



# WELCOME

## to the information session on the

# European Film Sales

## Call for Proposals 2023

Matteo SOLARO  
Stefano d'ORILIA  
Laura TEXIER  
Flavia BUIARELLI



# Information session

## European Film Sales

### 07/06/2023

This info session will be recorded using WebEx for the purpose of publication on EACEA's website. Only the presentation will be recorded: the Q&A sections will not be recorded.

Please refer to the Data Protection Notice of the event for more information. It is available on our website at

[https://www.eacea.ec.europa.eu/news-events/events/online-sessions-creative-europe-media-2023-2022-12-06\\_en](https://www.eacea.ec.europa.eu/news-events/events/online-sessions-creative-europe-media-2023-2022-12-06_en)

# Agenda

- Overview and General information on the Call 2023
- Generation of a potential fund
- Submission system and mandatory forms
- Creative Europe MEDIA Dabatase (step 2)
- Q&A



# Overview

- Budget for 2023: EUR 5.5 M (slight increase)
- Single reference year: 2022 (copyright 2019 earliest)
- Co-efficients adjusted (impact of Covid crisis)



## Timing

- Call opens for submission: 03 May 2023
- **Deadline: 20 June 2023 17:00 CET**
- Evaluation: July – October 2023
- Notification of results: November 2023
- Grant agreements signed: December 2023– January 2024



## Eligibility and other Call conditions unchanged compared to 2022

- Step 1: on the basis sales activities on the previous year
- Step 2: on the basis of eligible admissions achieved by the European non-national films distributed by eligible distributors
- Fund capped at EUR 750.000
- Participating countries



## Participating countries for European Film Sales

- EU 27
- Norway, Iceland, Liechtenstein
- Albania, Bosnia, Montenegro, North Macedonia, Serbia
- **Nok UK**

## Eligible re-investment activities

- Reinvestment on maximum **5 European non-national films**
- **Eligible activity 1:** investment in acquisition of international sales rights
- **Eligible activity 2:** Promotion, marketing and advertising
- **At least 25%** to be reinvested in activity 2
- Co-financing **max 70%**
- Eligible activities cannot include personnel work and travel arrangements



## Generation of a potential fund (2 steps)

### Step 1 - films acquired and distributed in 2022 (*Annex: "List of films"*)

- in 2022, the applicant has acquired the theatrical rights for 2 films (***whether European or not***),  
  
**and**
- in 2022, **2 European eligible films** have been distributed in 1 non-national territory (***whether European territory or not***).

If Step 1 successful > 20.000 EUR and goes to Step 2

## Generation of a potential fund (2 steps)

Step 2 - on the basis of eligible admissions achieved in 2022  
(calculated in the “MEDIA DB”)

The films for step 2 must be ***eligible non-national European films*** in the country of distribution:  
non-national for the distributors

## Step 2: Co-efficients (reference year for admissions: 2022)

Nationality of the film	2022 coefficient
Germany, Spain, France, Italy	0,90
Others	1,2

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



## Deadline

20 June 2023 17:00:00 Brussels Local Time

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 \*



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 

[← BACK TO PARTICIPANTS LIST](#)

[VALIDATE](#)

[SUBMIT](#)

## Part A – Administrative forms – General information

- Project title and acronym => company name (recommended)
- Duration should be 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 

**Coordinator**  
REA international



**1**  REA international Add contact 


**Add Affiliated Entity** 


REA international  
Brussels, BE  
PIC: 912346014

Change organisation Contact organisation

**Contacts:** **i**

**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 – Administrative forms - Participants

### Who can fill in the proposal?

- **Main Contact** (only one) finalises the forms, including the budget table and all other administrative details.
- **Contact Person** (optional, one or more) may fill in or review parts of the proposal.

Main Contact can grant each Contact Person **full access rights** or **read-only access** to the forms data.

## Part A - Participants: affiliated entities

- **Permanent 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

## 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***.  
In that work package you should indicate 3 deliverables only:
  - ***1. Reinvestment progress report***
  - ***2. List of films and overview of related reinvestment costs***
  - ***3. Supporting documents for the reinvestment activities***
- section 7 'Declarations': DO NOT FORGET!



## **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)



## Calculation of the fund: steps 1 & 2

Step 1: annex "List of films" to be attached as PDF


Step 1: Box office evidence











Step 2: click on "Edit MEDIA DB" in the submission system and attach as PDF once finalised.

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 

1. You are redirected to the MEDIA DB. Read the instructions, follow the steps and 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 EU 20.000 is allocated if:

- in 2022 the applicant acquired the theatrical rights for 2 films (whether European or not), and
- in 2022 2 European eligible films of its catalogue were distributed in 1 non-national territory for which it has the theatrical rights duly documented by official box office evidence. Evidence to be provided in case the 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 the declared admissions for 2022 by clicking on the link ('here'). The excel is updated 'live' with information related to film qualification (film nationality).

## Step 2

Step 2 will be available after 2023-04-27 17:00:00.

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

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

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

5. For status "Under processing", come back later to verify the outcome of film qualification process

FILM TITLE	# TERRITORIES	FILM NATIONALITY	FILM STATUS	YEAR OF COPYRIGHT	CERTIFIED ADMISSIONS	COEFFICIENT	ESTIMATED GRANT		
BAMSE OCH VULKANÖN	(1)	SE	Processed	2021	7.120	1.20	8.544,00 €	<a href="#">Details</a>	<a href="#">Remove</a>
EVOLUTION	(1)	HU	Processed	2021	9.970	1.20	11.964,00 €	<a href="#">Details</a>	<a href="#">Remove</a>
LE PETIT PIAF	(1)		Submitted	2020	4.619		0,00 €	<a href="#">Details</a>	<a href="#">Remove</a>
LE TORRENT	(1)		Submitted	2020	2.356		0,00 €	<a href="#">Details</a>	<a href="#">Remove</a>
LES VEDETTES	(1)	BE	Processed	2022	2.741	1.20	3.289,20 €	<a href="#">Details</a>	<a href="#">Remove</a>
Mielensäpahoittaja Eskorttia etsimässä	(1)		Under processing	2022	6.625		0,00 €	<a href="#">Details</a>	<a href="#">Remove</a>

## Admissions generated in MEDIA database (pdf annex)

- Select only admissions of films for **which you own the theatrical rights in the territory(ies)**
- Database calculates total estimated grant for your application
- Attach finalised admissions dossier as pdf annex in submission system

AND finally:

- Add total estimated grant amount to your budget in submission system



## Reasons for reductions of the requested grant (FILMSALES 2022 - lessons to be learnt)

- Copyright year of film too old
- Film is not European non-national (in the country of distribution)
- Film is not MEDIA nationality
- Applicant does not hold theatrical rights in the territory
- cumulative maximum ceiling of eligible admissions per film for this country have been reached
- Sum of all generated funds exceeded available budget

# Support: IT, FAQ and rules

The screenshot shows the top navigation bar of the European Commission website. The 'Support' menu is highlighted with a red box and a red arrow pointing to a larger 'Support overview' menu. The 'Support overview' menu includes 'Support overview', 'Guidance & Manuals', 'FAQ', and 'Helpdesks'. Below this, the 'Popular support topics' section lists various topics such as 'EU Login', 'How to change the EU Login account details?', 'What is a LEAR (Legal Entity Appointed Representative) and what are LEAR's rights and tasks?', 'How to appoint a LEAR', and 'Do I have to register my organisation before drafting my proposal?'. Each topic is accompanied by an icon (book for manuals, question mark for FAQs) and a link to the relevant content.

A blue box containing the 'Support overview' menu items: Support overview, Guidance & Manuals, FAQ, and Helpdesks. A red arrow points from the 'Support' menu in the main screenshot to this box.

A white box containing the 'Guidance & Manuals' section. It features two blue buttons for 'GRANTS' and 'TENDERS'. Below these are three sections: '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), and 'IT How to' (IT support guide with step-by-step walkthroughs and videos.). A black circle highlights the 'Online Manual' and 'IT How to' sections.

A screenshot of the 'Creative Europe (CREA)' page. The 'Programming period' is set to '2021-2027'. A filter menu is open, showing 'Creative Europe (CREA)' selected. The 'Reference Documents' section is highlighted with a red circle. Below it, the 'Grants' section is visible, followed by a 'Procurement' section. A red arrow points from the 'Guidance & Manuals' box to the 'Reference Documents' section.

# Creative Europe Desks

Your gateway to the Creative Europe Programme

[https://ec.europa.eu/programmes/creative-europe/contact\\_en](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



## 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](mailto:EACEA-DISTRIBUTION-SALESAGENTS@ec.europa.eu)

For IT support:

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