

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

The meeting will start at 15:00 (CET)

Audience sector
MEDIA unit
European Education and Culture Executive Agency



Information session European Film Distribution 11 March 2025

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 Online Info Sessions: Creative Europe-MEDIA and Cross sectoral 2025 - European Commission

European Education and Culture Executive Agency



Summary

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





Timing

For the deadline and timing please refer to the EU Funding and Tenders portal – Call for proposals European Film Distribution (CREA-MEDIA-2025)

Film Distribution 2025





Participating countries for European Film Distribution

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





Overview

• Budget: EUR 32 M

• Single reference year for admissions: 2024 (copyright 2021 earliest)

• Coefficients: Same as in the previous year apart from Ireland





Generation of potential fund:2024 *theatrical* admissions * Coefficients

Country of distribution		Nationality of the film	
	France	Germany, Spain, Italy	Other eligible countries
	coefficient*	coefficient*	coefficient*
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
Ireland	2.3	2.5	2.5
Other eligible countries ⁶	2.0	2.3	2.3

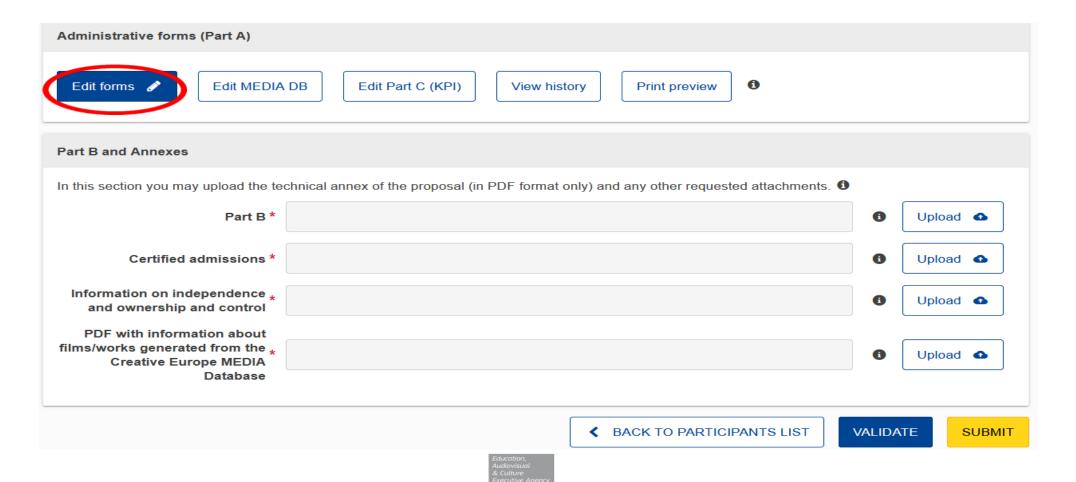


Eligibility and other Call conditions unchanged compared to 2024

- 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 Tenders Opportunities Portal Submission system – complete all parts of the proposal





Part A – Administrative forms 1 - General information

Project title, acronym – company name (recommended)

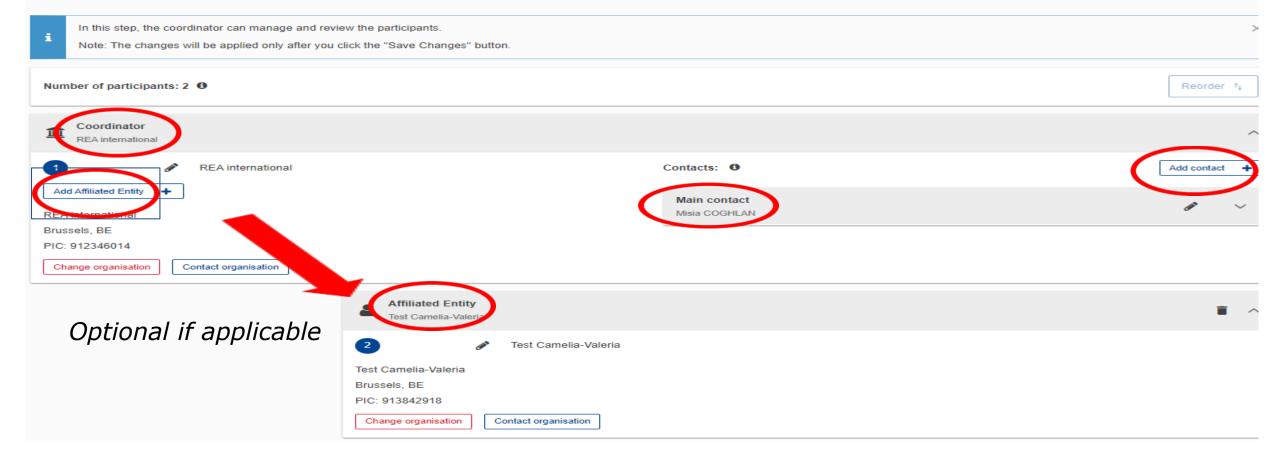
Duration between 12 and 24 months

Abstract: summary of reinvestment strategy





Part A – Administrative forms 2 - Participants







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

Automatic

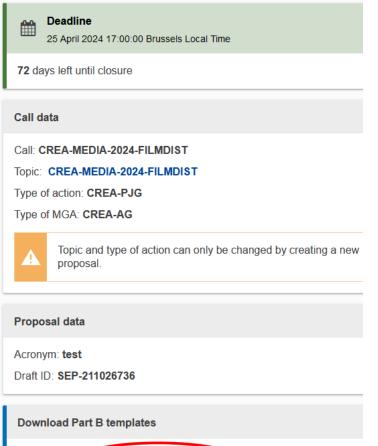
2. Make sure this corresponds to the estimated grant (=potential fund) from the MEDIA DB EU contribution = 70% of costs

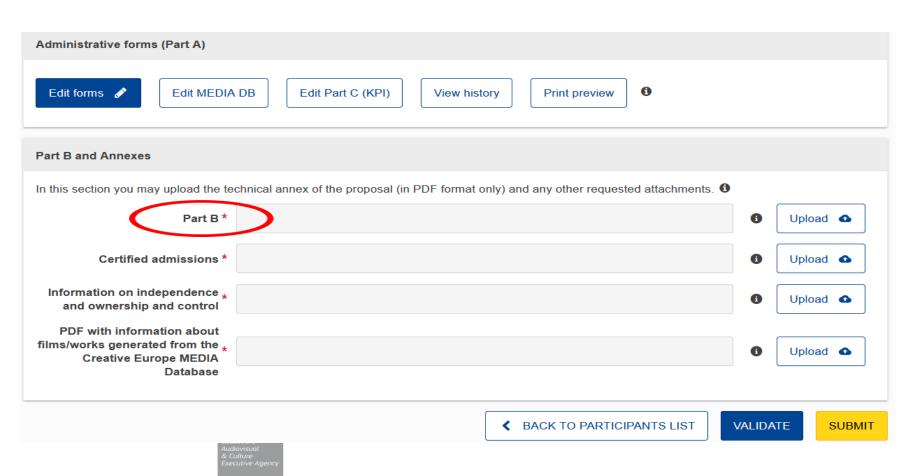
3	- Budget											?						
No	. Name of beneficiary	Country	Role	Personnel costs - without volunteers/EUR	Personnel costs volunteers/EUR	Subcontracting costs/EUR	Purchase costs - Travel and subsistence/ EUR	Purchase costs Equipment/FJR	Purchase costs - Other goods, works and services/EUR	Ninancial support to third parties. EUR	Indirect costs/EUR	Total eligible costs/EUR		Total estimate project costs an contributions/EUR	Funding ra	cont		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 Tenders Opportunities Portal Submission system – complete all parts of the proposal

Proposal forms









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'





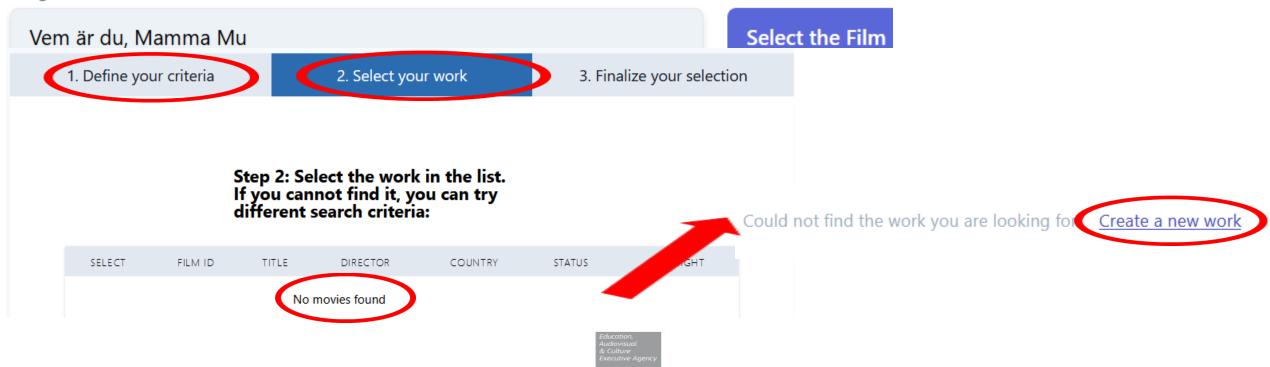
MEDIA DataBase: your admissions dossier

Administrative forms (Part A)	
Edit forms 🖋	DB Edit Part C (KPI) View history Print preview
Part B and Annexes	
In this section you may upload the tec	hnical 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	€ Upload ♠
Database	



Film Data

Original Title





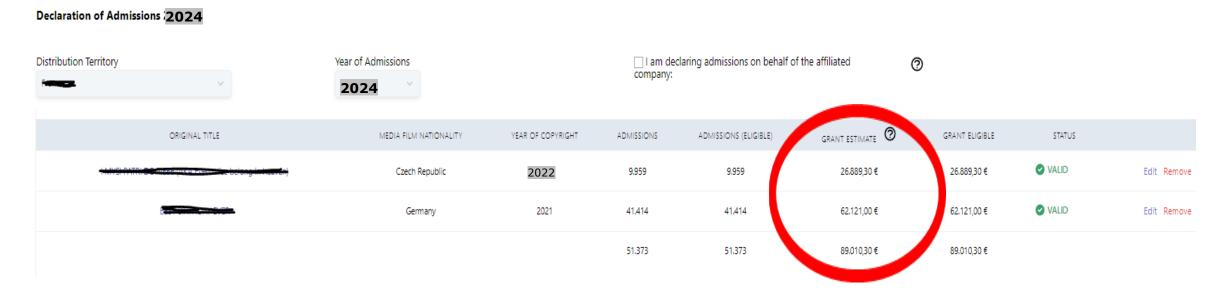
MEDIA DataBase: film nationality

- 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/(Scri pt)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



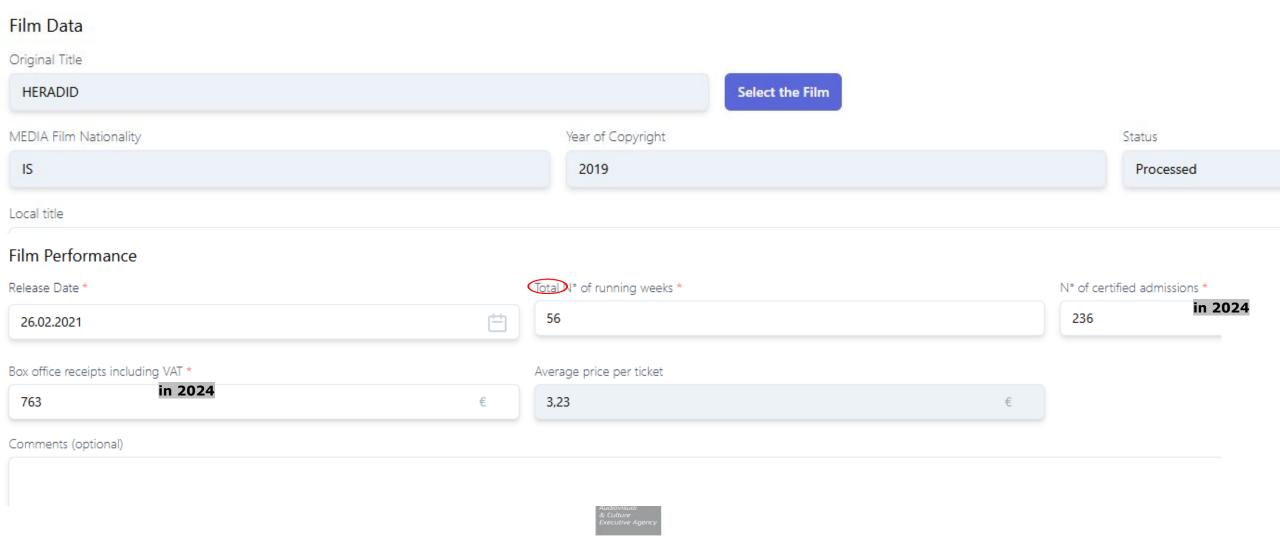
Declaring admissions in the MEDIA Database



- 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

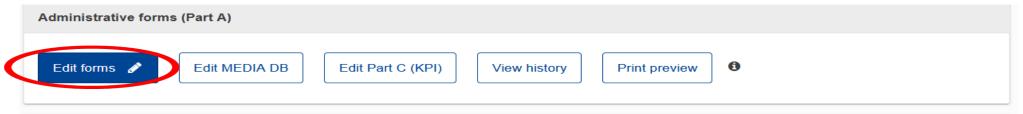


Declaration of admissions - Film data



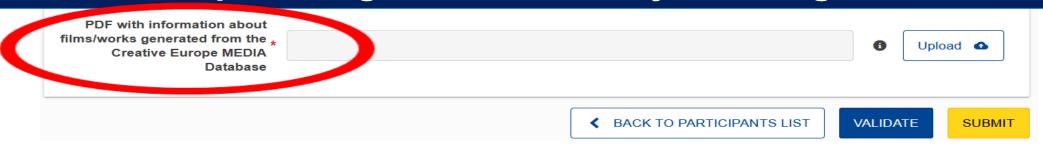


Upload MEDIA database admissions (pdf)+ indicate requested grant in budget section



In submission system:

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







Certification of admissions annex

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 Upload
Information on independence * and ownership and control
PDF with information about films/works generated from the * Creative Europe MEDIA Database Upload •





Certification of admissions annex

CERTIFICATION OF ADMISSIONS BY THE DESIGNATED NATIONAL AUTHORITY

DISTRIBUTOR (company in full name):						
PIC CODE:						
ERRITORY OF DISTRIBUTION: lease use two worksheets if you are declaring admissions or two territories as part of your application						
o be eligible, admissions must comply with the following criteria:						

- 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 published on call page (BA ME missing)

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



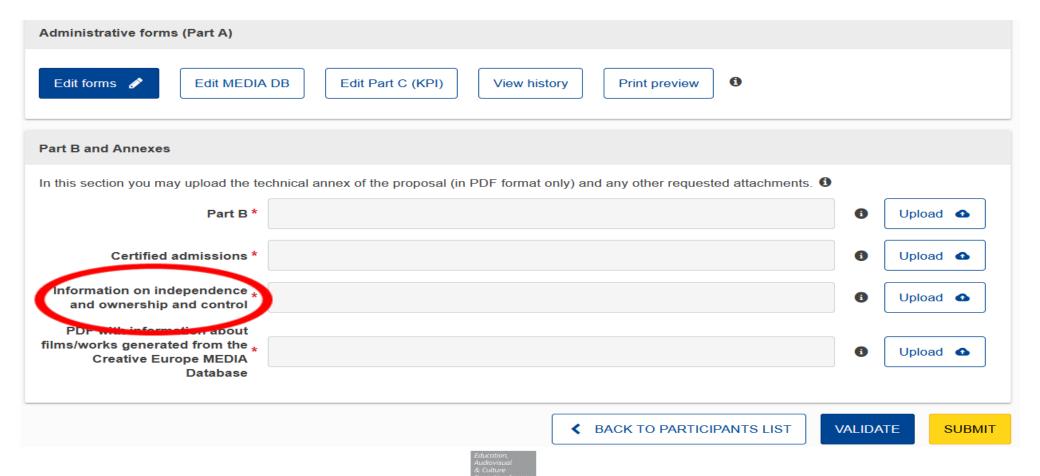
ELIGIBLE ADMISSIONS

- Eligible admissions must have a normal ticket price actually paid to the relevant exhibitor (including any special offers or discounts) but explicitly excluding those admissions where no fee was paid
- «normal ticket price» is the average price on the territory for commercial release.
 - → Ineligible admissions: where no fee was paid, special tickets for school or club screenings where amount paid does not correspond to commercial screenings





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





Information on Independence and Ownership and Control annex

- Provide full latest 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)

			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 %
4					

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



Part C (KPI)

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 te	chnical annex of the proposal (in PDF format only) and any other requested attachments. •	
Part B *	•	Upload 💁
Certified admissions *	6	Upload 💁
Information on independence * and ownership and control	6	Upload 💁
PDF with information about		
films/works generated from the * Creative Europe MEDIA	•	Upload 🐽
Database		
		ATE SUBMIT



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)



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 2021)
- Film 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 paying 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!



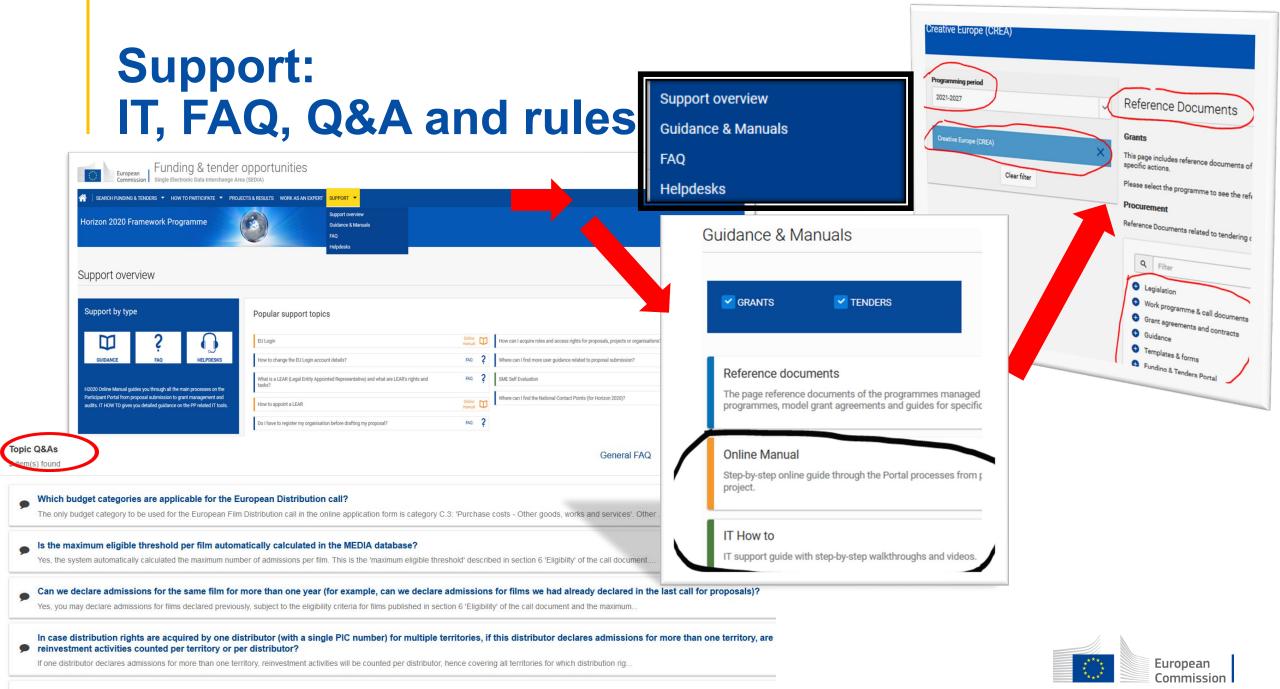


Eligible re-investment activities

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 30% to be reinvested in activities 3 and/or 4
 - > NO personnel costs and travel costs for your staff
- 70% funding rate on actual costs



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 in your country

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?

Questions about the call:

EACEA-FILM-DISTRIBUTION@ec.europa.eu

Questions about the film qualification:

EACEA-MEDIA-DB@ec.europa.eu

Technical questions about the film qualification:

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

IT support:

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



Thank you for your attention! Any questions?

