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 Call page**

- 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

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

Part A – Administrative forms – General information

- Project title, acronym – company name (recommended)

- Duration between 12 and 24 months

- Priorities

- Abstract

Part A – Administrative forms - Participants

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

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

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

Proposal forms

📅 **Deadline**
25 April 2024 17:00:00 Brussels Local Time

72 days left until closure

Call data

Call: **CREA-MEDIA-2024-FILMDIST**

Topic: **CREA-MEDIA-2024-FILMDIST**

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: **test**

Draft ID: **SEP-211026736**

Download Part B templates

⬇️ Download part B templates

Administrative forms (Part A)

| Edit forms ✏️ | Edit MEDIA DB | Edit Part C (KPI) | View history | Print preview | ℹ️ |

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. ℹ️

Part B *   ℹ️ Upload ☁️

Certified admissions *   ℹ️ Upload ☁️

Information on independence and ownership and control *   ℹ️ Upload ☁️

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

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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'.

MEDIA DB: your admissions dossier

Administrative forms (Part A)

| Edit forms ✏ | Edit MEDIA DB | Edit Part C (KPI) | View history | Print preview | ⓘ |

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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.

Distribution Territory

Italy

Year of Admissions

2023

Film Data

Original Title

[Select the Film]

1. Define your criteria	2. Select your work	3. Finalize your selection

Step 2: Select the work in the list. If you cannot find it, you can try different search criteria:

Could not find the work you are looking for Create a new work

SELECT	FILM ID	TITLE	DIRECTOR	COUNTRY	STATUS	COPYRIGHT

No movies found

Declaring admissions in the MEDIA Database

Declaration of Admissions 2022

Distribution Territory

[redacted] ⌄

Year of Admissions

2022 ⌄

☐ I am declaring admissions on behalf of the affiliated company: ⦿

ORIGINAL TITLE	MEDIA FILM NATIONALITY	YEAR OF COPYRIGHT	ADMISSIONS	ADMISSIONS (ELIGIBLE)	GRANT ESTIMATE ⦿	GRANT ELIGIBLE	STATUS		
[redacted]	Czech Republic	2019	9.959	9.959	26.889,30 €	26.889,30 €	✅ VALID	Edit	Remove
[redacted]	Germany	2021	41.414	41.414	62.121,00 €	62.121,00 €	✅ VALID	Edit	Remove

- **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)

Administrative forms (Part A)

Edit forms ✏ | Edit MEDIA DB | Edit Part C (KPI) | View history | Print preview ⓘ

In submission system:

- **Attach finalised admissions dossier as pdf annex AND**

- **Add total estimated grant amount to your budget**

and ownership and control   ⓘ   Upload ☁

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

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Certification of admissions annex

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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Education, Audiovisual & Culture Executive Agency

Certification of admissions annex

CERTIFICATION OF ADMISSIONS BY THE DESIGNATED NATIONAL AUTHORITY

DISTRIBUTOR (company in full name):	
PIC CODE:	
TERRITORY OF DISTRIBUTION: *Please use two worksheets if you are declaring admissions for 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)	Media Film ID code (if available)	Release date	N° of eligible admissions year n
1				
2				

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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 | ⓘ |

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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 sharesand nationalities. If the company if publicy 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   Print preview   ⓘ

Part B and Annexes

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& Culture
Executive Agency

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

Type of project, thematic area and types of activities

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

☐ 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: ❓ *

###,###.## ✕

🔴 This is a mandatory field.

Number of participants that are small enterprises: ❓ *

###,###.## ✕

🔴 This is a mandatory field.

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

###,###.## ✕

🔴 This is a mandatory field.

Output, result and impact indicators (only at reporting)

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

European Commission

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.

CREATIVE EUROPE DESKS

Select A Country

Albania

Armenia

Austria

Belgium

Bosnia And Herzegovina

Bulgaria

Croatia

Cyprus

Czech Republic

Denmark

Estonia

Finland

France

European Commission

QUESTIONS?

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

For questions about the call:

EACEA-FILM-DISTRIBUTION@ec.europa.eu

For IT support:

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