

# WELCOME to the information session on the European Film Sales Call for Proposals 2024 we will start @ 2.30 pm.

Laura Texier & Flavia Buiarelli (EACEA – Call coordinators)
Jagoda Komusinska (DG Connect)
Stefano D'Orilia (EACEA -Team Leader Audience sector)

**MEDIA** unit

European Education and Culture Executive Agency



# Information session European Film Sales 5 June 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 <a href="https://www.eacea.ec.europa.eu/news-events/events/online-sessions-creative-europe-media-2024-2023-10-24">https://www.eacea.ec.europa.eu/news-events/events/online-sessions-creative-europe-media-2024-2023-10-24</a> en

European Education and Culture Executive Agency



### **Summary**

- Overview on the support & the call
- How to submit a proposal online
- Step 1 requirements & step 2 (admissions in MEDIA Database)
- MEDIA Database new functionality
- Lessons learns
- Reinvestment activities
- Support: IT, FAQs 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).
- shall 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 & Budget**

- Call opened for submission: 30 April 2024
- Deadline: Check the <u>F&T portal</u>
- Evaluation: July October 2024
- Notification of results: December 2024
- Grant agreements signed: December 2024 March 2025
- **Budget**: **EUR 5.35 M** (<2% compared to 2023)





### Participating countries for European Film Sales

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

Not UK





#### Overview of the call

- Single reference year for Step 1 & Step 2: 2023 (copyright 2020 earliest)
- Step 2 coefficients adjusted (to take into account market evolution & expectations)
- Maximum threshold per film (cumulative number of admissions)
- Fund capped at EUR 750.000





#### How to submit a proposal online

- GO to F&TOP: EU Funding & Tenders Portal | EU Funding & Tenders Portal (europa.eu)
- Funding > Call for proposals > European Film sales agent (CREA-MEDIA-2024-FILMSALES) > start submission

#### Start submission



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:

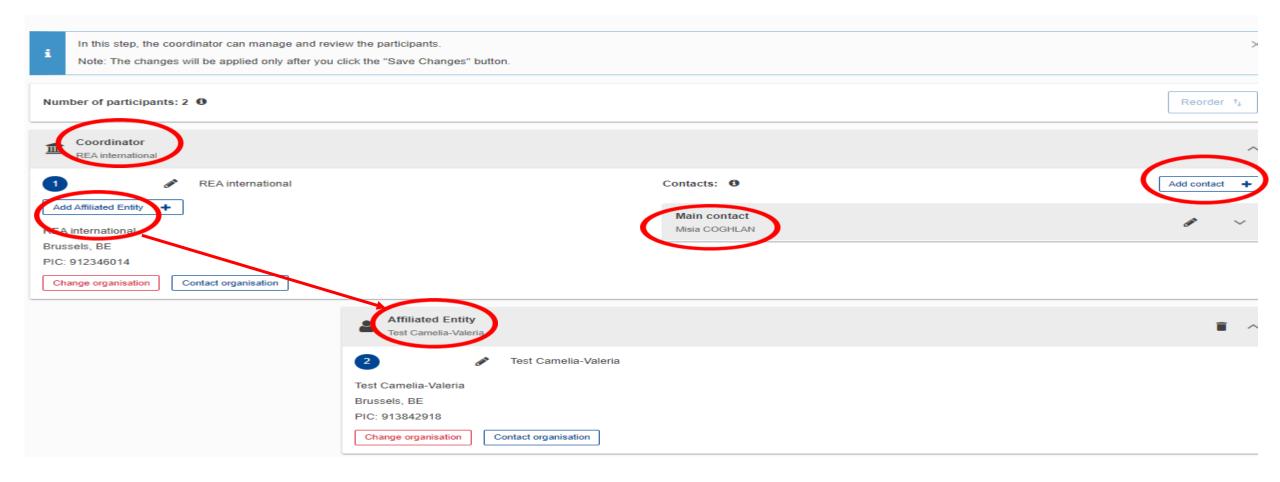
CREA Project Grants [CREA-PJG], CREA Action Grant Budget-Based [CREA-AG]

Start submission





## **Part A – Administrative forms - Participants**







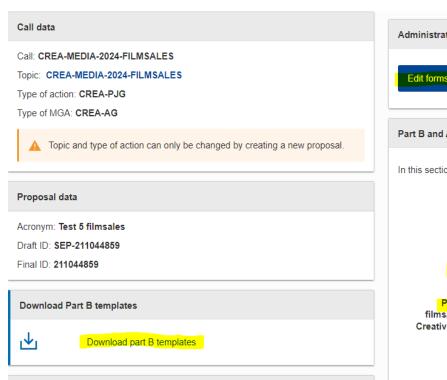
#### Part A - Participants: affiliated entities

- Legal or capital *link* with the applicant (coordinator)
  - → Not limited to the action nor established only for implementation
- Example: parent companies/subsidiaries
- 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





#### **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 technica	I annex of the proposal (in PDF format only) and any other requested attachments.		
Part B *		0	Upload 🔓
List of films *		0	Upload 🔓
I <mark>nfo on independence and <sub>x</sub>.</mark> Ownership and control		6	Upload 🔓
PDF with information about films/works generated from the ** Creative Europe MEDIA Database		0	Upload 🔓
Other annexes		0	Upload 🔓





#### Part A - Administrative forms - General information

- Project title, acronym **company name** (recommended)
- Duration between 12 and 24 months

Proposal title *	Generation Filmsales 2024							
•	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 2024							
bstract *				?				

Abstract





#### **Part A – Administrative forms - Budget**

2. Fill "Purchase costs – Other goods, works and services"

Formula: Estimated grant from **MEDIA DB** \* 1,34

1. Fill "Requested EU contribution to eligible costs" with the estimated grant (=potential fund) as calculated in the MEDIA DB



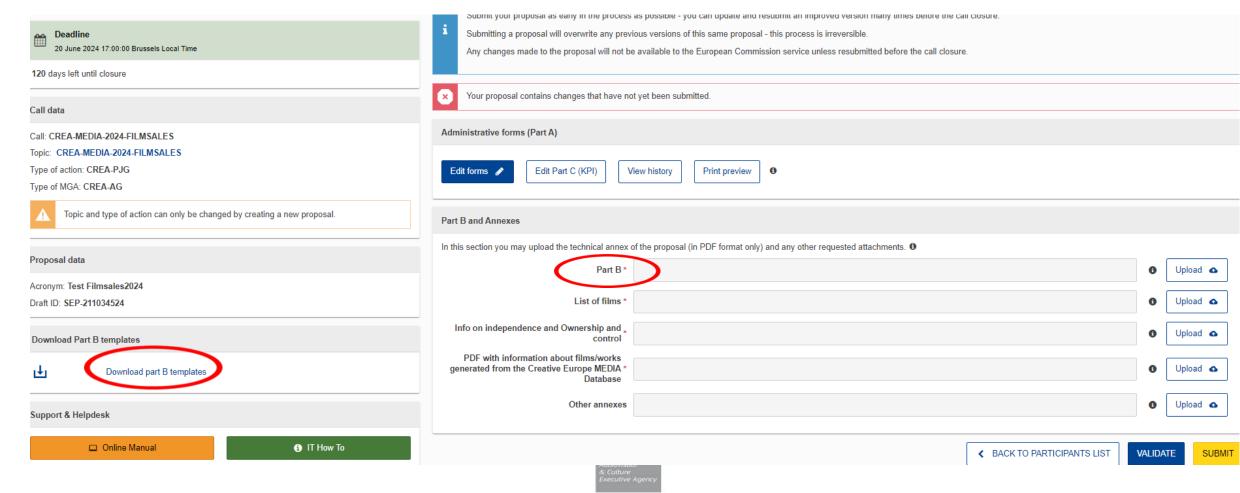
3 - Budget	
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N	Io. Name o beneficia		Role	Personnel costs - without volunteers/EUR	Personnel costs volunteers/EUR	Subcontracting costs/EUR	Purchase costs - Travel and subsistence/ EUR	Purchase costs - Equipment/EUR	Purchase costs - Other goods, works and services/EUR	Financial support to third parties/ EUR	Indirect costs/EUR	Total eligible costs/EUR		Total estimated project costs and contributions/EUR	_	Maximum EU contribution to eligible costs/EUR	Requested EU contribution to eligible costs/EUR	Max grant amount/EUR
	1 Rea Internation	al BE	Coordinator	0	0	0	0	0	134 000	0	9 380.00	143 380.00	С	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	C	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"



## <u>Funding and Tender Opportunities Portal</u> <u>Submission system</u> – complete all parts of the proposal





#### **Part B – Description of the action**

- section 1.1 'Relevance Background and general objectives'.
- 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 only:
  - 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)

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 Database	Upload      □



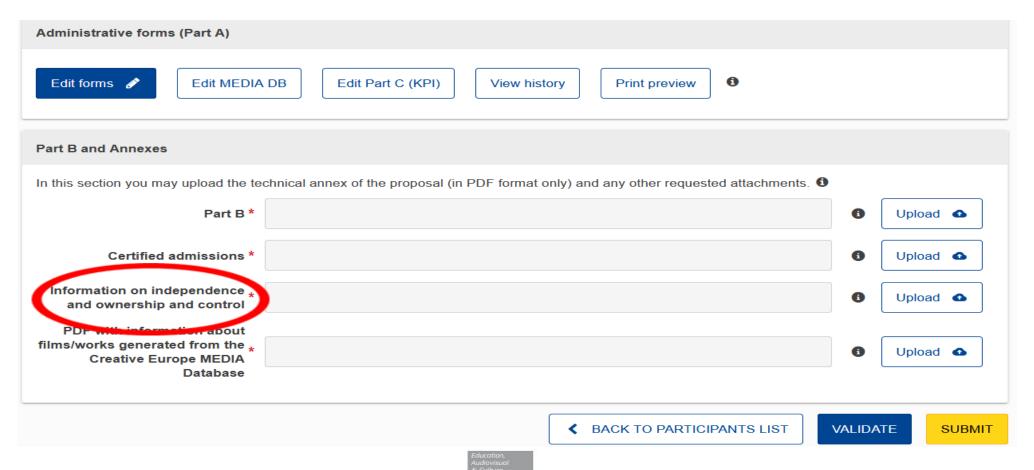
#### Part C (KPI)

#### 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? 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)



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





## **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

			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 %

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



#### **Generation of potential fund**

- **Step 1**: on the basis of sales activities on the previous year (in 2023)
  - > if complied: goes to to step 2
- Step 2: on the basis of eligible admissions achieved by the European non-national films distributed by eligible distributors (in 2023)





#### Step 1

- Films acquired and distributed in 2023
  - a) applicant acquired theatrical rights for 2 films (any nationality, EU or non-EU)
    - → International sales **agreement** must be **signed in 2023**

	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 COL	DE:										
				FILMS ACQU	IRED 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 aquired 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	C <mark>ountry of</mark> origin	Film ID code *	Year of copyrights	Production company + country	Date of signature dd/mm/yyyy	Territories aquired 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:**

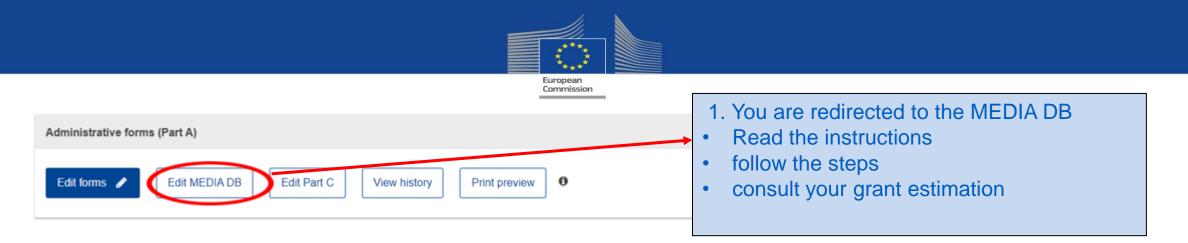
Administrative forms (Part A)	
Edit forms 🖋 Edit MEDIA DB Edit Part C View history Print previe	ew <b>1</b>
Part B and Annexes	
n this section you may upload the technical annex of the proposal (in PDF format only) and any oth	er requested attachments. <b>1</b>
Part B *	€ Upload ♠
List of films * Step 1A (List of films)	€ Upload •
nfo on independence and Ownership and * control	€ Upload •
PDF with information	
generated from the * Creative Europe MEDIA Database	<b>1</b> Upload <b>△</b>
Step 1B (box office evidence if applicable)	Ce, 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
- ➤ Up to a **maximum threshold** per film and per country of distribution (automatically calculated new!)
- > Based on eligible admissions in 2023 / already declared in MEDIA DB

Nationality of the film	coefficient
Germany, Spain, France, Italy	0,75
Others	1



#### 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 SEP Project ID

CREA-MEDIA-2024-FILMSALES

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).

lereby 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 2024 by clicking ('here', after call closure), Excel updated 'live' with information related to film qualification (film nationality)

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

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

- 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.





# Step 2: new functionality: MEDIA DB calculates automatically the cumulative maximum threshold of eligible admissions:

- Based on number of admissionsdone current + previous years
- . Max threshold differs from Country of distribution

#### Maximum eligible threshold per film (number of admissions)

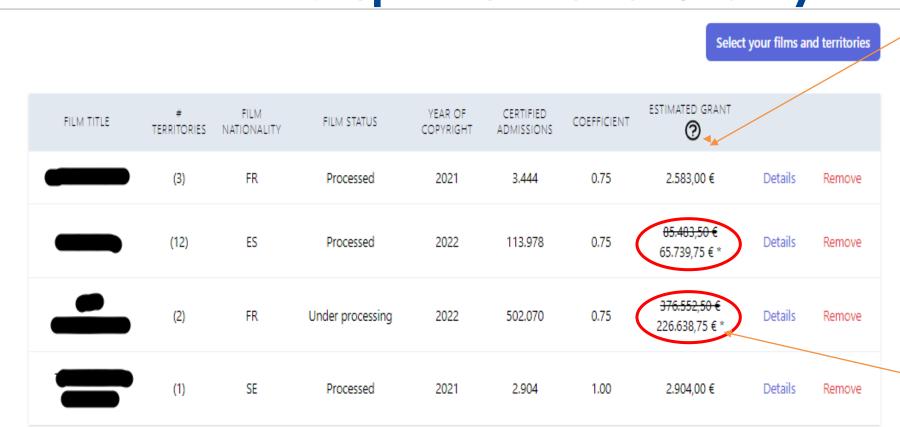
Cumulative maximum threshold of eligible admissions of eligible non-national European films<sup>12</sup>:

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 new functionality**



- -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	
Step 2 – Select admissions and finalization	e dossier
In this section you may upload the technical annex of the proposal (in PDF format only) and any other requested attack	chments. 1
Part B *	<b>1</b> Upload <b>△</b>
List of films *	<b>❸</b> Upload <b>△</b>
Info on independence and Ownership and *	€ Upload ♠
PDF with information about films/works generated from the * Creative Europe MEDIA Database  Step 2 - attach export from MEDIA	Upload •
Other annexes	€ Upload ◆





#### tips: Admissions generated in MEDIA database

- Select only admissions of films for which you own the theatrical rights in the territory(ies)
- Check **film eligibility requirements** in the call document (section 6)
- Database calculates total estimated grant for your application only for « processed » films
- In submission system
  - > Attach finalised admissions dossier as **pdf annex AND**
  - > Add total estimated grant amount to your budget





# lessons learnt Reasons for reductions of the requested grant

- Copyright year of film too old (before 2020)
- Film not European non-national (as qualified in database)
- Film not MEDIA nationality
- Applicant does not own the theatrical rights in the territory
- Sum of all generated funds exceeded available budget





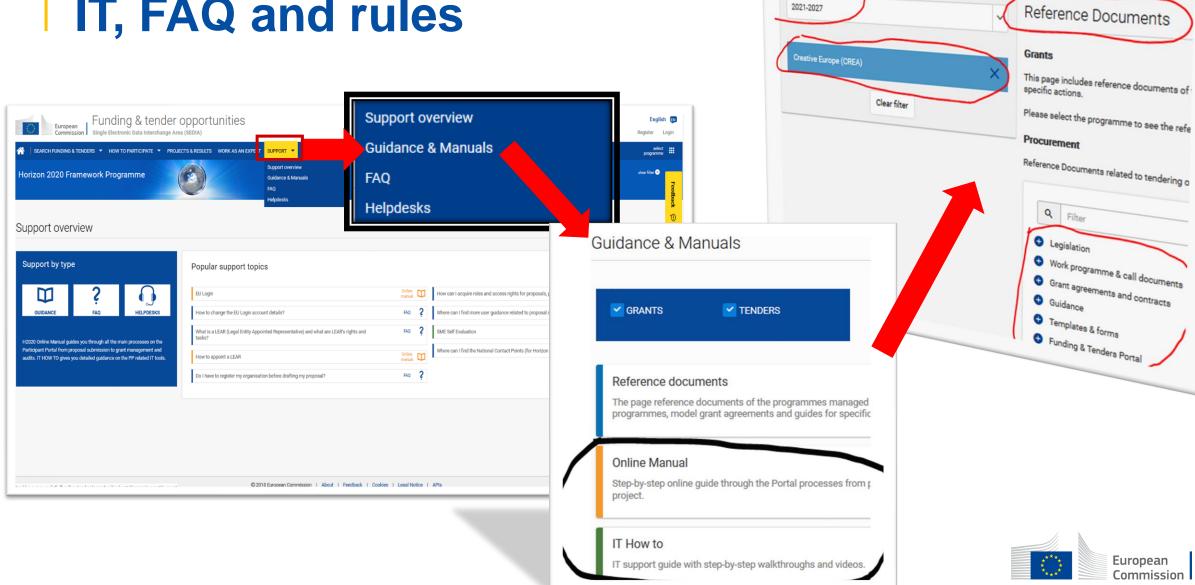
## Eligible re-investment activities

- 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



## Support: IT, FAQ and rules



Creative Europe (CREA)

European

Commission

Programming period

2021-2027

## **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;
- 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?**

# CONTACT US if you have any questions when preparing and submitting your application

For questions about the call:

EACEA-DISTRIBUTION-SALESAGENTS@ec.europa.eu

For IT support:

https://ec.europa.eu/info/funding-

tenders/opportunities/portal/screen/support/helpdesks/contact-form

