder is a **company** → Legal person
 - If the shareholder is an **individual** → Physical person
- Do not forget to encode the nationality, i.e. either country where the company is registered or nationality of the physical person

Common errors in info on shareholding

- Main activity: **only** to be filled in for legal persons, i.e. companies!
- If the shareholder is a legal person, provide the **full chain** of shareholding as requested, with **all the necessary elements** (nationality!), until the level of physical persons (or stock market) is reached

	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
%	

MAIN source of requests for additional information
Enormous workload which is easily avoidable

Frequent errors in Production Financing Structure

ONLY INCLUDE CONFIRMED FINANCING, i.e. binding LOC or contracts that include **ALL** mandatory elements

Frequent errors in Production Financing Structure

- See explanation of rules in the eligibility section
- All sources of financing must be documented in the annex 'Confirmed sources of financing and (if applicable) co-production contract(s)' → **Use the same order!**
- If documents are non-binding/incomplete, the source of financing will be **removed** from the Production Financing Structure and the eligibility criteria (and later on the application) will be evaluated based on this revised version

The better applications are structured, the quicker the evaluation, the quicker the decision!

Frequent errors in applications - Other

- Do not forget to **encode the work(s) in the MEDIA Database** – may render the application ineligible
- Do not forget to **upload the PDF generated** from the MEDIA Database in the application
- Do not forget to complete **Part C** (and detail the languages used in the application correctly)
- **Make sure to upload the annexes in the right slot!!!**

If not all mandatory documents are there, the application can be considered **inadmissible**

Frequent errors in applications - Other

- Annex 'Confirmed sources of financing and co-production contracts' should be just that → ONLY **confirmed**, i.e. **binding** → a document per entry in the 'Production Financing Structure'
- All other (i.e. no **firm** commitment) documents that relate to distribution go in 'Letters of intent for distribution'
- Do not add documents that are not requested
- **Submit on time!**

The better applications are structured, the quicker the evaluation, the quicker the decision!

Q&A





Content questions?

Creative Europe desks:

<https://ec.europa.eu/culture/resources/creative-europe-desks>

EACEA functional mailbox:

EACEA-MEDIA-TV@ec.europa.eu



Technical (IT) questions?

IT related individual questions regarding the Portal Submission System: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/helpdesks/contact-form>

F&TP support section: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/support>

Thank you



Creative Europe
2021-2027

PUSH BOUNDARIES



© European Union 2021

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

Slides 7, source: pixabay.com

