



WELCOME
to the information session on the
European Film Distribution
Call for Proposals 2024

The meeting will start at 2.30 PM (CET)

Stefano D'Orilia
Team Leader Audience sector
MEDIA unit
European Education and Culture Executive Agency



Information session

European Film Distribution

21 March 2024

This info session will not be recorded

Switch off your camera and microphone

Q&A at the end of the presentation, or through the chat

Please refer to the Data Protection Notice of the event for more information. It is available on our website at https://www.eacea.ec.europa.eu/news-events/events/online-sessions-creative-europe-media-2024-2023-10-24_en



Summary

- Who are we
- Overview (budget, timing, participating countries)
- How to submit a proposal online
- How to declare admissions in MEDIA Database
- Proposal annexes
- Eligibility rules
- Lessons learnt
- Re-investment



Timing

- **Deadline: 25 April 2024 17:00 CET**
- Evaluation: May – September 2024
- Notification of results: October 2024
- Grant agreements signed: November 2024 – January 2025

Participating countries for European Film Distribution

- EU 27
- Norway, Iceland, Liechtenstein
- Albania, Bosnia, ~~Montenegro~~, North Macedonia, Serbia
Montenegro not eligible as of 1/02/24
- Not UK



Overview

- **Budget** : EUR 33.3M (<2%)
- **Single reference year for admissions: 2023**
(copyright 2020 earliest)
- **Co-efficients adjusted** to take into account market recovery & expectations

Generation of potential fund : 2023 *theatrical* admissions * Coefficients

Country of distribution		Nationality of the film	
	France	Germany, Spain, Italy	Other eligible countries
	<i>coefficient*</i>	<i>coefficient*</i>	<i>coefficient*</i>
France, Germany, Italy, Spain	1.1	1.3	2.3
Austria, Belgium, Poland, The Netherlands	1.3	1.6	2.3
Czech Republic, Denmark, Finland, Greece, Hungary, Norway, Portugal, Sweden	1.8	2.0	2.3
Other eligible countries⁹	2.0	2.3	2.3




Eligibility and other Call conditions unchanged compared to 2023

- **Maximum** threshold **per film** (*cumulative* number of admissions)
- **Minimum** threshold of the **fund per application**
- **Maximum 1 M€ per application**
- Eligibility of films (min. 60', majority production/talents MEDIA countries, non-national)
- Eligibility of admissions: normal ticket price, identifiable and certified
- Films with less than 200 admissions in a given year not eligible

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 *



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Part A – Administrative forms

1 - General information

- Project title, acronym – company name (recommended)
- Duration between 12 and 24 months
- Abstract: summary of reinvestment strategy

Part A – Administrative forms

2 - Participants

i In this step, the coordinator can manage and review the participants.
Note: The changes will be applied only after you click the "Save Changes" button.

Number of participants: 2 ⓘ Reorder ⌵

Coordinator
REA international

1 **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

Optional if applicable

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**
- Must have a PIC number and meet all eligibility / call conditions
- Allowed to 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 to include information on the affiliated entity
 - part A, including budget
 - part B
 - all annexes

Part A – Administrative forms

3 - Budget

1. NB: You should **only fill in column C3!** This is an amount allowing you to get the estimated grant calculated in the MEDIA DB

*MANUAL FORMULA: estimated grant from MEDIA DB * 1,34*

2. Make sure this corresponds to the estimated grant (=potential fund) from the MEDIA DB
 EU contribution = 70% of costs

Automatic

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	eligible costs/EUR	Total estimated project costs and contributions/EUR	Funding rate	Maximum EU contribution on eligible costs/EUR	Requested EU contribution to eligible costs/EUR
1	Rea International	BE	Coordinator	0	0				133 512		9 345.84	142 857.84	0	142 857.84	70	100 000.48	100 000.00
Total				0	0	0	0	0	133 512	0	9 345.84	142 857.84	0	142 857.84		100 000.48	100 000.00

Funding and Tender Opportunities Portal

Submission system – complete all parts of the proposal

Proposal forms



Deadline

25 April 2024 17:00:00 Brussels Local Time

72 days left until closure

Call data

Call: **CREA-MEDIA-2024-FILMDIST**

Topic: **CREA-MEDIA-2024-FILMDIST**

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: **test**

Draft ID: **SEP-211026736**

Download Part B templates



Download part B templates

Administrative forms (Part A)

Edit forms 

Edit MEDIA DB


Edit Part C (KPI)

View history

Print preview



Part B and Annexes

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Certified admissions *



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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:
 - 1 **single work package** only: ***Reinvestment activity plan***
 - 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'

MEDIA DataBase: your admissions dossier

Administrative forms (Part A)

Edit forms 

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European Film Distribution - Declaration of Admissions

Select, add and declare all the required information for the film. We advise you to carefully consult all of the film eligibility requirements laid down in the guidelines of the Call before selecting the films.

Distribution Territory

Italy

Year of Admissions

2023

Film Data

Original Title

Select the Film

1. Define your criteria

2. Select your work

3. Finalize your selection

**Step 2: Select the work in the list.
If you cannot find it, you can try
different search criteria:**

Could not find the work you are looking for [Create a new work](#)

SELECT	FILM ID	TITLE	DIRECTOR	COUNTRY	STATUS	RIGHT
--------	---------	-------	----------	---------	--------	-------

No movies found

MEDIA DataBase: film nationality

- **Film nationality** according to grid (**talents**), not majority of film financing!
- **Residency** for talents **only** taken into account **for non-MEDIA nationals**

→ *submit proof of residence*

Fiction	Points	Documentary	Points	Animation	Points
Director	3	Director	3	Director	3
Author/(Script)writer	3	Author/(Script)writer	3	Author/(Script)writer	3
Actor 1	2	Composer	1	Composer	1
Actor 2	2	Production Designer	1	Editor	1
Actor 3	2	Director of Photography	1	Sound	1
Composer	1	Editor	1	Storyboard Artist	2
Production Designer	1	Sound	1	Character Designer	2
Director of Photography	1	Shooting Location	1	Animation Supervisor	2
Editor	1	Post Production Location	1	Art(istic) Director	1
Sound	1			Technical Director	1
Shooting Location	1			Post Production Location	1
Post Production Location	1			Studio Location	1
TOTAL	19		13		19


Declaring admissions in the MEDIA Database

Declaration of Admissions **2023**

Distribution Territory

Year of Admissions

2023


I am declaring admissions on behalf of the affiliated company: 

ORIGINAL TITLE	MEDIA FILM NATIONALITY	YEAR OF COPYRIGHT	ADMISSIONS	ADMISSIONS (ELIGIBLE)	GRANT ESTIMATE 	GRANT ELIGIBLE	STATUS
XXXXXXXXXXXXXXXXXXXXXXXXXXXX	Czech Republic	2020	9.959	9.959	26.889,30 €	26.889,30 €	✓ VALID Edit Remove
XXXXXXXXXXXXXXXXXXXXXXXXXXXX	Germany	2021	41.414	41.414	62.121,00 €	62.121,00 €	✓ VALID Edit Remove
			51.373	51.373	89.010,30 €	89.010,30 €	

- Declare certified admissions per film and per territory
- Database calculates total *estimated* grant for your application
- Eligibility of each admissions declaration in the DB to determine final grant

Upload MEDIA database admissions (pdf) + indicate requested grant in budget section

Administrative forms (Part A)

Edit forms 

Edit MEDIA DB

Edit Part C (KPI)

View history


Print preview 

In submission system:

- Attach finalised admissions dossier as pdf annex AND
- Add requested grant amount to your budget section

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



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Certification of admissions annex

Administrative forms (Part A)

Edit forms 

Edit MEDIA DB


Edit Part C (KPI)

View history

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Part B and Annexes

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Part B *

Certified admissions


Information on independence
and ownership and control *

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Certification of admissions annex

CERTIFICATION OF ADMISSIONS BY THE DESIGNATED NATIONAL AUTHORITY

DISTRIBUTOR (company in full name):	
NIC CODE:	
TERRITORY OF DISTRIBUTION: <small>Please use two worksheets if you are declaring admissions for two territories as part of your application</small>	


- All admissions declared in MEDIA DB to be *certified (= signed, stamped)* by the relevant national authority!
- More than one territory – one certificate for each territory
- List of national authorities is published on call page

	Original Title of film(s) <small>(as per MEDIA Film database, see https://creative-europe-media-database.eacea.ec.europa.eu)</small>	Media Film ID code (if available)	Release date	N° of eligible admissions year n
1				
2				


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](#)

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Information on Independence and Ownership and Control annex


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

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

Part C (KPI)

Administrative forms (Part A)

Edit forms 

Edit MEDIA DB


Edit Part C (KPI)

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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: ? *

###,###.##

Number of participants that are small enterprises: ? *

###,###.##

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

###,###.##

⊖ This is a mandatory field.

⊖ This is a mandatory field.

⊖ This is a mandatory field.

Output, result and impact indicators (only at reporting)



Lessons learnt

Reasons for reductions of the requested grant

- Admissions certificate not signed or not for concerned territories
- Inconsistency certified admissions v. MEDIA database
- Copyright year of film too old (before 2020)
- Film not European non-national (as qualified in MEDIA database)
- Film not MEDIA nationality
- Applicant does not hold distribution rights
- Sum of all generated funds exceeded available budget



More lessons learnt

- **Theatrical** admissions **only**
- Request **qualification ASAP** to determine film MEDIA nationality (more certainty about potential generated fund)
- **Co-distribution: only 1 company eligible** (also for reinvestment), the one actually executing the distribution
- Check all **thresholds**
- Help your sales agents!

More lessons learnt

- **Start date:** not in the proposal, at grant preparation phase
- Standard: **1st day of the month following** the **signature** of the grant agreement
- **Retroactive: exceptionally** granted for duly justified reasons
→ but **never earlier** than the proposal **submission** date
- Plan your submission date accordingly
- Re-submission counts!



Eligible re-investment activities

Maximum 12 European non-national films per grant

4 activities:

1. investment in **co-production**
2. investment in acquisition of **distribution rights** (=Minimum Guarantee, **theatrical and/or online**)
- 3. promotion, marketing and advertising** for **theatrical** releases
4. promotion, marketing and advertising for **online** releases
 - *At least 25% to be reinvested in activities 3 and/or 4*
 - *NO personnel costs and travel costs for your staff*

- 70% funding rate on actual costs

Support: IT, FAQ, Q&A and rules

Support overview
Guidance & Manuals
FAQ
Helpdesks

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

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

Horizon 2020 Framework Programme

Support overview
Guidance & Manuals
FAQ
Helpdesks

Support overview

Support by type

- GUIDANCE
- FAQ
- HELPSDESKS

Popular support topics

- EU Login
- How to change the EU Login account details?
- What is a LEAR (Legal Entity Appointed Representative) and what are LEAR's rights and tasks?
- How to appoint a LEAR
- Do I have to register my organisation before drafting my proposal?

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 c

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

Topic Q&As

Item(s) found

- Which budget categories are applicable for the European Distribution call?**
The only budget category to be used for the European Film Distribution call in the online application form is category C.3: 'Purchase costs - Other goods, works and services'. Other...
- Is the maximum eligible threshold per film automatically calculated in the MEDIA database?**
Yes, the system automatically calculated the maximum number of admissions per film. This is the 'maximum eligible threshold' described in section 6 'Eligibility' of the call document...
- Can we declare admissions for the same film for more than one year (for example, can we declare admissions for films we had already declared in the last call for proposals)?**
Yes, you may declare admissions for films declared previously, subject to the eligibility criteria for films published in section 6 'Eligibility' of the call document and the maximum...
- In case distribution rights are acquired by one distributor (with a single PIC number) for multiple territories, if this distributor declares admissions for more than one territory, are reinvestment activities counted per territory or per distributor?**
If one distributor declares admissions for more than one territory, reinvestment activities will be counted per distributor, hence covering all territories for which distribution rig...
- Can UK films be included with the declaration of admissions?**
The UK is not a participating country for the purposes of the Creative Europe programme 2021 - 2027 and therefore UK films should not be included with your declaration of admissions.

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;
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-FILM-DISTRIBUTION@ec.europa.eu

For IT support:

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



Thank you for your Attention!

Any questions or doubts?