Creative Europe MEDIA

VOD Networks and operators
CREA- MEDIA-2021-VODNET

Online info session 02.07.2021

KEY ASPECTS

- Available budget: **4.000.000 EUR**
- Duration of the project: **between 12 and 18 months**
- Co-financing rate: **60%**
- Timeline:
  - Deadline: **05 October 2021 17:00:00 CET**
  - Evaluation: **October-December 2021**
  - Information on evaluation results: **January 2022**
  - Grant Agreement signature: **March 2022**
- Budget based grant (actual costs, with unit costs and 7% indirect costs).

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ORIGIN

This call **is a continuation of action 2** of the former call **Promotion of European works online**

Action 1. Support to Promotion, marketing and branding activities of VOD services

Action 2. Collaboration across borders between European VOD services

Action 3. Support to innovative strategies and online tools for the circulation, distribution and promotion of European audiovisual works, including audience development initiatives focusing on innovative and participatory strategies reaching out to wider audiences with European films.

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OBJECTIVES OF THE CALL

Support for

European Video on Demand (VOD) operators' network(s),

screening a significant proportion of non-national European works.

OBJECTIVES OF THE CALL

The aim of the action is

to increase cross-border collaboration

between existing European VOD services.

Definition VOD platform

Service

enabling **individuals**

to **select audiovisual works**

from a **central server**

for **viewing**

on a **remote screen**

by **streaming** and/or **downloading**.

EXPECTED RESULTS

- Strengthen the **cross-border collaboration** among European Video On Demand (VOD) platforms through joint/collaborative activities to **increase the online audience of European audiovisual content**.

- Strengthen **attractiveness** of eligible European Video On Demand (VOD) platforms **for cross-border audiences and online consumption at a larger scale.**

- **Improve the digital circulation and consumption** of European content by boosting its **visibility, discoverability and prominence**.

- Develop **new business models** and achieve **cross-border economies of scope and scale.**

ACTIVITIES TO BE FUNDED

Joint/collaborative actions across borders

with the aim to improve the **competitiveness and attractiveness** of European VOD platforms offering a **significant proportion of non-national European audiovisual works**

as well as to increase the **accessibility, visibility, discoverability and prominence** of European content for a **wider global audience** (European and international).

Special attention will be given to applications presenting **adequate strategies to ensure gender balance, inclusion, diversity and representativeness**.

ELIGIBILITY CRITERIA - APPLICANTS

Applicants must be:

Legal entities

Be established in Creative Europe participating countries

Must have stable and sufficient resources to successfully implement the projects and contribute their share.

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ELIGIBILITY CRITERIA - APPLICANTS

Submission of proposals:

- by a **consortium of at least 3 applicants** (beneficiaries; not affiliated entities), which complies with the following conditions: minimum 3 entities **from at least 2 different eligible countries**

OR

- by a **VOD platform with the capacity to offer its services in at least 2 different eligible countries.**

ELIGIBILITY CRITERIA - APPLICANTS

The applicant VOD platform(s) must present a minimum European dimension in their catalogue **or an aggregated catalogue** (in case of several VOD services involved in the consortium) constituted by:

- at least a total of **1000 available audiovisual works**

- at least **30% of audiovisual works from countries participating in the MEDIA strand**

- include audiovisual works from **at least five countries** participating in the MEDIA strand representing **at least five different official languages** of the European Union.

AWARD CRITERIA

Relevance: (40 points)

- The relevance of the project **vis-à-vis the objectives**, in particular the objective to **improve the visibility, discoverability, prominence of European content** and the **potential to reach a global audience** (15 points)

- The **added-value of the project** compared to the current position and activities of the VOD platform(s) involved (10 points)

- The **scope, size and European dimension of the VOD platform(s) involved** including a **diverse** participation of countries and of their catalogues (10 points)

- The adequacy of the strategies to ensure **gender balance, inclusion, diversity and representativeness,** either in the project/content or in the way of managing the activity (5 points)

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AWARD CRITERIA

Quality of content and activities: (30 points)

- The **adequacy of the methodology** to the objectives pursued by the project, including the market analysis, the terms of the cooperation among the VOD platform(s) involved, the timing of the activities (10 points)

- The **quality and the innovative aspects of the promotion, marketing and other activities** - including the techniques and tools deployed - in order to promote the European content and to increase the global audience of the European VOD platforms (10 points)

- The **feasibility and cost-efficiency** of the project (10 points)

AWARD CRITERIA

Project management: (10 points)

The **extent of the partnerships** in place,

the **exchange of knowledge** within and beyond the VOD services involved as well as

the **distribution of the roles and responsibilities** vis-à-vis the objectives of the action (10 points).

AWARD CRITERIA

Dissemination: (20 points)

- The proposed **methodology** for **assessing the impact and results of the project**, for **sharing of best practices**, **sharing of benefits of the actions** with more European platforms and for **optimising the visibility of the EU support** (10 points)

- The proposed methodology for defining appropriate mid-term strategies in order to ensure the **sustainability** of the VOD services involved (10 points).

PAYMENTS

- Pre-financing **70 %** at signature of agreement
- Final payment **30 %** after final report

- *No interim reports or payments*

SUBMISSION OF PROPOSAL

E-GRANTS!

Applications via the Funding and Tender Opportunities Portal (FTOP)

SUBMISSION OF PROPOSAL

Proposals must be submitted: before the call deadline

After this deadline, the system is closed and proposals can no longer be submitted

- electronically via the **Funding & Tenders Portal Electronic Submission System** (accessible via the Topic page in the *Search Funding & Tenders section*.

- (including annexes and supporting documents) **using the forms provided inside the Submission System** (NOT the documents available on the Topic page — they are only for information)

SUBMISSION OF PROPOSAL

- **Proposals must be complete:**

  - **Application Form Part A**— contains administrative information about the participants (future coordinator, beneficiaries and affiliated entities) and the summarized budget for the project **(to be filled in directly online)**

  - **Application Form Part B** — contains the technical description of the project **(to be downloaded from the Portal Submission System, completed and then assembled and re-uploaded)**

  - **Part C** — containing additional project data **(to be filled in directly online)**

SUBMISSION OF PROPOSAL

- **mandatory annexes and supporting documents (to be uploaded):**

  - list of **previous projects** (key projects for the last 4 years) (free form pdf) ;

  - info on subscription, revenue and catalogue (Excel doc) ;

  - **market analysis** including a forecast of revenues, forecast number of subscribers, pricing strategy, average costs per acquisition of a new subscriber and average life of a subscription (free form pdf);

  - Declaration on **ownership and control** (Excel doc).

SUBMISSION OF PROPOSAL
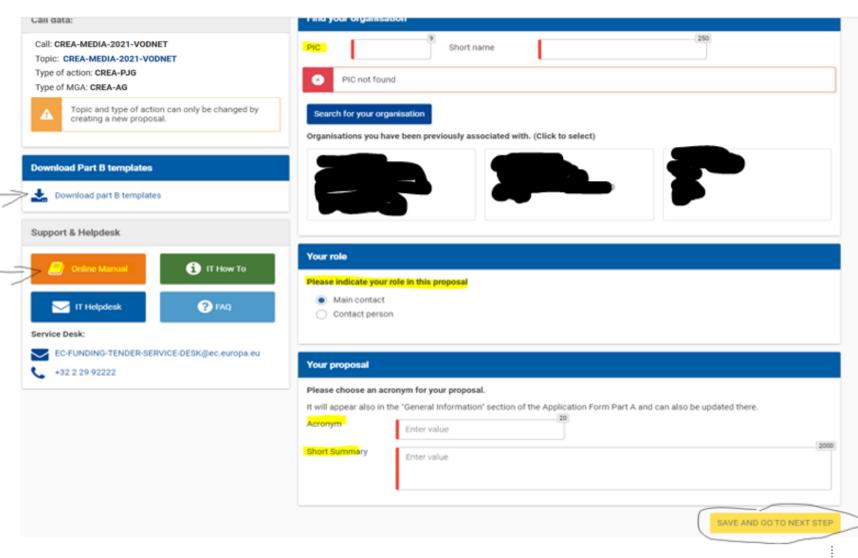
Coordinator must confirm that:

- they have the **mandate to act for all applicants**.

- that the **information in the application is correct and complete**

- that the **participants comply with the conditions for receiving EU funding** (especially eligibility, financial and operational capacity, exclusion, etc).

- Before signing the grant, each beneficiary and affiliated entity **will have to confirm this again by signing a declaration of honour** (DoH).

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SUBMISSION OF PROPOSAL

- The proposal must keep to the **page limits** (70 pages): **excess pages will be disregarded.**

- Documents must be **uploaded to the right category in the Submission System otherwise the proposal might be considered incomplete and thus inadmissible**.

- a **confirmation e-mail** (with date and time of application) after submission.

  - If no confirmation e-mail, it means the proposal has NOT been submitted.

  - >> **immediately file a complaint** via the IT Helpdesk webform, explaining the circumstances and attaching a copy of the proposal (and, if possible, screenshots to show what happened).
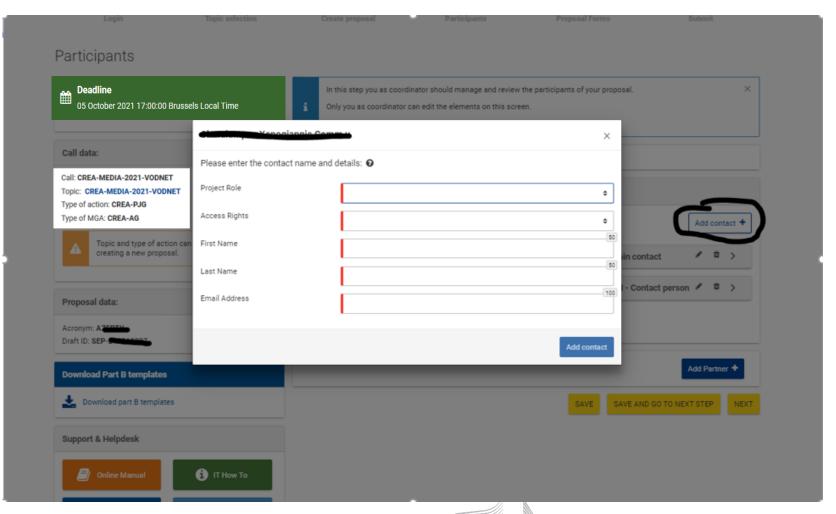
SUBMISSION OF PROPOSAL

- Details on processes and procedures are described in the **Online Manual**.

  - The Online Manual also contains the links to FAQs and detailed instructions regarding the Portal Electronic Exchange System.

- for general questions: **Portal FAQ**.

- consult the **Topic page** regularly: used to publish call updates.

- For individual questions on the Portal Submission System, please contact the **IT Helpdesk**.

- Non-IT related questions: **EACEA-MEDIA-AUDIENCE@ec.europa.eu**.

  - Indicate clearly the reference of the call and topic to which your question relates (see cover page).
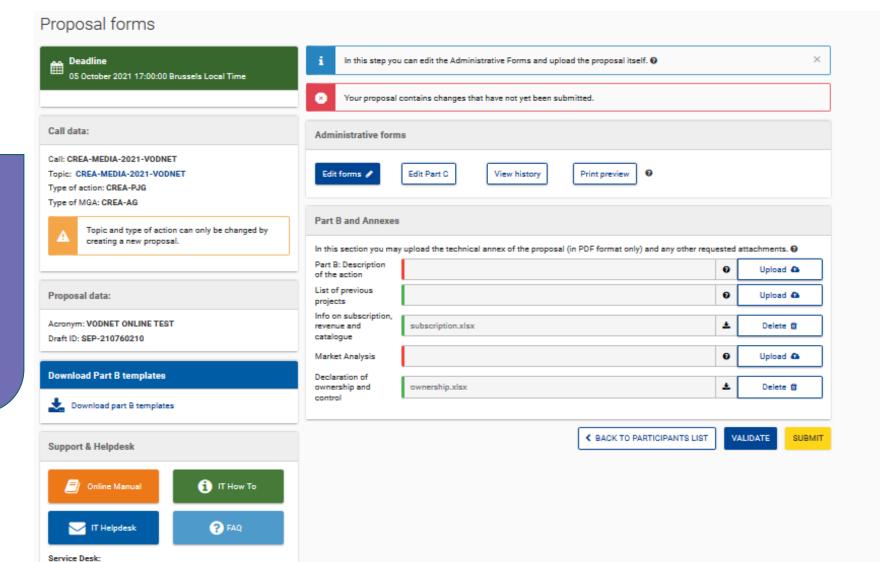
E-Forms in Submission System

Call data:

Call: **CREA-MEDIA-2021-VODNET**

Topic: **CREA-MEDIA-2021-VODNET**

Type of action: **CREA-PJG**

Type of MGA: **CREA-AG**

⚠ Topic and type of action can only be changed by creating a new proposal.

Download Part B templates

⬇ Download part B templates

Support & Helpdesk

📙 Online Manual | ℹ IT How To

✉ IT Helpdesk | ❓ FAQ

Service Desk:

✉ EC-FUNDING-TENDER-SERVICE-DESK@ec.europa.eu

📞 +32 2 29 92222

Find your organisation

PIC [ ]⁹ Short name [ ]²⁵⁰

❌ PIC not found

Search for your organisation

Organisations you have been previously associated with. (Click to select)

Your role

Please indicate your role in this proposal

⦿ Main contact
○ Contact person

Your proposal

Please choose an acronym for your proposal.

It will appear also in the "General Information" section of the Application Form Part A and can also be updated there.

Acronym [Enter value]²⁰

Short Summary [Enter value]²⁰⁰⁰

SAVE AND GO TO NEXT STEP

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Part A

Call: CREA-MEDIA-2021-VODNET
(European VOD networks and operators)

Topic: CREA-MEDIA-2021-VODNET

Type of Action: CREA-PJG
(CREA Project Grants)

Proposal number: SEP-210760210

Proposal acronym: VODNET ONLINE TEST

Type of Model Grant Agreement: CREA Action Grant Budget-Based

Table of contents

Section	Title	Action
1	General information	Show
2	Participants	Show
3	Budget	Show

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Part A: Budget

Application forms

| Table Of Contents | Validate Form | Save | Save&Close |

Proposal ID SEP-210760210

Acronym **VODNET ONLINE TEST**

3 - Budget

No.	Name of beneficiary	Country	Role	Personnel costs - without volunteers /	Personnel costs volunteers /	Subcontracting costs/	Purchase costs - Travel and subsistence/	Purchase costs - Equipment/	Purchase costs - Other goods, works and services/	Financial support to third parties/	Indirect costs/	Total eligible costs/	Ineligible costs	Total estimated project costs and contributions	Funding rate	Maximum EU contribution to eligible costs	Requested EU contribution to eligible costs	Max grant amount	Income generated by the project	In kind contributions	Financial contributions	Own resources	Total estimated project income
1	Charalampos Xenogiannis	BE	Coordinator	0	0	0	0	0	0	0	0,00	0,00	0	0	60	0,00	0,00	0,00	0	0	0	0	0,00
			Total	0	0	0	0	0	0	0	0,00	0,00	0	0		0,00	0,00	0,00	0	0	0	0	0,00

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Part B

Project summary
See Abstract (Application Form Part A).

1. RELEVANCE

1.1 Background and general objectives

Background and general objectives

For 'European Co-development', 'European Slate development', 'European Mini-Slate development' and 'TV and Online content':

- Provide a presentation of the applicant company (and partners for the European Co-Development and TV and Online actions),its management, its activities, its present position in the national and European markets and its editorial line in terms of development and production.

- For European Slate and Mini-Slate development, also describe the company's development plans and its present and forecast financial status (this must include the company's total turnover and total development expenditure in the last two financial years in €).

For 'Fostering European media talents and skills', 'Markets & networking', 'Innovative tools and Business models', 'Networks of European cinemas', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Creative Innovation Lab' and 'Journalism Partnership': Define the objectives of your proposal and explain their relevance to this call for proposals.

For 'Films on the Move': Describe the experience of the sales agent on pan-European projects, the number of distributors involved and the experience of distributors and their involvement in the project.

Insert text

1.2 Needs analysis and specific objectives

Needs analysis and specific objectives *(n/a for 'Subtitling of cultural content' and 'Audience Development and Film Education')*

For 'European Co-development':

- Describe the added value of the co-development approach, in particular with regards to the nature of the project and the complementarity of the background and experience of the partners involved.

- Describe how the production companies will collaborate on the joint development of creative aspects and storytelling.

For 'European Slate development' and 'European Mini-Slate development': Describe how the slate will help improve the company's position on the European and international market in relation to its co-production approach, partnership with players from different countries (including from countries with different production capacity), visibility at major film festivals and physical and online markets, capacity to increase the company's turnover, and capacity to

SUBMISSION OF PROPOSAL

- Work packages / Deliverables / milestones

  - **THERE NO MANDATORY WORK PACKAGES**

  - **YOU ARE FREE TO DETERMINE YOURS**

  - **IT IS RECOMMENDED NOT TO HAVE TOO MANY.**

  - **THE MINIMUM IS 2 WP.**

WORK PACKAGES: definition

- A work package is a major sub-division of the project.

- It is a building block of the work breakdown structure that allows the project management to define the steps necessary for completion of the work.

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WORK PACKAGES: definition

For each work package,

- enter an **objective** (expected outcome)

- and list the **activities**

- **milestones** (only for major outputs)

- and **deliverables** that belong to it.

- The grouping should be logical and guided by identifiable outputs

WORK PACKAGES: elements

- **Activities** (what, how, where) and division of work

- A **milestone** is a scheduled event signifying an important decision making moment or the completion of a deliverable

- A **deliverable** is a physical output related to a specific objective of the project, e.g. a report, publication, newsletter, tool, website, or conference

- **Timetable**

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WORK PACKAGES: examples

- **EXAMPLES:**

  - WP1: Coordination activities

    - WP1 should cover the management and coordination activities (meetings, coordination, project monitoring and evaluation, financial management, progress reports, etc) and all the activities which are cross-cutting and therefore difficult to assign to another specific work package(do not try splitting these activities across different work packages). WP2 and further WPs should be used for the other project activities.

  - WP2: Deployment of tools (software and other)

  - WP3: Communication and marketing activities

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Thank you!

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Jan Van Ryckeghem

Soon-Mi Peten

Stefano D'Orilia

European Commission