WELCOME!

The session

Creative Europe MEDIA
European VOD Networks and Operators

CREA- MEDIA-2022-VODNET

will start soon

Everyone has been muted upon entry!
Please do not unmute yourself & turn off your camera
to preserve the quality of this webconference

Information session
European VOD Networks and operators
9 March 2022

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

Please refer to the Data Protection Notice of the event for more information.

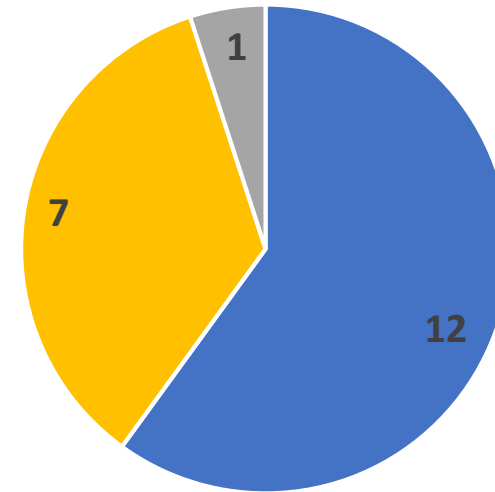*European Education and Culture Executive Agency*

CREA-MEDIA-2021-VODNET Evaluation Results

Submitted proposals

- 20 proposals submitted
  - 7 selected
  - 12 rejected
  - 1 ineligible

Submitted proposals

■ Rejected   ■ Selected   ■ Ineligible

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Territories with participating organisations

Legend

- 🟩 4 participating organisations
- 🟦 1 participating organisation
- ⬜ No participating organisations

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CREA-MEDIA-2022-VODNET

KEY ASPECTS

Timeline:

- Deadline: **02 June 2022 – 17:00:00 CET**

- Evaluation: June - October 2022

- Information on evaluation results: November 2022

- GA signature start: January 2023

KEY ASPECTS

- **Available budget**: **11M EUR**

- **Multiannual support** of minimum 2 years

- **Duration:** between 24 and 36 months (*extensions are possible, if duly justified through an amendment*)

- **Starting date of period of eligibility**: at grant signature (retroactivity possible if duly justified: at the earliest from the date of submission)

- **Multi-beneficiary**: at least 3 VOD platforms (beneficiaries; not affiliated entities) from at least 2 eligible countries. Appointed coordinator is representing the consortium

- OR: **Mono-beneficiary**: VOD platform offering its services in at least 2 different eligible countries! Must be fully operational in both territories!

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FINANCIAL MODALITIES

- Budget based (actual costs)

- Co-financing rate: 60%

- Requested amount: No max. threshold per proposal (*cost-efficiency!*)

- 1st pre-financing: 50% *(before 70%)*

- 2nd pre-financing: 30% *(before none)*

- Final payment: 20% *(before 30%)*

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ELIGIBILITY CRITERIA - Who can apply?

Eligible applicants:

A Video on Demand (VOD) platform is

an **on-demand audiovisual media service**

provided by a **media service provider**

for the **viewing of programmes**

at the moment chosen by the user and at his individual request,

on the basis of a **catalogue of programmes selected by the media service provider** (1),

with a **clear brand identity**

and on which the applicant(s) have the **editorial responsibility**.

Services offered by **broadcasters** or **internet service providers** are **eligible**.

(1) Article 1(1)(g) of the Audiovisual Media Services Directive (Directive 2013/10 of 10 March 2010)

ELIGIBILITY CRITERIA - Who can apply?

✓ A group (**consortium**) of at least **3 applicants** (VOD services: coordinator + minimum 2 co-beneficiaries, not affiliated entities) from at least **2 different eligible countries.**

- Or a <u>VOD platform</u> **offering** its services in at least **2 different eligible countries.** Must be fully operational in these territories!

ELIGIBILITY CRITERIA - Who can apply?

The applicant/s must present a **minimum European Dimension** in their catalogue/aggregated catalogue:

- at least a total of **1000 available audiovisual works**;

- at least **30%** of audiovisual works from **countries participating in the MEDIA strand**;

- include audiovisual works from **at least five countries participating in the MEDIA strand** representing at least **five different official languages of these participating countries.**

- The 30% of European audiovisual works within the catalogue must be majority produced by a producer or producers established in the countries participating in the MEDIA strand.

The European dimension criteria must **be fulfilled at the start, and for the duration of the action**.

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OBJECTIVES OF ELIGIBLE ACTIVITIES:

Joint/collaborative actions across borders with the aim to **improve the competitiveness and attractiveness** of European VOD platforms offering a significant proportion of non-national European audiovisual works as well as to **increase the accessibility, visibility, discoverability and prominence of European content** for a wider global audience (European and international).

Applications should present **adequate strategies** to ensure a more **sustainable and more environmentally-respectful industry** and to ensure **gender balance, inclusion, diversity and representativeness.**

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ELIGIBLE ACTIVITIES:

Eligible activities are collaborative/joint actions:

- Promoting and developing an **attractive cross-border offer** of European content;

- Improving the **accessibility, visibility, discoverability and prominence** of European content;

- Developing **innovative digital promotion, marketing and branding strategies**;

- Implementing mechanisms to **better understand consumer behaviours at European level** and **develop new audiences outreach**;

- Fostering **exchange of knowledge and best practices**;

- **Mutualising and sharing of costs for projects able to improve the quality and competitiveness of the European VOD platforms** including technological development, editorial line, collective intelligence, facilitation of the copyright licencing process underlying pan-European exploitation.

EXPECTED IMPACT

- **Strengthen the cross-border collaboration** among European Video On Demand (VOD) platforms through joint/collaborative activities to **increase the online audience of European audiovisual content**.

- **Strengthen the attractiveness** of eligible European Video On Demand (VOD) platforms for **cross-border audiences** and online consumption **at a larger scale**.

- **Improve the digital circulation and consumption** of European content by boosting its visibility, discoverability and prominence.

- **Develop new business models** and achieve **cross-border economies of scope and scale**.

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AWARD CRITERIA
Relevance (35 Points)

- The added-value of the project compared to the current position and activities of the VOD platform(s) involved (10 points),

- The relevance of the project vis-à-vis the objectives, in particular the objective to improve the visibility, discoverability and prominence of European content and the potential to reach a global audience (10 points);

- The scope, size and European dimension of the VOD platform(s) involved including a diverse participation of countries and of their catalogues (5 points);

- The adequacy of the strategies presented to ensure a more sustainable and more environmentally respectful industry (5 points);

- The adequacy of the strategies to ensure gender balance, inclusion and diversity and representativeness, either in the project/content or in the way of managing the activity (5 points)

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AWARD CRITERIA
Quality of content and activities (35 points)

- The adequacy of the methodology to the objectives pursued by the project, including the market analysis, the terms of the cooperation among the VOD platform(s) involved, the timing of the activities (10 points)

- The quality and the innovative aspects of the promotion, marketing and other activities - including the techniques and tools deployed - in order to promote the European content and to increase the global audience of the European VOD platforms (10 points)

- The feasibility and cost-efficiency of the project (15 points)

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AWARD CRITERIA
Project management (10 points)

- The extent of the partnerships in place, the exchange of knowledge within and beyond the VOD services involved as well as the distribution of the roles and responsibilities vis-à-vis the objectives of the action.

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AWARD CRITERIA – Dissemination (20 points)

- The proposed methodology for assessing the impact and results of the project, for sharing of best practices, sharing of benefits of the actions with more European platforms and for optimising the visibility of the EU support (10 points)

- The proposed methodology for defining appropriate mid-term strategies in order to ensure the sustainability of the VOD services involved (10 points).

QUALITY THRESHOLD - Reminder

70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA

70%

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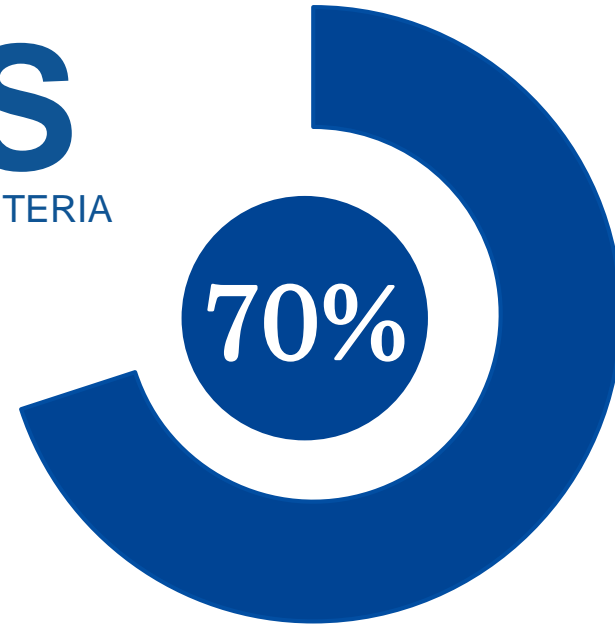
Agreements

- **MONO-BENEFICIARY AGREEMENT:** The coordinator retains full responsibility for carrying out the relevant activities.

- **MULTI-BENEFICIARY AGREEMENT:**
  - The implementation of the action requires a **sharing of responsibilities** between the participating entities.
  - The agreement is signed by the coordinator and the co-beneficiaries.
  - The co-beneficiaries sign through the accession form in e-grants.
  - Each party is responsible for its own expenses and in case of a recovery order, the responsible co-beneficiary will be targeted.

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Agreements

Coordinator's role – multi-beneficiary:

- ensures that the action is implemented in accordance with the agreement;

- acts as the intermediary for all communication between the co-beneficiaries and EACEA;

- makes the necessary arrangements to provide the financial guarantees required under the agreement, if any;

- draws up requests for payment in accordance with the agreement;

- provides all the necessary documents for checks and audits initiated prior to payment of the balance, and for evaluation.

- is nominated as the payment recipient and takes on related obligations in terms of transfer to the beneficiaries

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Agreements

Co-beneficiaries – multi-beneficiary:

- immediately **inform the coordinator of any change** of which the beneficiary is aware that is likely to affect or delay the implementation of the action;

- immediately **inform the coordinator of any change in its legal, financial, technical, organizational or ownership situation** or in that of its affiliated entities, and of any change in its name, address or legal representation or in that of its affiliated entities;

- **communicate to the coordinator in a timely manner the information required to draw up the reports, financial statements and other documents** provided for in the agreement, all the documents required for audits, checks or evaluations, and any other information to be supplied to the Commission under the agreement, unless the agreement stipulates that such information should be sent directly to the Commission by the beneficiary.

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WORK PACKAGES: ACTIVITIES, MILESTONES AND DELIVERABLES

- A work package is a major sub-division of the project, a building block of the work breakdown structure that allows the project management to define the steps necessary for completion of the work.

- Each work package needs to contain an objective and means to attain it (activities), clearly described expected outcomes, milestones and deliverables.

- Project should normally have a minimum of 2 work packages:

    ! WP 1 – Project management (mandatory).

    + Additional work packages laying out the different activities.

- Enter each activity/milestone/output/outcome/deliverable only once (under one work package)

- Each WP should be accompanied by a specific budget.

- ! The sum of all specific budgets of the work packages should be consistent with the global budget indicated in Part A.

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WORK PACKAGES: ACTIVITIES, MILESTONES AND DELIVERABLES

- What, how, where, by whom: describe clearly your activities and division of work.

- Provide a concise overview of the work (planned tasks). Be specific.

- Indicate who is taking part and who is leading the supervision of specific task.

- Add information on other participants' involvement in the project.

- In-kind contributions: In-kind contributions cannot be declared as cost. *However, please indicate the relevant in-kind contributions in the context of the work package.*

- The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.

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WORK PACKAGES: ACTIVITIES, MILESTONES AND DELIVERABLES

Milestones = control points in the project that help to evaluate progress. Provide means of verification of success (you can use the indicators).

Deliverables = major outputs which are submitted to show project progress (e.g. coordination report, communication plan, brochure, promo package from an event, report on accomplished campaign etc.) Due date needs to be indicated for each deliverable.

–> Milestones, deliverables and due dates must be feasible and achievable = contractual obligation! It will be managed through the Portal Grant Management System and will be reflected in Annex 1 of the Grant Agreement.

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WORK PACKAGES: EXAMPLES

- Project management and coordination (mandatory)

- Content selection and localization, editorial and marketing positioning of the titles

- Promotional activities, branding, promotion of cross-border offer

- Development of IT systems

- Consumer behavior and new audience outreach

- Improvement of accessibility, discoverability, prominence

ELIGIBLE COSTS REMINDER

Budget categories:

A. Personnel costs

B. Subcontracting costs

C. Purchase costs
    C.1 Travel and subsistence
    C.2 Equipment
    C.3 Other goods, works and services

E. Indirect costs

ELIGIBLE COSTS REMINDER

- No volunteer costs
- Costs for financial support to third parties: not allowed.
- Indirect costs: flat-rate: 7% of the eligible direct costs
- VAT: non-deductible VAT is eligible

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TIPS

- Present a clear implementation strategy;
- Tie the strategies to measurable outcomes and KPI's;

- Relate internal costs to the project:
    - Budgets should be proportional to the forecast revenues
    - Travel costs should be limited

- Clear, simple language.

TIPS

- What is your device ecosystem?
- What is your audience acquisition strategy?
- Do you have a business plan?
- Is your project feasible?
- Is there co-financing (strategy)?

TIPS

- Where it concerns development of **technology**:

  - it should **serve the expected impact** e.g. support the marketing and promotion
  - **The added value & cost efficiency** should be well demonstrated
  - **Analyse carefully what is readily available on the market** -> avoid asking funding to develop tools that might be already out there or might need continous support!

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TIPS

Emphasis on projects that help platforms to develop their joint strategies for:

- Marketing
- Promotion
- Curation
- Accessibility
- Improving customer experience
- Customer engagement/loyalty
- Monetization
- Sustainability

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Submission service

Topic related FAQ

Get support

Call information

Call updates

⇤ Go back to search results

Start submission

To access the Electronic Submission Service, please click on the submission-button next to the **type of action** and the **type of model grant agreement** that corresponds to your proposal. You will then be asked to confirm your choice, as it cannot be changed in the submission system. Upon confirmation, you will be linked to the correct entry point.

To access existing draft proposals for this topic, please login to the Funding & Tenders Portal and select the My Proposals page of the My Area section.

Please select the type of your submission:

🔘 CREA Project Grants [CREA-PJG], CREA Action Grant Budget-Based [CREA-AG]

Start submission

🛟 Need help?
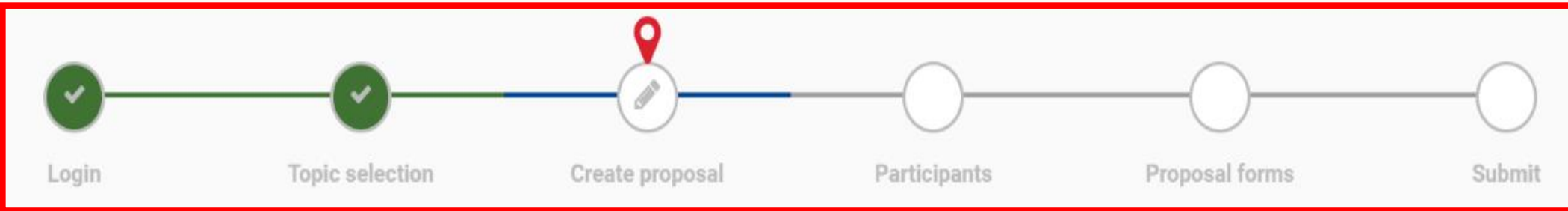
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-> CREATE A PROPOSAL BY PROVIDING INFORMATION ON COORDINATOR AND CHOSE THE ACRONYM AS WELL AS A SHORT SUMMARY OF YOUR PROJECT

Deadline

You can submit the proposal as many times as you wish up until the deadline. Each new submitted version will replace the previous one.

85 d

Call data:

Call: **CREA-MEDIA-2022-VODNET**

Topic: **CREA-MEDIA-2022-VODNET**

Type of action: **CREA-PJG**

Type of MGA: **CREA-AG**

⚠️ Topic and type of action can only be changed by creating a new proposal.

Download Part B templates

⬇️ Download part B templates

Support & Helpdesk

PIC [0] 913842918   Short name [230] Test Camelia-Valeria   **Search**

Organisations you have been previously associated with. (Click to select)

PIC: 913842918 ✔️	PIC: 952853893	PIC: 903605635
Test Camelia-Valeria	JANITOM Tomasz Janisz	tokio
place Rogier	ul. Ogarna 111/112/6	test
Brussels,BE	Gdansk,PL	test,JP

Your role

Please indicate your role in this proposal

🔘 Main contact

⚪ Contact person

European Commission

Participants

ℹ In this step you as coordinator should manage and review the participants of your proposal.

Only you as coordinator can edit the elements on this screen.

Note: Your changes will be applied only after you click the "Save Changes" button.

Number of participants: 1 ❓

-> Add the co-beneficiaries and affiliated entities

Call data:

Call: **CREA-MEDIA-2022-FESTNET**

Topic: **CREA-MEDIA-2022-FESTNET**

Type of action: **CREA-PJG**

Type of MGA: **CREA-AG**

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🏛 Coordinator

1 ✏ Test Camelia-Valeria   [Add Affiliated Entity +]   Contacts: ❓   [Add contact +]

Test Camelia-Valeria

Brussels, BE

PIC: 913842918

[Change organisation]   [Contact organisation]

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Proposal data:

02 June 2022 17:00:00 Brussels Local Time

85 days left until closure

Call data:

Call: **CREA-MEDIA-2022-VODNET**

Topic: **CREA-MEDIA-2022-VODNET**

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: **Test3333**

Draft ID: **SEP-210839047**

Download Part B templates

⬇ Download part B templates   **3**

Administrative forms (Part A)

1   **2**

Edit forms ✏   Edit Part C   View history   Print preview   ❓

Part B and Annexes

In this section you may upload attachments. ❓

-> FILL IN THE PROPOSAL FORMS

4

Part B

Info on subscription, revenue and catalogue

❓   Upload ☁

Info on Independence and Ownership Control

❓   Upload ☁

❮ BACK TO PARTICIPANTS LIST   VALIDATE   SUBMIT

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-> FILL IN THE PART A ONLINE FORMS

Type of Model Grant Agreement: CREA Action Grant Budget-Based

Table of contents

Section	Title	Action
1	General information	Show
2	Participants	Show
3	Budget	Show

How to fill in the forms

The administrative forms must be filled in for each proposal using the templates available in the submission system. Some data fields in the administrative forms are pre-filled based on the steps in the submission wizard.

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02 June 2022 17.00.00 Brussels Local Time

85 days left until closure

Call data:

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Draft ID: **SEP-210839047**

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Administrative forms (Part A)

Edit forms ✏ | 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

❓ | Upload ☁

❓ | Upload ☁

❓ | Upload ☁

-> DOWNLOAD THE PART B TEMPLATES:

PART B – description of the action

Information of subscription, revenue and catalogue template

Information on Independence and Ownership Control template

‹ BACK TO PARTICIPANTS LIST | VALIDATE | SUBMIT

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-> EDIT PART B DOCUMENT

!Structure of the proposal reflects the award criteria used by experts to evaluate the proposal. TIP: Regularly consult the award criteria available in the Call for proposals, when drafting your application.

WORK PACKAGES: what, how, where, by whom: describe clearly your activities and division of work.
!Be precise, milestones and deliverables are contractual obligations.
!Total budget indicated in the Work Packages needs to be coherent to the total budget in PART A.

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-> IN PART B (PROPOSAL) CHOOSE ONLY THE RELEVANT QUESTIONS FOR THE CALL

For 'Video game and immersive content development': Describe the innovative aspects of the submitted project (technique, content, gameplay/level of immersion and interactivity, visual/graphic approach, etc.)

For 'Fostering European media talents and skills', 'Markets & networking', 'MEDIA 360°', 'Innovative tools and Business models', 'European VOD Networks and operators', 'Audience Development and Film Education', 'Creative Innovation Lab', 'Media Literacy', 'Defending media freedom and pluralism' and 'Journalism Partnership': Explain the European dimension of your project (including, if applicable: origin of content or audiovisual works; cross-border and cross-language dimension; potential for European expansion; nature of the partnership; scope and size of partners).

For 'Networks of European cinemas':
- Describe the number and geographical balance of the cinemas network including those located in countries/regions

performance indicators. Describe the methodology for the allocation of the su

For 'Networks of European festivals': Describe the network scope and strat sustainable coordination.

For 'European festivals': Describe the activities towards the audience, inclu decentralised events, the communication strategy (traditional and innovative film literacy initiatives as well as other actions for young audiences on Europe

For 'European VOD Networks and operators': Explain the added value o position and activities of the VOD platforms involved.

For 'Films on the Move': Describe the global strategy as sales agent and th taking into account theatrical and/or online distribution territories confirm grouping in Europe and outside of Europe) and existing partnerships with onl

02 June 2022 17.00.00 Brussels Local Time

85 days left until closure

Administrative forms (Part A)

Print preview ❓

Call da...

Call: CR

Topic: **CREA-MEDIA-2022-VODNET**

Type of action: **CREA-PJG**

Type of MGA: **CREA-AG**

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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 ☁

Info on subscription, revenue and catalogue ❓ Upload ☁

Info on Independence and Ownership Control ❓ Upload ☁

Proposal data:

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Draft ID: **SEP-210839047**

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02 June 2022 17.00.00 Brussels Local Time

85 days left until closure

Administrative forms (Part A)

Call:

-> SUBMIT YOUR PROPOSAL

orms ✏ | Edit Part C | View history | Print preview | ❓

Call: **CREA-MEDIA-2022-VODNET**

Topic: **CREA-MEDIA-2022-VODNET**

Ty

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Part B and Annexes

al annex of the proposal (in PDF format only) and any other requested

After submission, your proposal is sent to the EU services for evaluation.
❗ You can resubmit your proposal if needed until the closure of the call.
❗ Once the Call is closed, the **last submitted version will be the one being evaluated**.

❓ | Upload ☁

❓ | Upload ☁

catalogue

Info on
Independence
and Ownership
Control

❓ | Upload ☁

Proposal data:

Acronym: **Test3333**

Draft ID: **SEP-210839047**

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❮ BACK TO PARTICIPANTS LIST | VALIDATE | SUBMIT

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What You Need to Know about Completing the Form

Who Can Fill in the administrative form part A of the proposal?

The **Main Contact** is the only person that can complete the form and all other administrative details.

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TIPS & TRICKS

- Pay attention to the instructions in green as sometimes it does not concern the action VOD NETWORKS AND OPERATORS (explanation starting with "n/a") -> You can delete the instructions not relevant to your Call.

- ‼️ **Page limit = 70 pages** together with first page

of the Application form. You will still be able to upload

the document but all of the excess pages will contain

just a watermark as content.
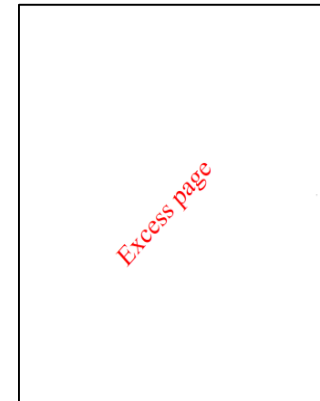
WHAT'S AFTER SUBMISSION?

Evaluation process -> as soon as evaluation is completed -> applicant receives the **Evaluation Result Letter.**

The letter is sent to **'My Project Area'** + notification by email to **the coordinator's contact persons** listed in the proposal.

Successful applicants start Grant Agreement Preparation in **Grant Management system.**

Support IT, FAQ and rules

THANK YOU FOR YOUR ATTENTION

Questions?

EACEA-MEDIA-AUDIENCE@ec.europa.eu

European Commission