

WELCOME to the information session on the European Film Distribution Call for Proposals 2024

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

- Deadline: see topic condition in <u>Call page</u>
- Evaluation: May September 2024
- Notification of results: October 2024
- Grant agreements signed: November 2024 January 2025





Participating countries for European Film Distribution

- 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 33,3M (<2%)
- Single reference year for admissions: 2023 (copyright 2020 earliest)
- **Co-efficients adjusted** (to take into account market recovery & expectations)





Generation of potential fund : theatrical admissions * Co-efficients (reference year for admissions: 2023)

Country of distribution		Nationality of the film	
	France	Germany, Spain, Italy	Other eligible countries
	coefficient*	coefficient*	coefficient*
France, Germany, Italy, Spain	1.1	1.3	2.3
Austria, Belgium, Poland, The Netherlands	1.3	1.6	2.3
Czech Republic, Denmark, Finland, Greece, Hungary, Norway, Portugal, Sweden	1.8	2.0	2.3
Other eligible countries ⁹	2.0	2.3	2.3



Eligibility and other Call conditions unchanged compared to 2023

- Maximum threshold per film & per distributor
- Minimum availability per country of distribution
- Eligibility of films (60', majority production/talents MEDIA countries)
- Films with less than 200 admissions in a given year not eligible
- Fund capped at EUR 1 million





<u>Funding and Tender Opportunities Portal</u> <u>Submission system</u> – 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			
In this section you may upload the tec	hnical annex of the proposal (in PDF format only) and any other requested attachments. 0		
Part B *		0	Upload 🛆
Certified admissions *		6	Upload
Information on independence * and ownership and control		6	Upload
PDF with information about films/works generated from the _* Creative Europe MEDIA Database		0	Upload
	BACK TO PARTICIPANTS LIST	VALIDA	
	Education, Audiovisual & Culture		



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 P	Priorities * 2 - A Europe fit for the digital age	~
Dor	omains * D-2-1 - The digital age	~
Polic	icy areas * P-2-5 - The right environment for digital networks and services	~

• Abstract





Part A – Administrative forms - Participants

In this step, the coordinator can manage and revi Note: The changes will be applied only after you			>
Number of participants: 2 9			Reorder †
Coordinator			^
1 Image: Constraint of the second		Contacts: ① Main contact Misia COGHLAN	Add contact
Change organisation Contact organisation	Affiliated Entity		• ^
	 Test Camelia-Valeria Trest Camelia-Valeria Brussels, BE PIC: 913842918 Change organisation Contact organisation 		





Part A - Participants: affiliated entities

- Legal or capital link with the applicant (coordinator) neither limited to the action nor established for the sole purpose of its implementation.
- Must have a PIC number and meet all eligibility / 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



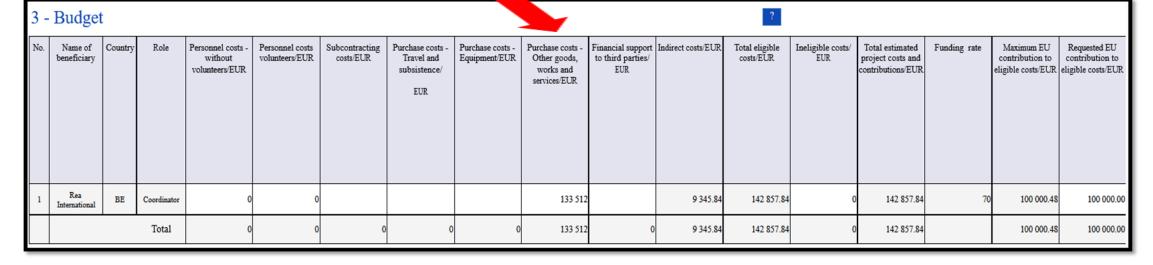


Part A – Administrative forms - Budget

 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







<u>Funding and Tender Opportunities Portal</u> <u>Submission system</u> – complete all parts of the proposal

Proposal forms

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Download part B templates

Deadline	
25 April 2024 17:00:00 Brussels Local Time	Administrative forms (Part A)
72 days left until closure	Edit forms 💉 Edit MEDIA DB Edit Part C (KPI) View history Print preview 3
Call data	Edit forms Edit MEDIA DB Edit Part C (KPI) View history Print preview Image: Comparison of the second seco
Call: CREA-MEDIA-2024-FILMDIST Topic: CREA-MEDIA-2024-FILMDIST	Part B and Annexes
Type of action: CREA-PJG	In this section you may upload the technical annex of the proposal (in PDF format only) and any other requested attachments.
Type of MGA: CREA-AG	Part B * Upload •
Topic and type of action can only be changed by creating a new proposal.	Certified admissions * Upload •
	Information on independence * and ownership and control
Proposal data	PDF with information about films/works generated from the *
Acronym: test	Creative Europe MEDIA
Draft ID: SEP-211026736	Database
Download Part B templates	



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'.





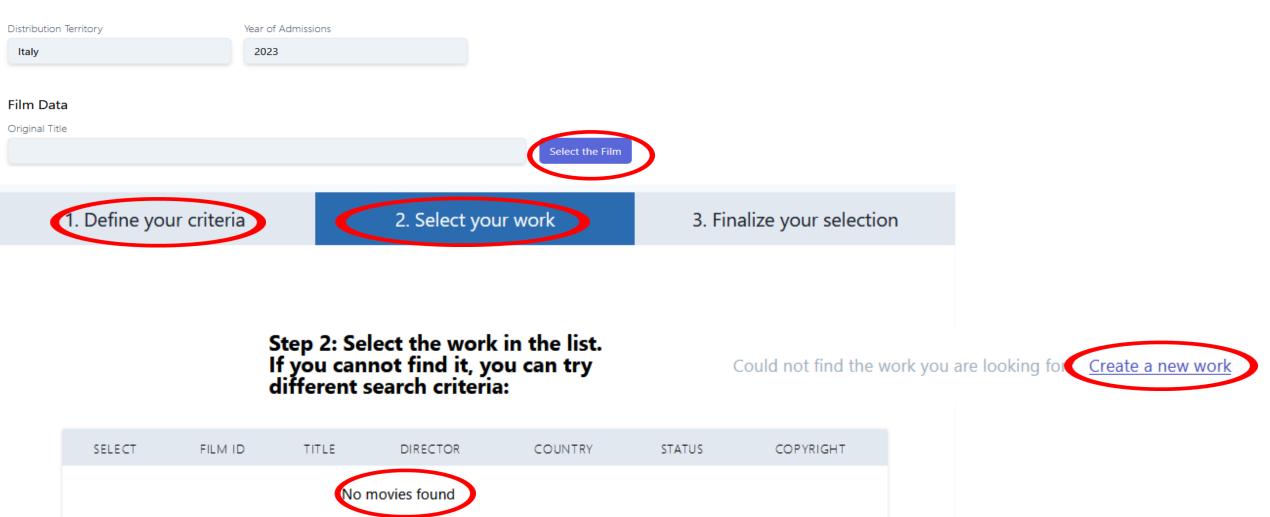
MEDIA DB: your admissions dossier

Administrative forms (Part A)			
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Part B and Annexes			
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PDF with information about films/works generated from the _* Creative Europe MEDIA Database		0	Upload
	Seck to participants list	Valida ⁻	
	Education, Audiovisual		



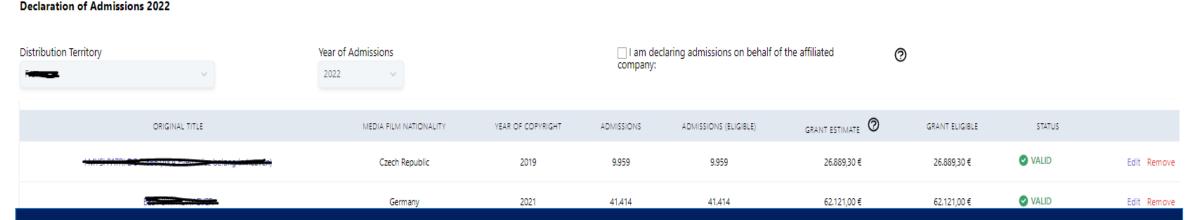
European Film Distribution - Declaration of Admissions

Select, add and declare all the required information for the film. We advise you to carefully consult all of the film eligibility requirements laid down in the guidelines of the Call before selecting the films.





Declaring admissions in the MEDIA Database

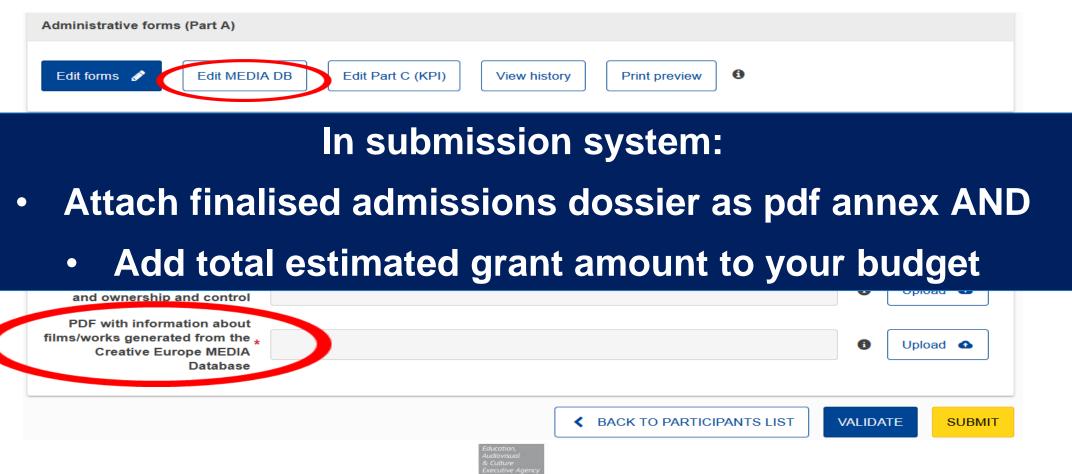


- Declare certified admissions per film and per territory
 - Fund generated calculated by admissions in the DB
- Database calculates total estimated grant for your application
 - Eligibility of each admissions declaration in the DB





Upload MEDIA database admissions in submission system (pdf)





Certification of admissions annex

Administrative forms (Part A)		
Edit MEDIA DB Edit Part C (KPI) View history Print preview 1		
Part B and Annexes		
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Information on independence * and ownership and control	0	Upload
PDF with information about films/works generated from the *	6	Upload 🛆
Creative Europe MEDIA Database	J	
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Education, Audiovisual & Culture		



Certification of admissions annex

CERTIFICATION OF ADMISSIONS BY THE DESIGNATED NATIONAL AUTHORITY

SISTRIBUTOR (company in full name):	
IC CODE:	
ERRITORY OF DISTRIBUTION: lease use two worksheets if you are declaring admissions	

or two territories as part of your application

- All admissions declared in MEDIA DB to be certified by the relevant national authority!
- More than one territory one certificate for each territory
- List of national authorities is published on call page

	Original Title of film(s) (as per MEDIA Film database, see https://creative-europe-media-database.eacea.ec.europa.eu)		Release date	N° of eligible admissions year n
1				
2				





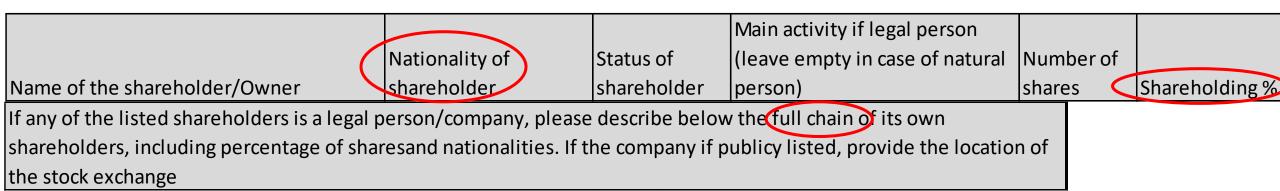
<u>Funding and Tender Opportunities Portal</u> <u>Submission system</u> – complete all parts of the proposal

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PDF with information about films/works generated from the *		
Creative Europe MEDIA Database	•	Upload
	▲ BACK TO PARTICIPANTS LIST VALUE	DATE SUBMIT
	Education. Audiovisual & Culture	



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





Part C (KPI)

Administrative forms (Part A)			
Edit forms 🕜	B Edit Part C (KPI) View history Print preview		
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PDF with information about films/works generated from the * Creative Europe MEDIA Database		8	Upload
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	Education. Audiovisual		

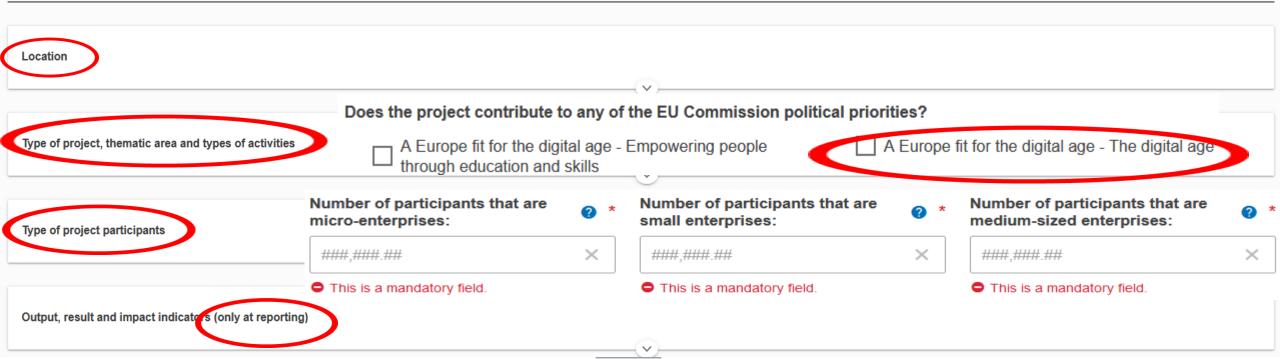


Part C (KPI)

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





Reasons for reductions of the requested grant (lessons learnt)

- Certificates not signed or not for concerned territories
- Inconsistency certified admissions and MEDIA database
- 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 distribution rights
- Sum of all generated funds exceeded available budget





More lessons learnt

- Theatrical admissions only
- Request qualification as soon as possible to determine MEDIA nationality (more certainty about potential generated fund)
- Check minimum threshold to be generated for the applicant country (main reason for rejection of applications)



Eligible re-investment activities

Maximum 12 European non-national films, 4 activities:

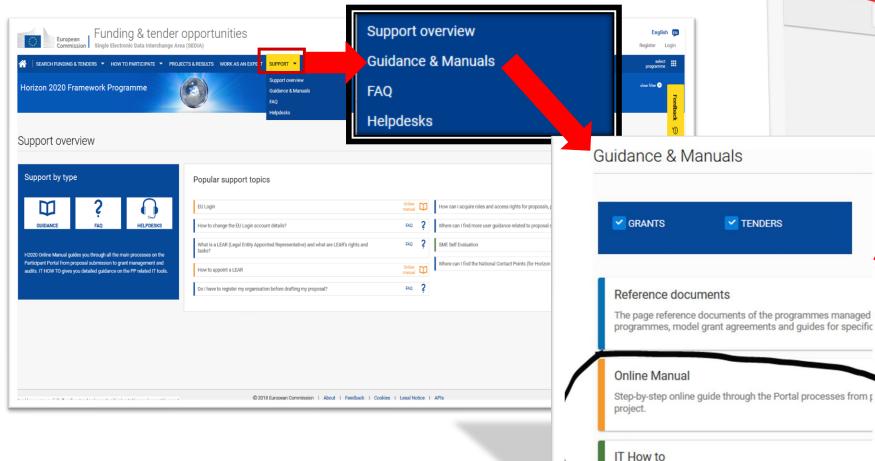
- 1. investment in **co-production**
- 2. investment in acquisition of **distribution rights (theatrical and/or online)**
- 3. promotion, marketing and advertising for theatrical releases
- 4. promotion, marketing and advertising for **online** releases
 - > At least 25% to be reinvested in activities 3 and/or 4

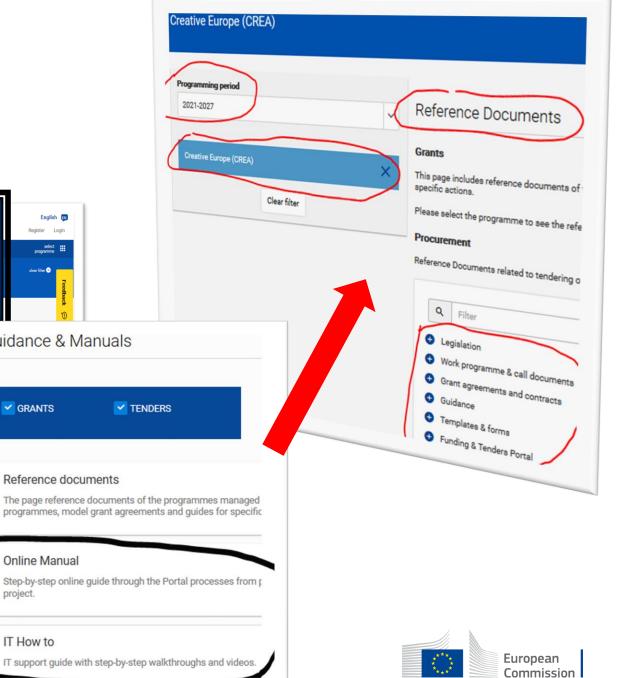
>NO personnel costs and travel costs for your staff

• 70% reimbursement rate on actual costs



Support: IT, FAQ and rules





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: <u>EACEA-FILM-DISTRIBUTION@ec.europa.eu</u> For IT support: <u>https://ec.europa.eu/info/funding-</u> tenders/opportunities/portal/screen/support/helpdesks/contact-form

