



# **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
	<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
Ireland	2.3	2.5	2.5
Other eligible countries <sup>6</sup>	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

### 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 **i** Reorder 

**Coordinator**  
REA international

**1**  REA international

**Add Affiliated Entity** 


REA international


Brussels, BE  
PIC: 912346014

Change organisation Contact organisation


**Contacts:** **i**

**Main contact**  
Misia COGHLAN

Add contact 

*Optional if applicable* 

**Affiliated Entity**  
Test Camelia-Valeria

**2**  Test Camelia-Valeria

Test Camelia-Valeria  
Brussels, BE  
PIC: 913842918

Change organisation Contact organisation

## 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*

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	Eligible 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
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



#### 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

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

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Distribution Territory

Germany

Year of Admissions

2024

Film Data

Original Title

Vem är du, Mamma Mu

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:

SELECT	FILM ID	TITLE	DIRECTOR	COUNTRY	STATUS	RIGHT
No movies found						



Could not find the work you are looking for

[Create a new work](#)

## 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
<b>TOTAL</b>	<b>19</b>		<b>13</b>		<b>19</b>



# Declaring admissions in the MEDIA Database

## Declaration of Admissions 2024

### Distribution Territory

Year of Admissions2024

☐ 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	
<del>AN UNBORN PATRIOT</del>	Czech Republic	2022	9.959	9.959	26.889,30 €	26.889,30 €	 VALID	<a href="#">Edit</a> <a href="#">Remove</a>
<del>THE LAST DAYS OF DISCREET</del>	Germany	2021	41.414	41.414	62.121,00 €	62.121,00 €	 VALID	<a href="#">Edit</a> <a href="#">Remove</a>
			51.373	51.373	89.010,30 €	89.010,30 €		

# Declaration of admissions – Film data

## Film Data

Original Title

HERADID

Select the Film

MEDIA Film Nationality

IS

Year of Copyright

2019

Status

Processed

Local title

## Film Performance

Release Date \*

26.02.2021



Total N° of running weeks \*

56

N° of certified admissions \*

236

in 2024

Box office receipts including VAT \*

763

in 2024

€

Average price per ticket

3,23

€

Comments (optional)

## 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](#)[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 \*

**Certified admissions**


Information on independence  
and ownership and control \*

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films/works generated from the  
Creative Europe MEDIA  
Database \*




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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>	

To 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 <a href="https://creative-europe-media-database.eacea.ec.europa.eu">https://creative-europe-media-database.eacea.ec.europa.eu</a> )	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

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## 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)

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 \(KPI\)](#)[View history](#)[Print preview](#)

### Part B and Annexes

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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: ? \*

###,###.##



⊖ 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)



## **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



# Support: IT, FAQ, Q&A and rules

[Support overview](#)  
[Guidance & Manuals](#)  
[FAQ](#)  
[Helpdesks](#)

 **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**

 **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](#)  
How can I acquire roles and access rights for proposals, projects or organisations?

[How to change the EU Login account details?](#)  
FAQ ?

[Where can I find more user guidance related to proposal submission?](#)  
FAQ ?

[What is a LEAR \(Legal Entity Appointed Representative\) and what are LEAR's rights and tasks?](#)  
FAQ ?

[SME Self Evaluation](#)  
Online manual

[Where can I find the National Contact Points \(for Horizon 2020\)?](#)  
FAQ ?

[How to appoint a LEAR](#)  
Online manual

[Do I have to register my organisation before drafting my proposal?](#)  
FAQ ?

**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 refi

**Procurement**  
Reference Documents related to tendering c

Filter

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

**Topic Q&As**  
Item(s) found

**General FAQ**

**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 in your country

[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?

### **Questions about the call:**

[EACEA-FILM-DISTRIBUTION@ec.europa.eu](mailto:EACEA-FILM-DISTRIBUTION@ec.europa.eu)

### **Questions about the film qualification:**

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

### **Technical questions about the film qualification:**

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

### **IT support:**

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

Thank you for your attention!

Any questions?