



# 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 non-national European films.

## Timing

- Call opened for submission: 29 April 2025
- **Deadline: Check the [F&T portal](#)**
- 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: [EU Funding & Tenders Portal | EU Funding & Tenders Portal \(europa.eu\)](https://europea.eu)

> **Funding > Call for proposals > European Film sales agent (CREA-MEDIA-2025-FILMSALES) > start submission**

### Start submission

 Need help?

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!

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

 Online Manual

 IT How To

 IT Helpdesk

 FAQ

### Administrative forms (Part A)

**Edit forms**

**Edit MEDIA DB**


**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 \***



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

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

Topic	CREA-MEDIA-2025-FILMSALES	Type of Action	CREA-PJG
Call	CREA-MEDIA-2025-FILMSALES	Type of Model Grant Agreement	CREA-AG
Acronym *	SA short name		
Proposal title *	Filmsales 2025		
Note that for technical reasons, the following characters are not accepted in the Proposal Title and will be removed: < > " &			
Language	English		
Duration in months	24		
Free keywords	Generation FILMSALES 2025		
<b>Abstract *</b>			
Meaningful explanation of the reinvestment strategy during the action period			

- 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



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 ⓘ

Reorder ↕



**Coordinator**

REA international

1



REA international

Add Affiliated Entity +

REA international

Brussels, BE

PIC: 912346014

Change organisation

Contact organisation

Contacts: ⓘ

Add contact +

**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 - 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	0	0	0	134 000	0	9 380.00	143 380.00	0	143 380.00	70	100 366.00	100 000.00	100 000.00
	Total			0	0	0	0	0	134 000	0	9 380.00	143 380.00	0	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 data

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 \*

[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](#)

## 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?

Type of project, thematic area and types of activities

☐ A Europe fit for the digital age - Empowering people through education and skills

☐ A Europe fit for the digital age - The digital age

Type of project participants

Number of participants that are micro-enterprises: ? \*

###,###.##



⊖ This is a mandatory field.

Number of participants that are small enterprises: ? \*

###,###.##



⊖ This is a mandatory field.

Number of participants that are medium-sized enterprises: ? \*

###,###.##



⊖ 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

### Administrative forms (Part A)

[Edit forms](#) [Edit MEDIA DB](#)[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 \***

[Upload](#) 

**Certified admissions \***

[Upload](#) 

**Information on independence  
and ownership and control \***

[Upload](#) 

**PDF with information about  
films/works generated from the  
Creative Europe MEDIA  
Database \***

[Upload](#) [← BACK TO PARTICIPANTS LIST](#)[VALIDATE](#)[SUBMIT](#)





## 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

Name of the shareholder/Owner	Nationality of shareholder	Status of shareholder	Main activity if legal person (leave empty in case of natural person)	Number of 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 shares and nationalities. If the company is publicly 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 OF THE APPLICANT COMPANY :						
PIC CODE:						
FILMS ACQUIRED IN YEAR n						
Film n°	Original title of films	Country of origin	Production company + country	Date of signature of sales int. sales agreement in year n	Territories acquired as per sales agreement **	Link to film webpage on sales agent's website.
1						
2						

# Step 1

b) **2 European 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	Country of origin	Film ID code *	Year of copyrights	Production company + country	Date of signature dd/mm/yyyy	Territories acquired 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](#)[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 \*

**Step 1 (List of films > Mandatory)**

[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

**Step 1 (box office evidence > only if applicable)**

[Upload](#)

## 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

#### Administrative forms (Part A)

Edit forms

Edit MEDIA DB

Edit Part C

View history

Print preview



1. You are redirected to the MEDIA DB

- Read the instructions
- follow the steps
- consult your grant estimation

#### 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

CREA-MEDIA-2024-FILMSALES

SEP Project ID

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](#)).

☐ 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 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

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 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**.

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

## 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 films<sup>12</sup>:

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 ?		
[REDACTED]	(3)	FR	Processed	2021	3.444	0.75	2.583,00 €	<a href="#">Details</a>	<a href="#">Remove</a>
[REDACTED]	(12)	ES	Processed	2022	113.978	0.75	85.403,50 € 65.739,75 € *	<a href="#">Details</a>	<a href="#">Remove</a>
[REDACTED]	(2)	FR	Under processing	2022	502.070	0.75	376.552,50 € 226.638,75 € *	<a href="#">Details</a>	<a href="#">Remove</a>
[REDACTED]	(1)	SE	Processed	2021	2.904	1.00	2.904,00 €	<a href="#">Details</a>	<a href="#">Remove</a>

-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](#)[Edit MEDIA DB](#)[Edit Part C](#)[View history](#)[Print preview](#)

### Part B and Annexes

## Step 2 – Select admissions and finalize dossier

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](#) 

## Step 2 – attach export from MEDIA DB

## **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 be 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

European Commission  
Funding & tender opportunities  
Single Electronic Data Interchange Area (SEDIA)

SEARCH FUNDING & TENDERS ▾ HOW TO PARTICIPATE ▾ PROJECTS & RESULTS WORK AS AN EXPERT ▾

Horizon 2020 Framework Programme

**SUPPORT** ▾

- Support overview
- Guidance & Manuals
- FAQ
- Helpdesks

Support overview

Support by type

- GUIDANCE
- FAQ
- HELPDESKS

H2020 Online Manual guides you through all the main processes on the Participant Portal from proposal submission to grant management and audits. IT HOW TO gives you detailed guidance on the PP related IT tools.

Popular support topics

EU Login	Online manual	How can I acquire roles and access rights for proposals,...
How to change the EU Login account details?	FAQ	Where can I find more user guidance related to proposal...
What is a LEAR (Legal Entity Appointed Representative) and what are LEAR's rights and tasks?	FAQ	SME Self Evaluation
How to appoint a LEAR	Online manual	Where can I find the National Contact Points (for Horizon...
Do I have to register my organisation before drafting my proposal?	FAQ	

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Support overview

Guidance & Manuals

FAQ

Helpdesks

Guidance & Manuals

GRANTS TENDERS

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.

IT How to

IT support guide with step-by-step walkthroughs and videos.

Creative Europe (CREA)

Programming period

2021-2027

Reference Documents

Grants

This page includes reference documents of specific actions.

Please select the programme to see the reference documents.

Procurement

Reference Documents related to tendering on

Filter

- Legislation
- Work programme & call documents
- Grant agreements and contracts
- Guidance
- Templates & forms
- Funding & Tenders Portal

# 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)

**Technical questions about the MEDIA Database:**

[EACEA-MEDIA-DB-SUPPORT@ec.europa.eu](mailto:EACEA-MEDIA-DB-SUPPORT@ec.europa.eu)

**For IT support:**

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