



# Information session

## Video Games & Immersive Content Development

### 11 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



# Video games & immersive content development 2022 Call for proposals



Info session

*European Education and Culture  
Executive Agency*

11 March 2022

# Agenda

1. Introduction: Policy context
2. Objectives and eligibility criteria
3. Q&A

BREAK

4. Assessment of proposals
5. How to apply – common errors
6. Q&A



# 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

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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**

# Cross-cutting priorities

- ❖ **EU Green Deal** – Support greening practices in the audiovisual ecosystem; incentivise the introduction of greening strategies for all parts of the audiovisual value chain
- ❖ **EU Gender Equality Strategy** – for a diverse and inclusive audiovisual ecosystem; promote and reward diversity and inclusion strategies for the participants to the Creative Europe Programme

# Content cluster: Introduction



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



**European co-  
development**



**Video games and  
immersive content  
development**



**TV and online  
content**



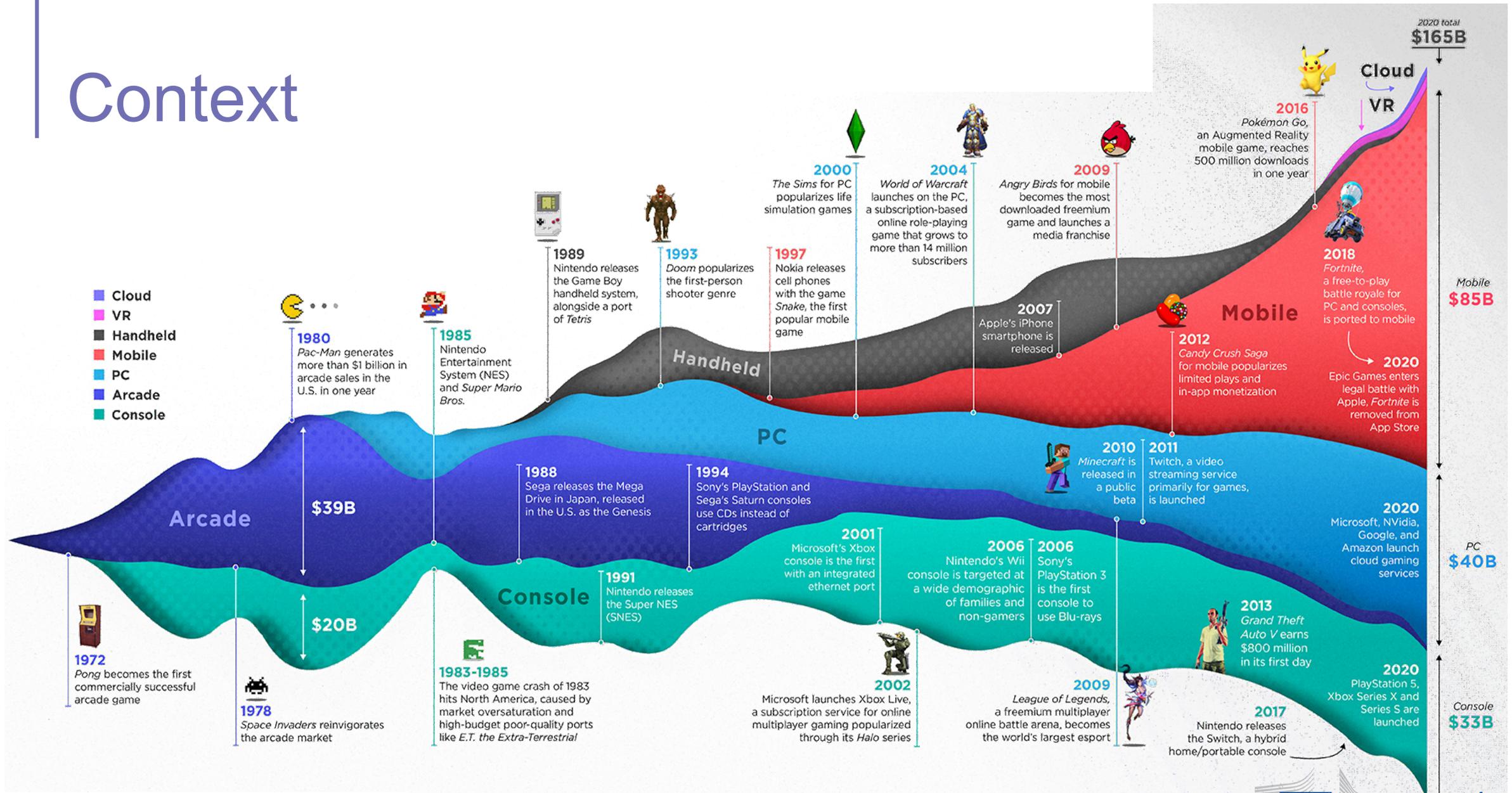
# Video games and immersive content development

*"An entire generation of talented people - engineers, artists, scriptwriters, musicians, programmers - have been busy creating a whole new art form for us. The name of this new game is interactivity." Ralf H. Baer*

# Objectives

- **Increase the capacity** of European video game (VG) producers, XR studios and audiovisual production companies **to develop VG** and interactive immersive experiences (IE) with the potential to reach global audiences
- **Improve the competitiveness** of the European VG industry and other companies producing interactive immersive content in European and international markets by enabling the **retention of intellectual property** by European developers

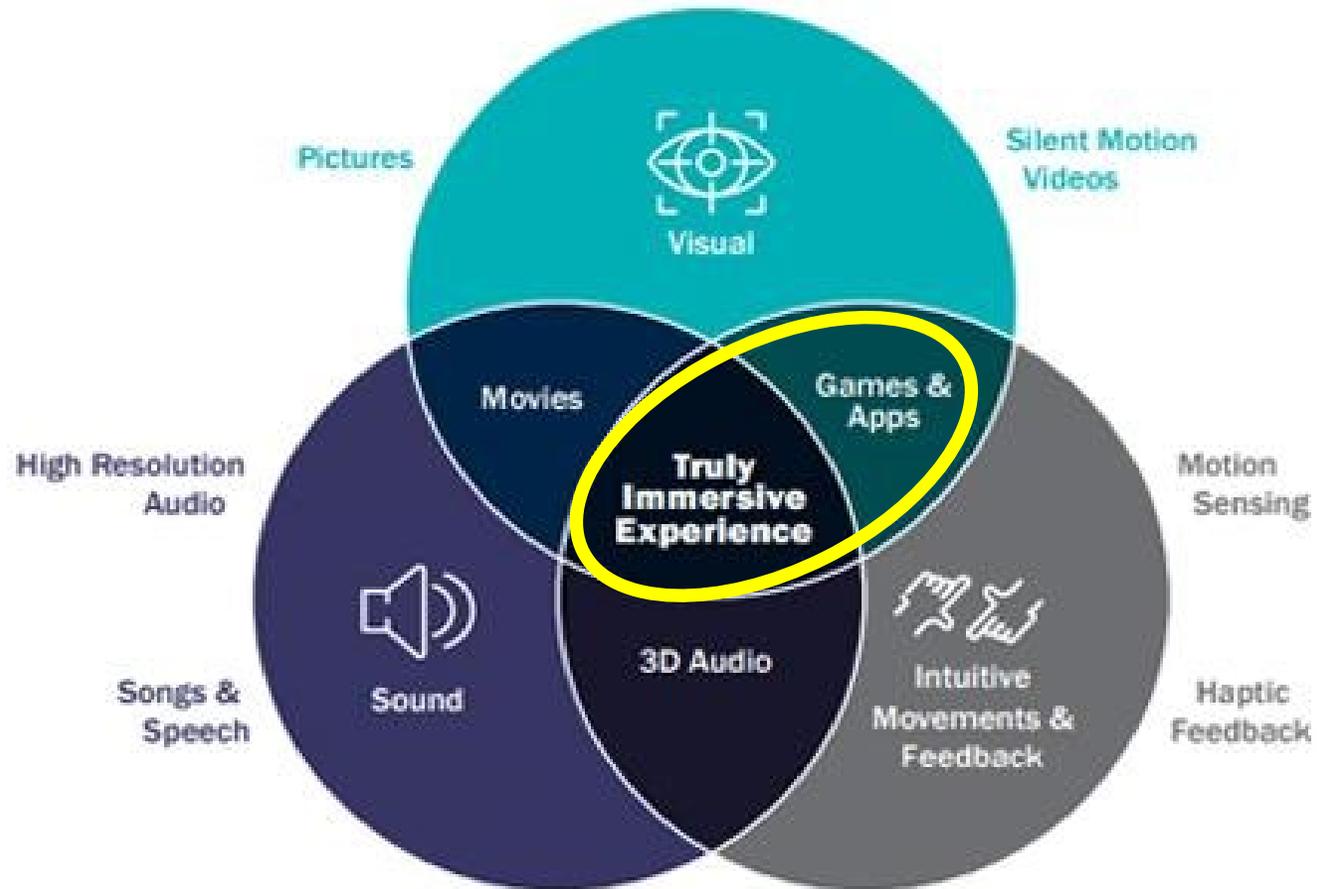
# Context



# Funded activities

- Development of a **single** VG or interactive IE project with
  - narrative storytelling
  - original content and/or quality gameplay
  - high level of originality and innovative and creative value
  - high level of commercial ambition: physical and digital distribution, location-based entertainment
  - extensive cross-border potential

# Funded activities



# Timetable and budget

- Deadline: 12 April 2022
- Results: September 2022
- Budget: 6M EUR



# Eligible participants

- European
- Video game, XR studios or audiovisual production companies
- Able to demonstrate recent experience in producing commercially distributed eligible works

- Only applications by single applicants (i.e. mono-beneficiary, **affiliated entities allowed if needed**)
- Only one application as applicant (i.e. coordinator) for either Video Games/Immersive Content, Slate, Mini-slate or Co-development (can be partner in co-development)

# Eligible participants

- European: established in one of the MEDIA countries
  - and owned directly or indirectly, wholly or by majority participation, by nationals from MEDIA countries
  - for publicly listed companies: location of the stock exchange determines the nationality

Company profile	Main objective and activity
Video game production companies	Video game production, (entertainment) software development
XR studios	VR, AR or MR content production
Audiovisual production companies	Audiovisual production

**Publishing companies are NOT eligible**

# Eligible participants

- Applicant must demonstrate recent experience in producing at least one work fulfilling the following conditions:
  - ✓ **narrative VG** or **narrative IE** (interactive or not)
  - ✓ **commercially distributed** (i.e. generated income) in the period between 01/01/2019 and the deadline
  - ✓ **not** falling under the **ineligible types of work**
  - ✓ **not** produced as **work-for-hire** for another company
  - ✓ **not** produced by another company, even if a member of the applicant company has a **personal credit**
  - ✓ **not in early access** (the production phase must be finished)

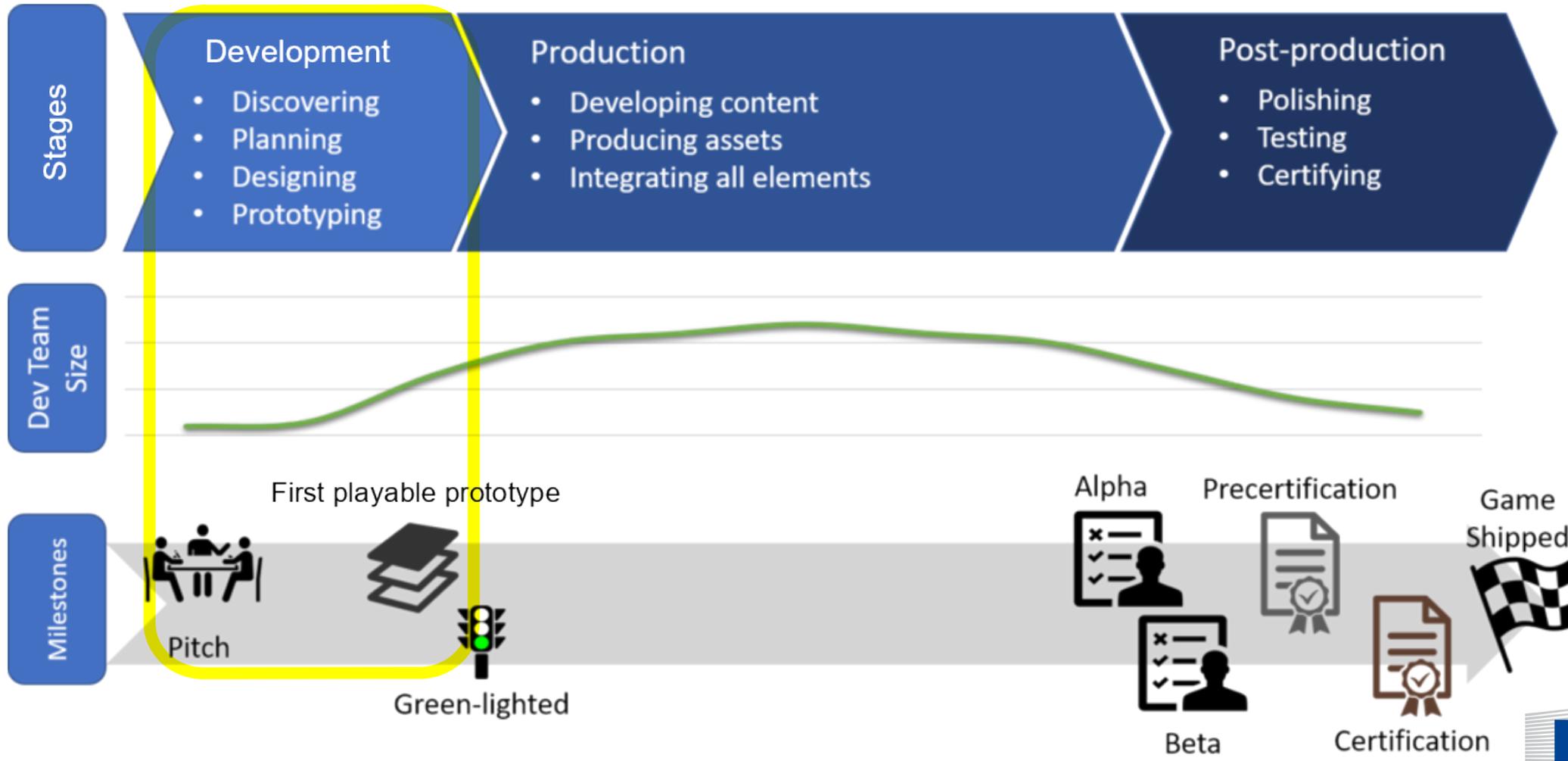
# Eligible participants

- Previous work must be detailed in the MEDIA Database (just as the submitted work)
- If the previous work is ineligible or not encoded = application is ineligible (i.e. no other works will be considered)
- The information provided in the MEDIA Database must be **CORRECT** and **PROOF** must be available upon request (consequences in case of false/incorrect statements – see exclusion)

# Eligible activities

- Development of a **single** work or prototype
- **Narrative** VG or interactive **narrative** IE: the story must be told **throughout** the VG or IE, and not only as an introduction or an ending
- **Development** = phase starting from the first idea until the production of the first playable prototype or first trial version, whichever comes first
- Entry into production (i.e. as soon as the first playable/first trial is available): min. 10 months after deadline

# Eligible activities

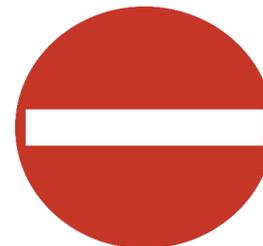


# Eligible activities

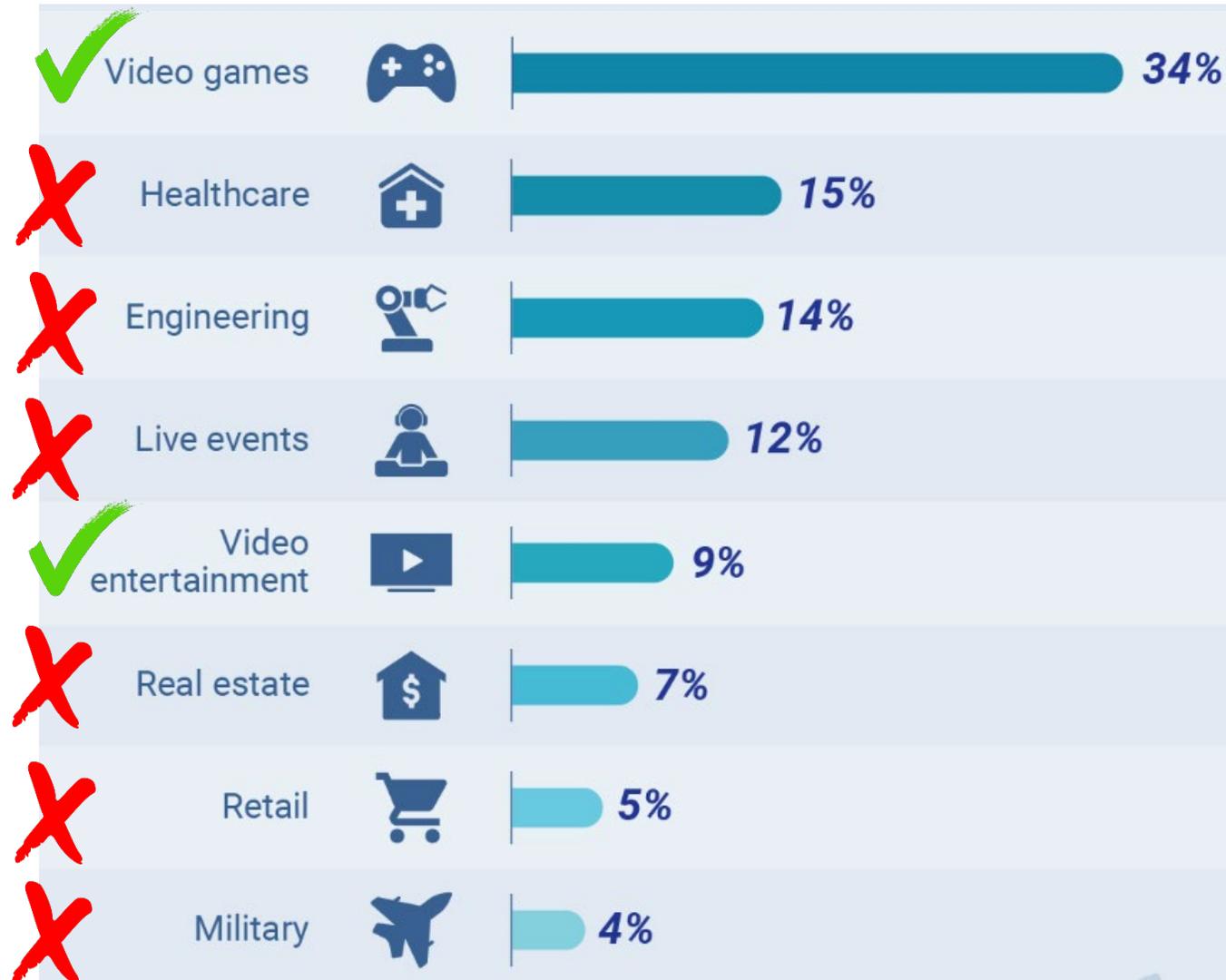
- The work must be **intended for commercial exploitation**
- The applicant must own the majority of rights (incl. rights of adaptation if relevant) to the project through a signed contract
- Ineligible projects:
  - Puzzle games, memory games, sports games, racing games, running games, rhythm/singing/dancing games, social games, quiz games, party games, versus-fighting games, word and spelling games, number games, mind games, **even if they have a narrative element**
  - Projects where **professional education, training or therapy is the main objective**
  - **Multimedia art projects and installations**
  - **Immersive tours, events, music videos and immersive experiences used in retail**

# Eligible activities

- Works of a **promotional nature** being part of a promotional campaign or advertising for a specific, destination (tourism), product and/or brand and institutional productions to promote a specific organisation or its activities
- Projects including **pornographic** or **racist material** or **advocating violence**
- **Platforms** for games or interactive experiences and websites being, or dedicated specifically to, social platforms, social networking, internet forums, blogs or similar activities
- **Tools and software services aimed solely at technological development** and/or used solely for further developing already existing game or interactive experience concepts
- **Reference works** (encyclopedias, atlases, catalogues, databases and similar), “how-to” works (instructional guides, manuals and similar) and (interactive) e-books
- Information or purely transactional services



# Eligible activities



# Financing

- **Customised lump sum:** output-based lump sum established after applying a **max. 50% co-financing rate** to a verified and approved detailed budget
- Max. EU grant : EUR 150 000
- Pre-financing: 70% if financial capacity is good

# Financing

- Estimated budget:
  - All costs must be incurred by the applicant
  - All costs must be incurred during the eligibility period of the action
- Duration action: normally not more than 36 months (extensions possible if justified and requested through an amendment)
- Start of the action:
  - Default: after signature of the Grant Agreement
  - Retroactivity to date of submission with justification + approval

# Q&A





**STRETCH YOUR LEGS ...  
TAKE A CUP OF COFFEE ...  
BACK IN ...**





# 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 max. 70 pages – does not include the other annexes)

# 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

# Award criteria

- Common structure
  1. **Relevance (35 points)**
  2. **Quality of content and activities (25 points)**
  3. **Project management (20 points)**
  4. **Dissemination (20 points)**
- Overall threshold: 70/100



Consult breakdown of the criteria in the Call and keep all elements in mind when preparing your application

# Award criteria

## 1. Relevance (35 points)

- a) **Originality** and **creativity** of the concept against existing work, including originality of the story (10 points)
- b) Level of **innovation**: “cutting edge” technique and content, such as use of new or latest technologies or platforms, innovation in gameplay, level of immersion and interactivity, innovation in visual/graphic approach, innovative use of cinematography and viewing (15 points)

# Award criteria

## 1. Relevance (35 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)

# Award criteria

## 2. Quality of content and activities (25 points)

- a) Quality of storytelling
- b) Quality of visual approach (e.g. artwork, mock-ups, sketches, mood boards)
- c) Quality of the graphic and sound design
- d) Accessibility measures for users with disabilities and other impairments

# Award criteria

## 2. Quality of content and activities (25 points)

### e) For non-immersive video games:

- ✓ Quality and originality of the gameplay
- ✓ Integration between gameplay and storytelling
- ✓ Quality of the level and character design

### f) For interactive immersive video games and experiences:

- ✓ Quality of the immersive experience
- ✓ Level and quality of interactivity

# Award criteria

## 3. Project management (20 points)

### a) Adequacy of the **development strategy** (10 points)

Adequacy of the development plan, schedule, development budget and foreseen partnerships to the needs of the project

### b) Adequacy of the **financing strategy** and **feasibility potential** of the project (10 points)

# Award criteria

## 4. Dissemination (20 points)

- a) **Potential for European/international exploitation and distribution** (10 points)
- b) **The marketing strategy** allowing to reach audiences at an early stage (10 points)

# How to apply?



# 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 applicant
  - PDF with information about film(s)/work(s) to be generated via the MEDIA Database: data related to the previous work(s) and works submitted for funding
  - Mandatory annexes (downloaded together with Part B)

# How to apply

- Mandatory annexes:
  - ✓ Detailed budget table (mandatory template)
  - ✓ Creative dossier (description of gameplay, information on GUI/HUD, level and character design, pictures, graphic bible, script, storyboard, creative director's note, etc.)
  - ✓ Proof of ownership of rights (and rights of adaptation) for the project
  - ✓ Supporting documents of co-production, distribution and financing
  - ✓ Information on independence and ownership and control: breakdown of shareholding of the company (mandatory template)

# How to apply

- Part B: A correct definition of work packages and deliverables are crucial elements in order to obtain the full EU grant
- Work package structure (mandatory):
  - WP1: Artistic development (narrative part, characters, graphic approach, etc.)
  - WP 2: Technical development (GUI, HUD, etc.)
  - WP 3: Financing, distribution and marketing activities

# How to apply

- Deliverables:
  - Will need to be submitted during the lifetime of the project
  - Be realistic: reduction of EU grant in case of partial implementation (request amendment if needed)

# How to apply

- Minimum mandatory deliverables:
  - WP 1: Updated creative development (treatment, script, bible, game design document)
  - WP 1 and/or WP2 : Update on key crew/casting
  - WP 2 : Link to prototype / trial version / trailer / teaser if produced
  - WP 3 : Updated financing/budget and production schedules
  - Interoperable standard identifier

# Common mistakes in submission system

- **Acronym and short summary** (to be encoded when starting the application)
  - Acronym: helpful if it refers to the company/project (i.e. not VG2022 for example)
  - Short summary (abstract): must deal with objectives, activities, type and number of persons benefiting from the project, expected results, type and number of outputs to be produced. **Do not include confidential info.** The **synopsis** of the **project** goes in the **MEDIA Database**

# Common mistakes in Part A

- **Budget (EU grant requested) incorrectly encoded in Part A**
  - Entire production budget instead of EU grant requested
  - Different amounts than in the budget
  - Zero(s) too much or too little (e.g. 10M instead of 1M)

## Application forms

Proposal ID 101048440

Acronym Test TV application

## 3 - Budget

No	Name of Beneficiary	Country	Requested grant amount
1		FR	10,000,000
2		RO	0,00
Total			10,000,000

		TOTAL COSTS (A+B+C+D+E)	MAX EU CONTRIBUTION = 15 % of 10.138.199 € or 1.000.000 €	Your maximal EU contribution corresponding to your budget = 1.000.000 €
			Max EU CONTRIBUTION	Requested EU - CONTRIBUTION
	MFA	9.689.938	955.785	955.785
	NFD	448.261	44.215	44.215
TOTAL	Consortium	10.138.199	1.000.000	1.000.000

# Common mistakes in estimated budget

- Max. grant amount and max. co-financing rate incorrectly encoded in 'Instructions' sheets → incorrect calculation of the max. EU contribution in the 'Proposal Budget' sheet → incorrect requested EU grant !!!!
- Do not forget to break the type of employees down

**A1. Employees (or equivalent) man days (you can change the types based on your structure)**

<i>FILL IN THE BELOW VALUES BEFORE STARTING:</i>	
Insert the name of your call :	DEVVGIM
Insert the acronym of your project :	acronym
Maximum amount for the EU CONTRIBUTION :	150.000,00 €
Co-financing rate :	50,00%

**PRINT PDF**  
Double-Click to activate

Producteur et personnel du producteur
Techniciens cadres et réalisateurs
Techniciens non cadres
Comédiens
Stagiaires

Max. grant amount = EUR 150.000 Max.

Co-financing rate = 50%

# Common mistakes in estimated budget

- Encode applicants correctly and **apply changes!**
- Encode work packages correctly and **apply changes!**

**List of Beneficiaries and Affiliated Entities**

*Actions (double-click to activate)*

BE NR/AE	BE/TP name	Acronym	Country
BE 001	COORDINATOR	COO	DK
BE 001 / AE 001	AFFILIATED ENTITY	AE	NO

<b>APPLY CHANGES</b>	<b>Add a Beneficiary</b>
<b>Remove this Beneficiary</b>	
<b>Remove this Affiliated Entity</b>	<b>Add an Affiliated Entity</b>

**List of Work Packages**

WP Nbr	WP Label
WP 001	Artistic development
WP 003	Technical development
WP 004	Financing, distribution and marketing activities

Partnership in Part A

Work packages in Part B

**MANDATORY**

# Common mistakes in estimated budget

- Only encode **eligible costs!** ( $\neq$  entire production budget,  $\neq$  costs incurred by others,  $\neq$  costs incurred outside eligibility period)
- When encoding the budget, clarify the units used via the ‘Any comments’

Any comments	
nr	Comments
A1	Production Staff : Direction de production à 10% moyenne sur 12 mois pour superviser la bonne gestion de l'avancement du développement
A1	Directors (1 pris en charge par chacun des bénéficiaires): à 10% moyenne sur 12 mois pour superviser l'avancement technique et artistique du développement
C1	Travel: Voyages producteurs durant la phase de développement (recherches financements, Cartoon movie, MIFA, Rdv CNC...)
C3	Services for Meetings, Seminars, Events: Accréditations Cartoon Movie et MIFA (producteurs et réalisateurs)
A1	Production staff: Chargé(e)s de production à 10% moyenne sur 60 jours pour assurer le suivi de fabrication des tests
A1	Technical staff: 2 infographistes model et rig props sur 40 jours, 2 infographistes lumière, rendu, texture sur 40 jours, 1 infographiste clean et rig 2D cut-out sur 20 jours, 1 infographiste lay-out posing sur 40 jours, 1 animateur 2D cut-out sur 5 jours, 1 animateur traditionnel et fx sur 45 jours, 1 opérateur compositing et fx sur 40 jours
A1	Directors: à 10% moyenne sur 60 jours pour superviser et valider la fabrication des tests
C3	Other: coût logiciels de production/journée de travail (moyenne constatée)
A1	Technical Staff : Salaire ingénieur du son pour l'enregistrement voix témoins
A1	Cast music and voices: rémunération musiciens et comédiens voix témoins
A1	Other: Contrat option Compositeur musique
A2	Natural persons under direct contract: Dialoguistes pour les différentes adaptations du scénario
C1	Travel, accomodation, subsistence : Frais inhérents à l'enregistrement des voix témoins, à la recherche musicale et à la communication

# Common mistakes in estimated budget

- Do not forget to fill in the **Requested EU Grant Amount** and make sure that it corresponds to the budget in Part A

[Click here to go to the column Requested EU Grant Amount](#)

		TOTAL COSTS (A+B+C+D+E)	MAX EU CONTRIBUTION = 20 % of 12.456.940 € or 500.000 €	Your maximal Requested EU Grant Amount, corresponding to your budget, = 500.000 €		TOTAL COSTS (A+B+C+D+E)	MAX EU CONTRIBUTION = 20 % of 12.456.940 € or 500.000 €	Your maximal Requested EU Grant Amount, corresponding to your budget, = 500.000 €	
			Max EU CONTRIBUTION	Requested EU Grant Amount			Max EU CONTRIBUTION	Requested EU Grant Amount	
Coordinator	COO	10.914.000	438.069		✓	10.914.000	438.069	438.069	✓
Partner 1	PA1	1.457.340	58.495		✓	1.457.340	58.495	58.495	✓
AE of PA1	AEP1	85.600	3.436		✓	85.600	3.436	3.436	✓
<b>TOTAL</b>	<b>Consortium</b>	<b>12.456.940</b>	<b>500.000</b>		✗	<b>12.456.940</b>	<b>500.000</b>	<b>500.000</b>	✓

Amounts in Part A

# Common errors in Part B

- Use the template!!! (goes for all **mandatory** templates)
- Do NOT put it in another format
- Do NOT add other types of documents such as CVs
- Do NOT leave mandatory sections blank (no info = 0)
- Provide information in the correct section
- Ensure that the info is coherent with the rest of the documents in the application
- Ensure that it is readable

# Common errors in info on shareholding

- First encode the applicant **company** (i.e. not natural persons) in the 'Instructions' sheet, and – if any – the affiliated entity (must respect eligibility conditions!)
- Encode the entire shareholding of the company and make sure that it is coherent!
  - If the shareholder is a **company** → Legal person
  - If the shareholder is an **individual** → Physical person
- Do not forget to encode the nationality, i.e. either country where the company is registered or nationality of the physical person

# Common errors in info on shareholding

- Main activity: **only** to be filled in for legal persons, i.e. companies!
- If the shareholder is a legal person, provide the **full chain** of shareholding as requested, with **all the necessary elements** (nationality!), until the level of physical persons (or stock market) is reached

	If any of the listed shareholders is a legal person/company, please describe below the full chain of its own shareholders, including percentage of shares and nationalities. If the company is publicly listed, provide the location of the stock exchange
%	

MAIN source of requests for additional information  
**Enormous** workload which is easily avoidable

# Frequent errors in applications - Other

- Do not forget to **encode the previous work AND the work submitted for funding in the MEDIA Database** – may render the application ineligible
- Do not forget to **upload the PDF generated** from the MEDIA Database in the application
- Do not forget to complete **Part C** (and detail the languages used in the application correctly)

If not all mandatory documents are there, the application can be considered **inadmissible**

# Frequent errors in applications - Other

- Do not add documents that are not requested
- **Submit on time!**

The better applications are structured, the quicker the evaluation, the quicker the decision!

# Q&A





# Content questions?

Creative Europe desks:

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

EACEA functional mailbox:

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



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