

WELCOME to the information session on the European Film Sales Call for Proposals 2025

Audience sector - MEDIA unit

European Education and Culture Executive Agency



Summary

- Context, Overview on the support & the call
- How to submit a proposal online
- Step 1 requirements & step 2 (admissions in MEDIA Database)
- Lessons learns
- Reinvestment activities & Double funding risk
- Support: IT,FAQ and rules
- Q&As





Context of the European Film Sales support

- to enhance the circulation, promotion, online and theatrical distribution of European audiovisual works, within the Union and internationally
- **Support to international sales** and circulation of non-national European works on all platforms (e.g. cinema theatres, online).
- Encourage and support the wider transnational distribution of recent European films by providing funds to European sales agents,
 - based upon their performance on the market,
 - for reinvestment in the acquisition, promotion and distribution of recent nonnational European films.





Timing

- Call opened for submission: 29 April 2025
- Deadline: Check the <u>F&T portal</u>
- Evaluation: July October 2025
- Notification of results: December 2025
- Grant agreements signed: December 2025 March 2026





Participating countries for European Film Sales

- EU 27
- Norway, Iceland, Liechtenstein
- Albania, Bosnia, Montenegro, North Macedonia, Serbia
- Ukraine (not fully participating yet)





Overview of the call

- **Budget**: EUR 5.150.000 (reduction 3,7% compared to 2024)
- Single reference year for Step 1 & Step 2: 2024 (copyright 2021 earliest)
- Fund capped at EUR 750.000
- Step 2 coefficients: same as in the previous 2024 Call





How to submit a proposal online

- 1 go to F&TOP: <u>EU Funding & Tenders Portal | EU Funding & Tenders Portal (europa.eu)</u>
- > Funding > Call for proposals > European Film sales agent (CREA-MEDIA-2025-FILMSALES) > start submission

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:

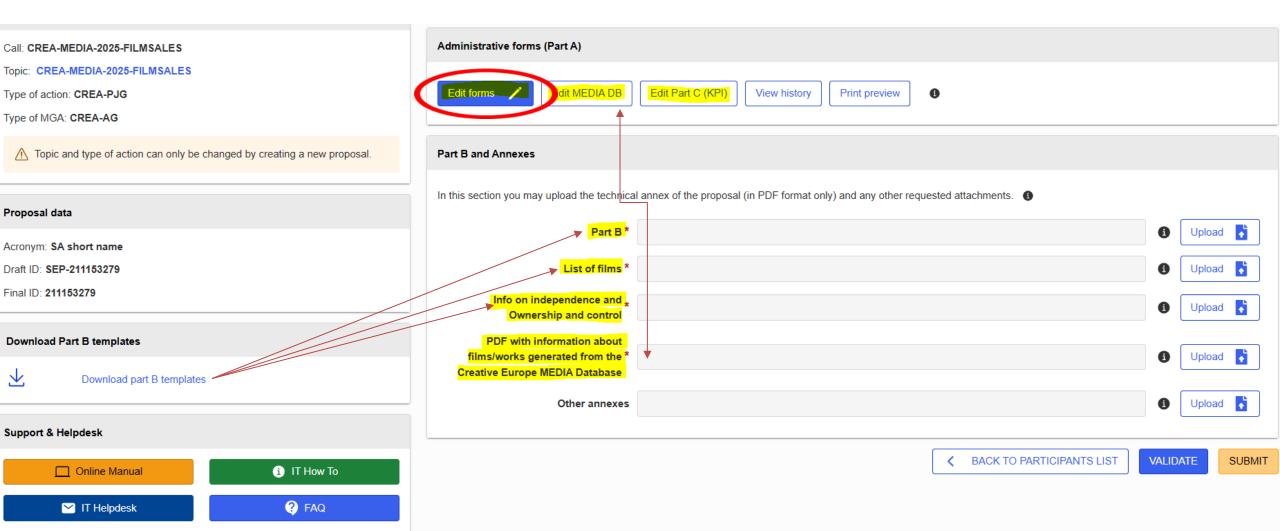
CREA Project Grants [CREA-PJG], CREA Action Grant Budget-Based [CREA-AG]

Start submission





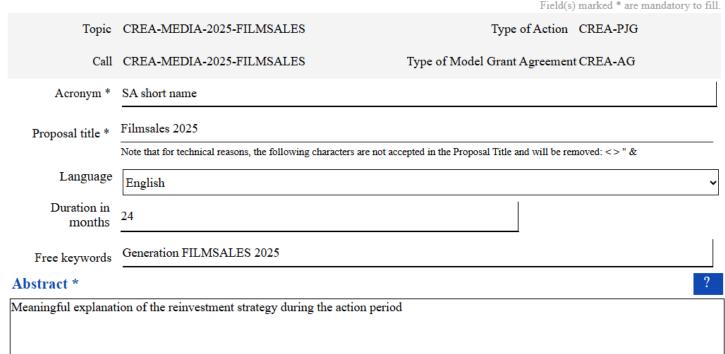
Complete all mandatory parts of the proposal!





Part A - Administrative forms - General information

- Project title, acronym: short company name (recommended)
- Duration: between 12 and 24 months



Abstract: Summary of reinvestment strategy





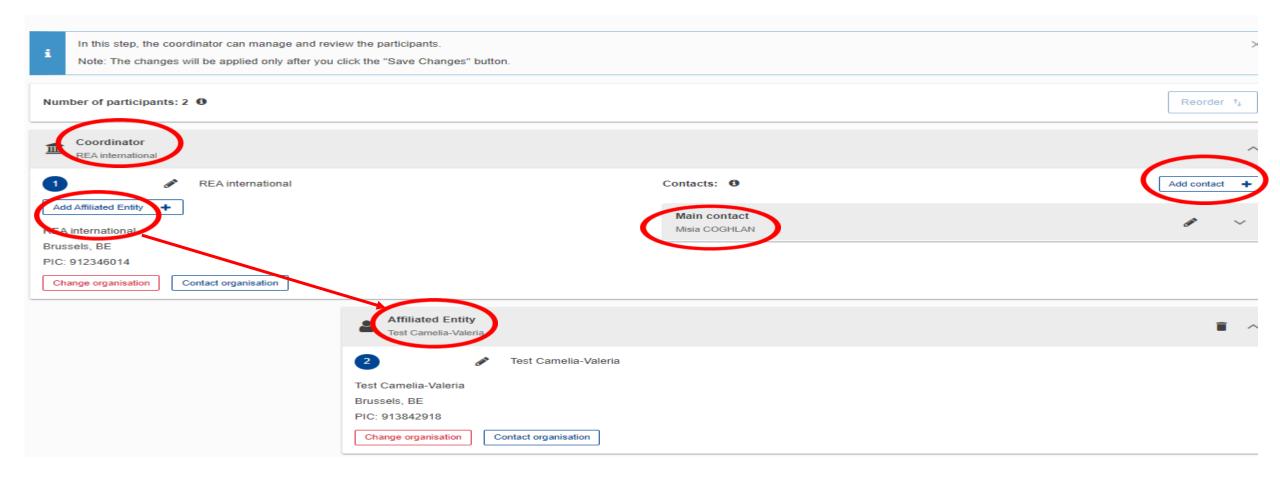
Part A - Participants: affiliated entities

- Legal or capital link with the applicant (coordinator)
 - → Not limited to the action nor established only for implementation
- Example: parent companies/subsidiaries
- They must have a PIC number and meet all eligibility / call conditions
- They fully participate in the grant and claim costs under the same conditions as beneficiaries but not a signatory of the Grant Agreement
- All parts of the application include information on the affiliated entity
 - part A, including budget
 - part B
 - all annexes





Part A – Administrative forms - Participants







Part A – Administrative forms - Budget

1. Fill "Requested EU contribution to eligible costs" with the estimated grant (=potential fund) as calculated in the MEDIA DB

2. Fill "Purchase costs – Other goods, works and services"

Formula: Estimated grant from **MEDIA DB** * 1,34

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	Max grant amount/EUR
1	Rea International	BE	Coordinator	0	0	C	0	С	134 000	(9 380.00	143 380.00	c	143 380.00	70	100 366.00	100 000.00	100 000.00
			Total	0	0	С	0	С	134 000	(9 380.00	143 380.00	С	143 380.00		100 366.00	100 000.00	100 000.00

3. Once you fill purchase costs, the system will calculate the indirect costs, the total eligible costs, total estimated project costs and "Maximum EU contribution to eligible costs"



Part B – Description of the action

- section 1.1 'Relevance Background and general objectives': your reinvestment strategy
- 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:
 - 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' on double funding.



Part C (KPI)

Call: CREA-MEDIA-2025-FILMSALES Topic: CREA-MEDIA-2025-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: SA short name Draft ID: SEP-211153279 Final ID: 211153279 **Download Part B templates** Download part B templates Support & Helpdesk

Administrative forms (Part A)			
Edit forms / Edit MEDIA D	Edit Part C (KPI) 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*		6	Upload 🔓
List of films *		•	Upload 🔓
Info on independence and * Ownership and control		•	Upload 🔓
PDF with information about films/works generated from the *		6	Upload 💦
Creative Europe MEDIA Database			
Other annexes		•	Upload 🔓



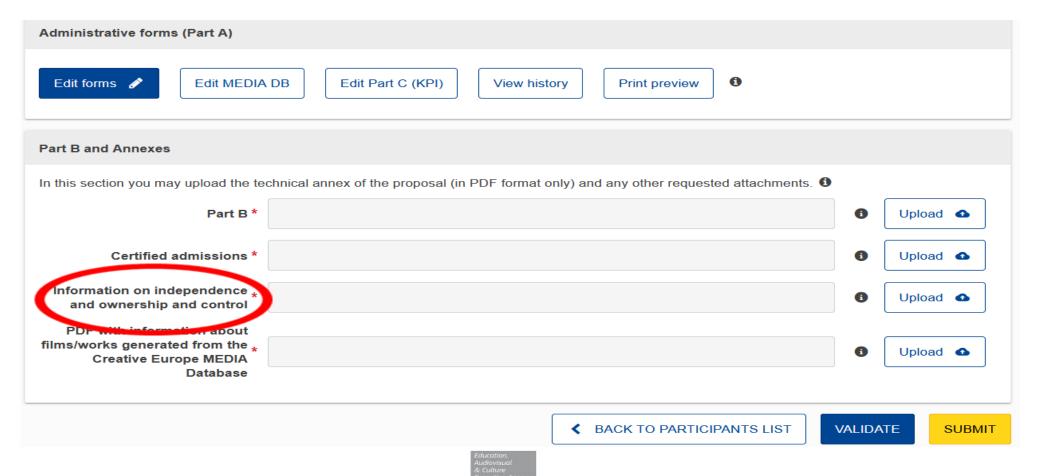
Part C (KPI)

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 Does the project contribute to any of the EU Commission political priorities? A Europe fit for the digital age - Empowering people Type of project, thematic area and types of activities A Europe fit for the digital age - The digital age through education and skills Number of participants that are Number of participants that are Number of participants that are micro-enterprises: small enterprises: medium-sized enterprises: Type of project participants ###,###.## ###,###.## \times ###,###.## \times \times This is a mandatory field. This is a mandatory field. This is a mandatory field.

Output, result and impact indicators (only at reporting)



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





Information on Independence and Ownership and Control annex

- Provide full information on company structure
- Include affiliated entities
- Eligibility of participants (section 6 of the call document)
- Full chain of shareholders + location stock exchange

			Main activity if legal person		
	Nationality of	Status of	(leave empty in case of natural	Number of	
Name of the shareholder/Owner	shareholder	shareholder	person)	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



Generation of potential fund

- **Step 1**: on the basis of sales activities in 2024
 - > if complied with: goes to step 2
- **Step 2**: based on eligible *admissions* achieved by the European non-national films distributed by eligible distributors in 2024





Step 1

Films acquired and distributed in 2024

A fund of EUR 20.000 is allocated if 2 cumulative conditions are demonstrated:

- 1. in 2024 the applicant *acquired* theatrical rights for 2 films (*any nationality, EU or non-EU*)
 - → International sales agreements must be signed in 2024
 - → To be indicated in the Annex "list of films"

	Step 1 Films acquired and distributed in the year n ('n' being the year indicated in the call for proposal)											
NAME	NAME OF THE APPLICANT COMPANY:											
PIC COL	PIC CODE:											
	FILMS ACQUIRED IN YEAR n											
Country of Production Date of signature of sales aquired as per sales Film n Original title of films origin company + sales int. sales agreement in year n agreement in year n												
1												
2												



Step 1

- b) **2 <u>European</u> eligible** films of its catalogue have been **distributed in 1** non-national territory for which **it has the theatrical rights**:
- either evidence of distribution of film is in the MEDIA Database, or
- an official box office evidence is submitted as "Other annexes" to the proposal in case the film not available in the MEDIA DB (no fixed template)

	FILMS DISTRIBUTED IN YEAR n												
Film n*	Original title of films	C <mark>ountry of</mark> origin	Film ID code *	Year of copyrights	Production company + country	Date of signature dd/mm/yyyy	Territories aquired as per sales agreement **	Number of territories (covered by sales agreement) where the film was distributed in year n (duly documented by an official box office evidence or declared in the Creative Europe MEDIA database)					
1		-											
2		-											

> If both conditions of Step 1 successful = 20.000 € and goes to Step 2





Step 1 annexes:

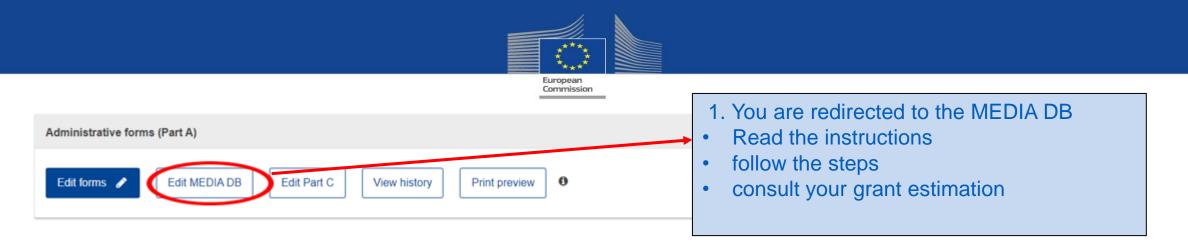
Administrative forms (Part A)			
Edit forms 🖋	DB Edit Part C View history Print preview		
Part B and Annexes			
this section you may upload the tec	chnical annex of the proposal (in PDF format only) and any other requested atta	achments. 1	
Part B*		6	Upload 📤
List of films * Ste	p 1 (List of films > Mandatory)	6	Upload 🛕
fo on independence and Ownership and * control		6	Upload 🛕
DF with information			
about films/works generated from the *		6	Upload 🔥
Creative Europe MEDIA Database			



Step 2

- > Calculated upon a coefficient per eligible theatrical admission
- > According to the **nationality** of the **film**
- > Films must be **non-national European films** in country of distribution (but not for SA!)
- > Up to a **maximum threshold** per film and per country of distribution (automatically calculated!)
- > Based on eligible admissions in 2024 and already declared in MEDIA DB by distributors

Nationality of the film	coefficient
Germany, Spain, France, Italy	0,75
Others	1



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 the year 'n'*.

Once completed, download the PDF and attach it as an annex of your application in the Submission System.

* 'n' being the year indicated in the call for proposal

Application Information

Call / Topic reference SEP Project ID

CREA-MEDIA-2024-FILMSALES

TEST2MEDIADB



Step 1

A fund of EU 20.000 is allocated if:

- in the year 'n'* the applicant acquired the theatrical rights for 2 films (whether European or not), and
- in the year 'n'* 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).

lereby 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 2024. 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.

2. Confirm that you comply with the STEP 1 rules.

You can verify all admissions declared by distributors in the call Film Distribution 2025 by clicking ('here', after call closure), Excel updated 'live' with information related to film qualification (film nationality)

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

FILM TITLE	# TERRITORIES	FILM NATIONALITY	FILM STATUS	YEAR OF COPYRIGHT	CERTIFIED ADMISSIONS	COEFFICIENT	ESTIMATED GRANT		
	(1)	SE	Processed	2021	7.120	1.20	8.544,00 €	Details	Remove
	(1)	HU	Processed	2021	9.970	1.20	11.964,00 €	Details	Remove
	(1)		Submitted	2020	4.619		0,00 €	Details	Remove
	(1)		Submitted	2020	2.356		0,00 €	Details	Remove
	(1)	BE	Processed	2022	2.741	1.20	3.289,20 €	Details	Remove
	(1)		Under processing	2022	6.625		0,00 €	Details	Remove

- 3. start selecting films for which you hold the theatrical rights in in the territory
- 4.Calculation is automatically made only for film with status "processed"
- 5. For other status: NO grant!

Wait for all films "processed" to verify the outcome of film qualification and see estimated grant.





Step 2: maximum threshold of admissions

- MEDIA DB calculates automatically the cumulative maximum threshold of eligible admissions
- Based on number of admissions done current + previous years
- Max threshold differs from Country of distribution

Maximum eligible threshold per film (number of admissions)

Cumulative maximum threshold of eligible admissions of eligible non-national European films¹²:

Country of distribution	Maximum threshold per film (number of admissions)
Germany, Spain, France, Italy	300.000
Austria, Belgium, The Netherlands, Poland	100.000
Czech Republic, Denmark, Finland, Greece, Hungary, Norway, Portugal, Sweden	75.000
Other eligible countries	16.000





Step 2: maximum threshold of admissions

Select your films and territories

FILM TITLE	# TERRITORIES	FILM NATIONALITY	FILM STATUS	YEAR OF COPYRIGHT	CERTIFIED ADMISSIONS	COEFFICIENT	ESTIMATED GRANT		
	(3)	FR	Processed	2021	3.444	0.75	2.583,00 €	Details	Remove
	(12)	ES	Processed	2022	113.978	0.75	05.403,50 € 65.739,75 € *	Details	Remove
	(2)	FR	Under processing	2022	502.070	0.75	376.552,50 € 226.638,75 € *	Details	Remove
	(1)	SE	Processed	2021	2,904	1.00	2.904,00 €	Details	Remove

- -When the amount is crossed, please refer to the "question mark"
- -It means that the cumulative amount of admissions for this film for one or several territories has been reached.
- -The estimated grant taken into account for the calculation in step 2 is the amount **not crossed**.





Administrative forms (Part A)	
Edit forms Print preview Edit MEDIA DB Edit Part C View history Print preview	
Step 2 – Select admissions and finaliz	e dossier
In this section you may upload the technical annex of the proposal (in PDF format only) and any other requested attack	hments. •
Part B *	3 Upload △
List of films *	❸ Upload △
Info on independence and Ownership and *	1 Upload △
PDF with information about films/works	
generated from the * Creative Europe MEDIA Database Step 2 – attach export from MEDIA	Upload •
Other annexes	❸ Upload △





tips: Admissions generated in MEDIA database

- Select only admissions of films for which you own the theatrical rights in at least
 10 countries participating in MEDIA
- Check **film eligibility requirements** in the call document (section 6)
- Database calculates total estimated grant only for « processed » films
- In submission system
 - > Attach finalised admissions dossier as **pdf annex AND**
 - > Add total estimated grant amount to your budget under « edit forms»





lessons learnt Reasons for reductions of the requested grant

- Copyright year of film too old (before 2021)
- Film not European non-national (as qualified in database) for distributor
- Film not MEDIA nationality
- Applicant does not own the theatrical rights in the territory
- Sum of all generated funds exceeded available budget





Eligible re-investment activities

- Maximum 5 European non-national films,
- 2 activities:
 - 1. investment in acquisition of international sales rights
 - 2. Promotion, marketing and advertising
 - > At least 25% to be reinvested in activity 2
 - > NO personnel costs and travel costs for your staff

70% reimbursement rate on actual costs





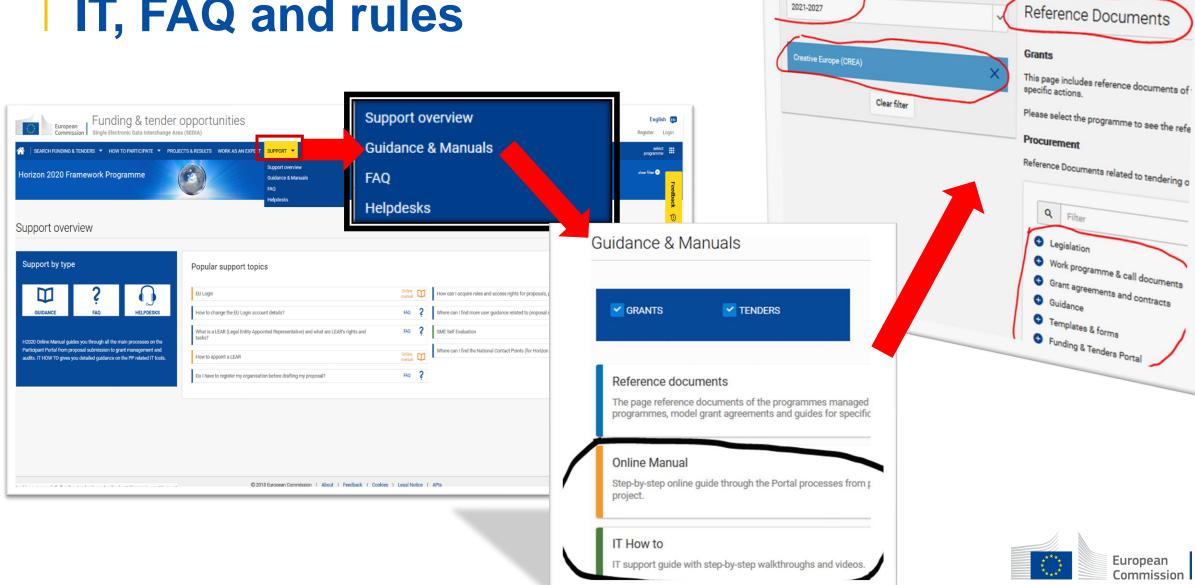
DOUBLE FUNDING

 Any given action may receive only ONE grant from the EU budget and same cost items may under NO circumstances declared to two different EU actions, consequently

- > reinvestment on the same film in the same categories of costs under multiple FILMSALES calls/grant agreements is not possible
- costs already supported under e.g European Film promotion (EFP), Films on the Move or Eurimages (Film Marketing and Audience Development Support) are not eligible



Support: IT, FAQ and rules



Creative Europe (CREA)

European

Commission

Programming period

2021-2027

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;
- Informative websites with all the latest news.







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

Technical questions about the MEDIA Database:

EACEA-MEDIA-DB-SUPPORT@ec.europa.eu

For IT support:

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

