



# TV and Online Content

Info session

*European Education and Culture  
Executive Agency*



*2 July 2021*



# Creative Europe 2021-2027

## MEDIA

### Supporting

Europe's audio-visual  
and film sectors

### Audience

New distribution channels  
and strengthened audience  
development

### Policy

Promoting discussion  
and exchange

**PUSH BOUNDARIES**

**Budget**  
1.427 billion

### Content

Collaboration and  
innovation for high  
quality works

### Business

Boosting innovation,  
competitiveness and  
talent

co-funded by  
the European Union



Creative  
Europe  
MEDIA

artwork: © European Union, 2021 (CC BY-NC-ND 4.0) - sources: © iStockphoto.com



European  
Commission

# Content cluster: Introduction

The actions in the Content cluster contribute to the objective of the Creative Europe MEDIA Strand to:

- ❖ Encourage **collaboration** and **innovation** in the creation and production of high quality European audiovisual works
- ❖ Focus on actions with a strong **European added value**, encouraging **cross-border cooperation** among producers and content developers and **stimulating innovation** in terms of content
- ❖ Support cooperation amongst producers from different territory sizes and linguistic areas to ensure a **level playing field**, **foster talent**, whilst preserving and stimulating **cultural diversity**

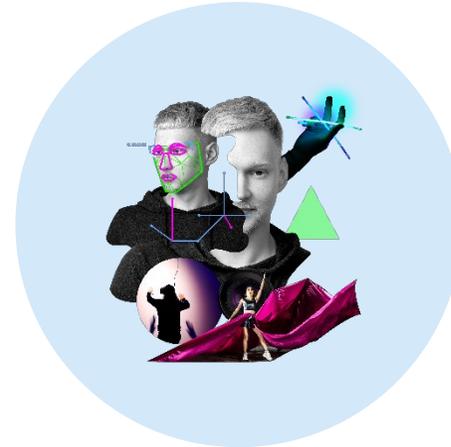
# Content cluster: Introduction



**European slate  
development  
+  
European mini-slate  
development**



**European co-  
development**



**Video games and  
immersive content  
development**



**TV and online  
content**



# TV and online content

Supporting high quality programming and innovation in content and financing

# TV and online content: 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

# TV and online content: 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**

# TV and online content: Expected impact

- Increase in production of high quality European works for TV and online distribution
- Increase in number of co-productions
- Enhanced cooperation between operators from MEDIA countries, incl. broadcasters
- Increased audience for European works

# TV and online content: Timetable and budget

- Deadline: 25 August 2021
- Results: February 2022
- Budget: 17 611 312 EUR



# TV and online content: Eligible participants

- Independent
- European
- audiovisual production companies
- Single applicant or consortium, but if consortium: the coordinator must be the majority producer of the work in terms of rights
  - if 50/50, the coordinator must be delegate producer

# TV and online content: 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 MEDIA countries
  - and owned directly or by majority participation by nationals from MEDIA 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

# TV and online content: 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

# TV and online content: Eligible activities

- First day of principal photography: after the date of publication of the call (so as of 3 June)
- Duration of projects: 24 months, or 36 months for series of more than 2 episodes (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

# TV and online content: Eligible activities

<b>Fiction</b>		<b>Documentary</b>		<b>Animation</b>	
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
<b>Total</b>	<b>19</b>	<b>Total</b>	<b>13</b>	<b>Total</b>	<b>19</b>

# TV and online content: Eligible activities

- Involvement of broadcasting (linear and non-linear) companies:
  - Minimum 2 from 2 MEDIA countries
  - Contracts or **binding** LOC (incl. Conditions, licence price and period)
  - 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

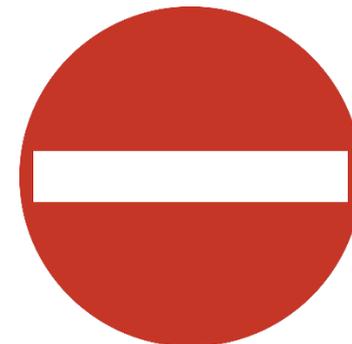
# TV and online content: Eligible activities

- Min. 40% of financing guaranteed from third party sources:
  - Supported by signed **binding** LOC
  - 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
- Co-production: contract or deal-memo required
- Min. 50% of total estimated financing must come from MEDIA countries

# TV and online content: 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



# TV and online content: Financing

- Customised lump sum: output-based lump sum established after applying a 15% 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



# TV and online content: Financing

- Costs of affiliated entities eligible:
  - any legal entity that is
    - under the direct or indirect control of a participating beneficiary
    - OR under the same direct or indirect control as the participating beneficiary
    - OR directly or indirectly controlling a participating beneficiary
  - entities linked to a beneficiary which participate in the action with similar rights and obligations, but do not sign the Grant Agreement and hence do not become beneficiaries themselves
  - they can get a part of the EU grant and must hence comply with the call conditions and be validated



# How are the proposals assessed?

## ADMISSIBILITY CRITERIA

- ▶ Submission requirements

## ELIGIBILITY CRITERIA

- ▶ Eligible participants
- ▶ Eligible activities

## FINANCIAL AND OPERATIONAL CAPACITY AND EXCLUSION

- ▶ Expertise and solvency
- ▶ Situations of exclusion (eg bankruptcy)

## AWARD CRITERIA

- ▶ Evaluation of the quality of the proposal

# Admissibility criteria

- Submit **before** the deadline (**No late submissions**)
  - **BUT:** you can resubmit revised versions up till the deadline
- Submit **electronically** via the Funding & Tenders Portal Electronic Submission System (**No applications by email/on paper**)
- Submit using the **templates** provided in the Submission System (**Not the templates on the topic page -> for info only**)
- Submission only possible when **complete** (**all mandatory parts and mandatory annexes**)
- Respect the page limitations (Part B, Creative dossier)

# Financial and operational capacity

- Financial capacity: have stable and sufficient resources to implement the project and contribute their share
  - Based on annual accounts (to be uploaded in Participant Portal in case of selection)
- Operational capacity: have the know-how, qualifications and resources to implement the project
  - evaluated based on 'project management' criterion

# Exclusion - declaration

## Application forms

[Table Of Contents](#)[Validate Form](#)[Save](#)[Save&Close](#)

Proposal ID 101048379

Acronym GillNetTest

## Declarations

[?](#)

Field(s) marked \* are mandatory to fill.

- 1) We declare to have the explicit consent of all applicants on their participation and on the content of this proposal. \*
- 2) We confirm that the information contained in this proposal is correct and complete and that none of the project activities have started before the proposal was submitted (unless explicitly authorised in the call conditions).
- 3) We declare:
  - to be fully compliant with the eligibility criteria set out in the call
  - not to be subject to any exclusion grounds under the [EU Financial Regulation 2018/1046](#)
  - to have the financial and operational capacity to carry out the proposed project.
- 4) We acknowledge that all communication will be made through the Funding & Tenders Portal electronic exchange system and that access and use of this system is subject to the [Funding & Tenders Portal Terms and Conditions](#).
- 5) We have read, understood and accepted the [Funding & Tenders Portal Terms & Conditions](#) and [Privacy Statement](#) that set out the conditions of use of the Portal and the scope, purposes, retention periods, etc. for the processing of personal data of all data subjects whose data we communicate for the purpose of the application, evaluation, award and subsequent management of our grant, prizes and contracts (including financial transactions and audits).

The coordinator is only responsible for the information relating to their own organisation. Each applicant remains responsible for the information declared for their organisation. If the proposal is retained for EU funding, they will all be required to sign a declaration of honour.

**False statements** or incorrect information may lead to administrative sanctions under the EU Financial Regulation.

Exclusion criteria are based on a declaration in Part A of the application.  
Read each declaration carefully

Amongst others: if the applicants misrepresented information required as a condition for participating or failed to supply that information

# TV and online content: 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



# TV and online content: 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)



# TV and online content: 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)

# TV and online content: 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

# TV and online content: 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)

# TV and online content: 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)

# TV and online content: 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)
  - ✓ Other letters of intent related to the distribution and financing strategies
  - ✓ Declaration on ownership and control: breakdown of shareholding per company (mandatory template)

# TV and online content: How to apply

- Structure of work packages:
  - 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

# TV and online content: How to apply

- Minimum 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)



# Content questions?

Creative Europe desks:

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

EACEA functional mailbox:

[EACEA-MEDIA-TV@ec.europa.eu](mailto: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



© 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

