

WELCOME
to the information session on the
Films on the Move
(call CREA-MEDIA-2025-FILMOVE)

We will start promptly at 3:30 PM
Please mute your microphone and switch off your camera



27/11/2024



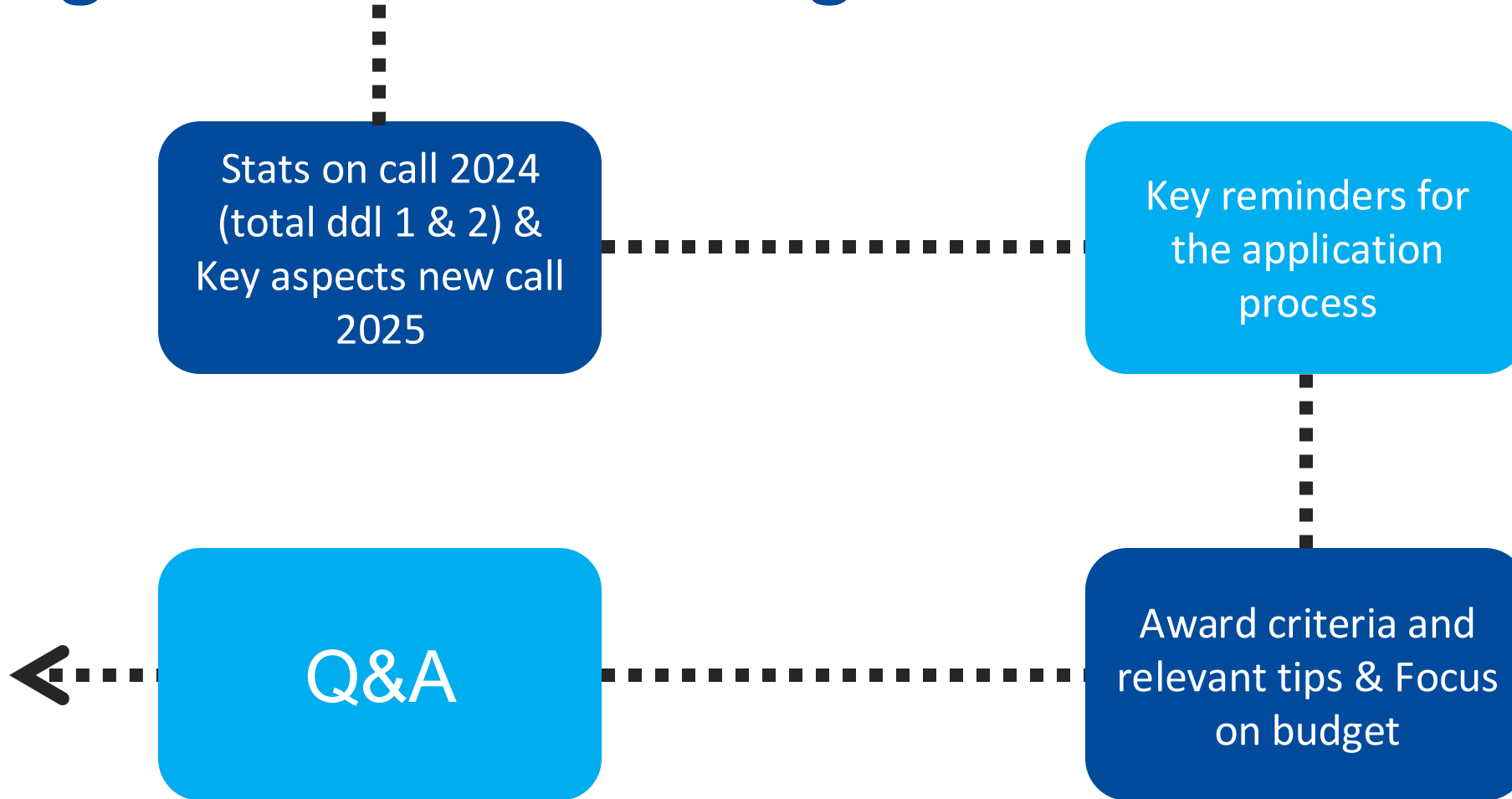
PLEASE NOTE

This info session will be not be recorded but the presentation will be published on EACEA's website, accessible here.

Please refer to the data protection notice of the event for more information

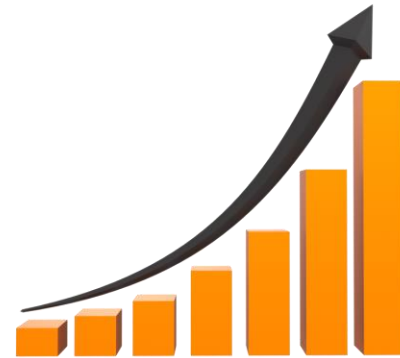


Agenda of the meeting



Comparison 2023 & 2024

In 2023 (ddl1+2):
49 proposals submitted
(18 ddl 1) & 31 proposals
awarded



In 2024 (ddl1+2):
63 proposals submitted
(28 ddl 1) & 26 proposals
awarded



63 proposals
submitted

26
proposals
awarded

545 national
distributors
supported

20
European
SA
supported

Stats Results 2024

Total key data

Average
territories
in grouping
21

Total
awarded
15.9 M €

Total
requested
35 M €

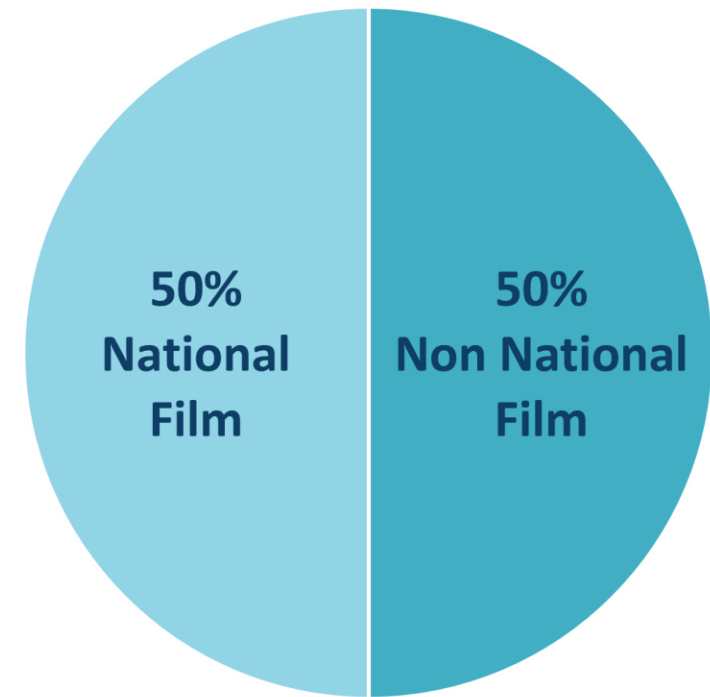
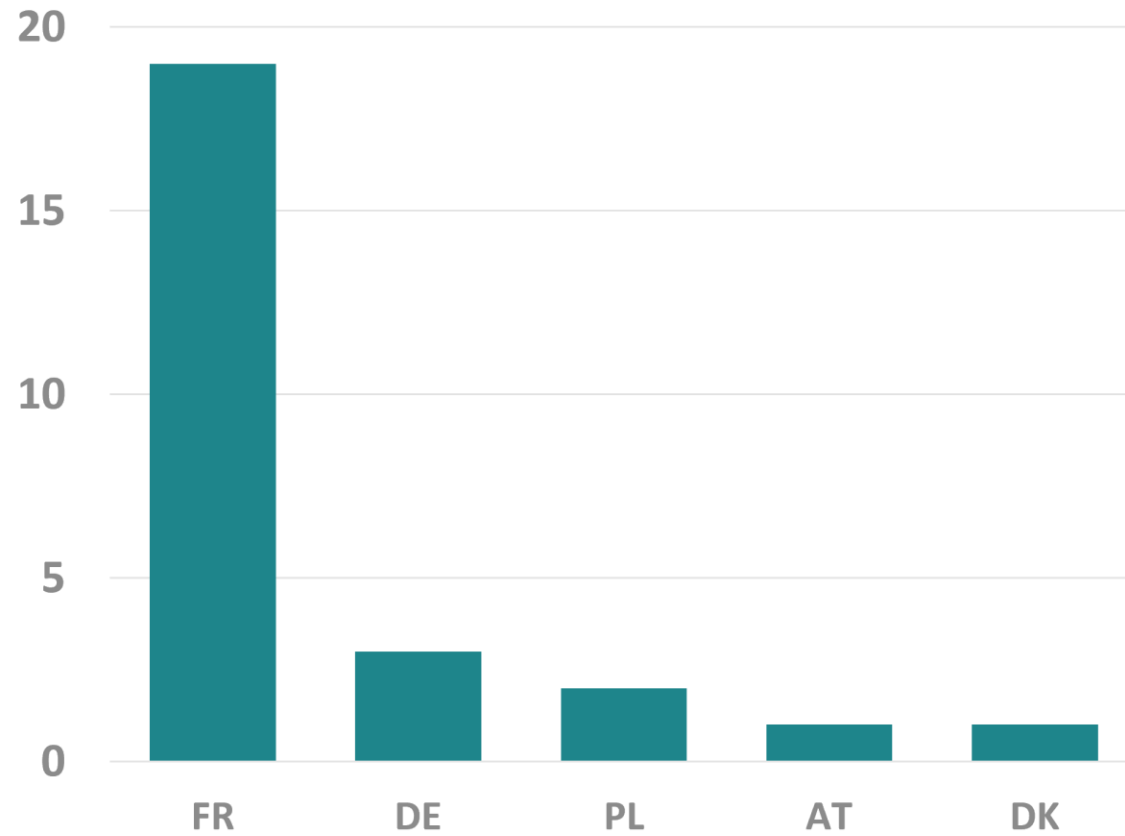


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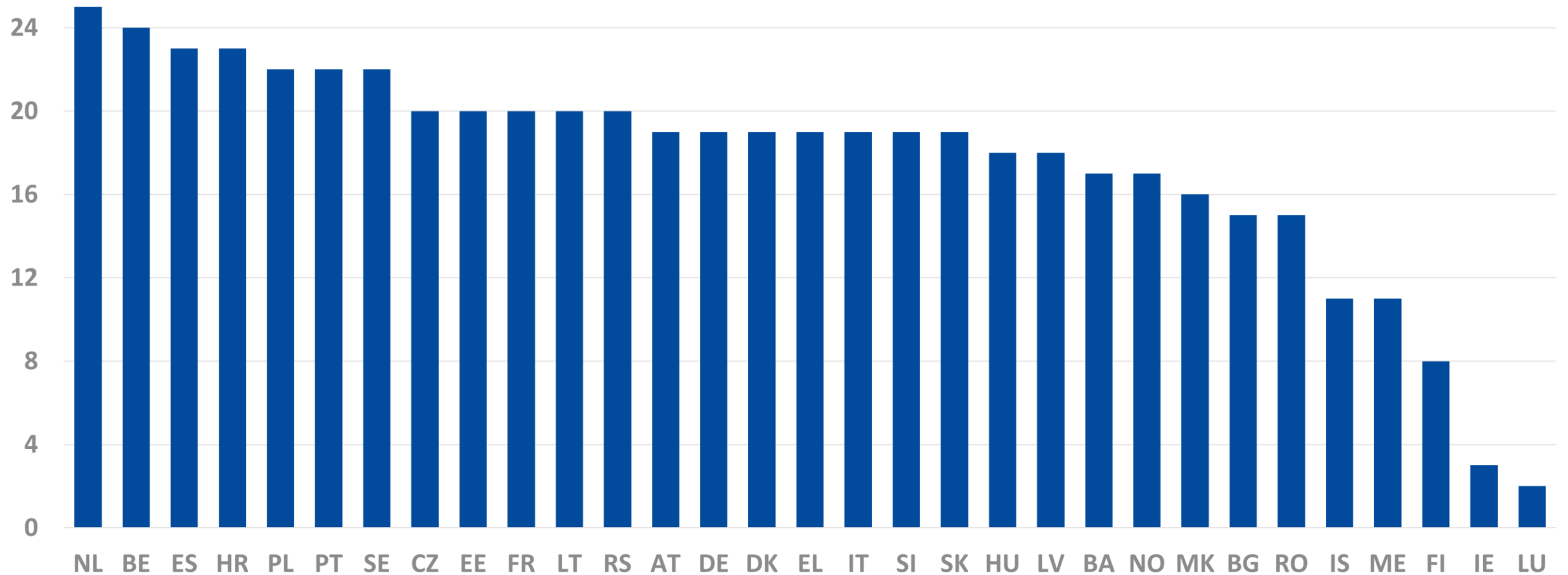
Stats Results 2024

Selected Sales Agent per country



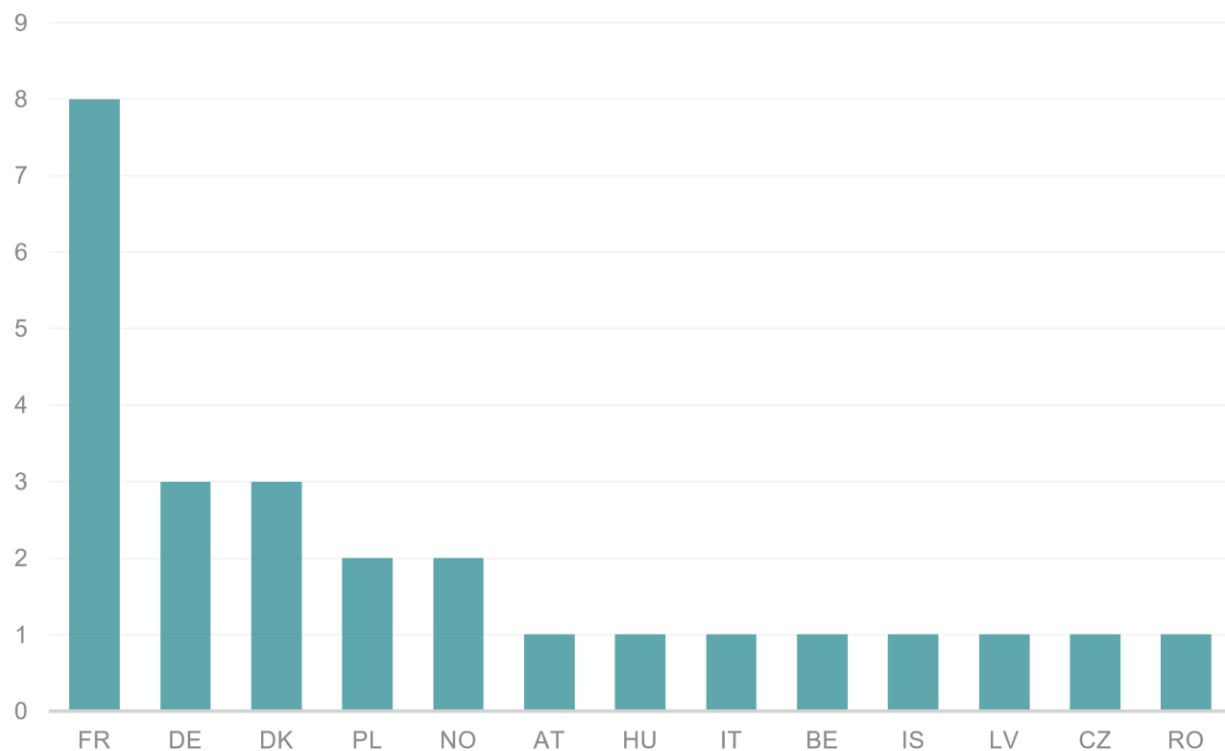
Stats Results 2024

545 Selected distributors per country - representing 31 territories

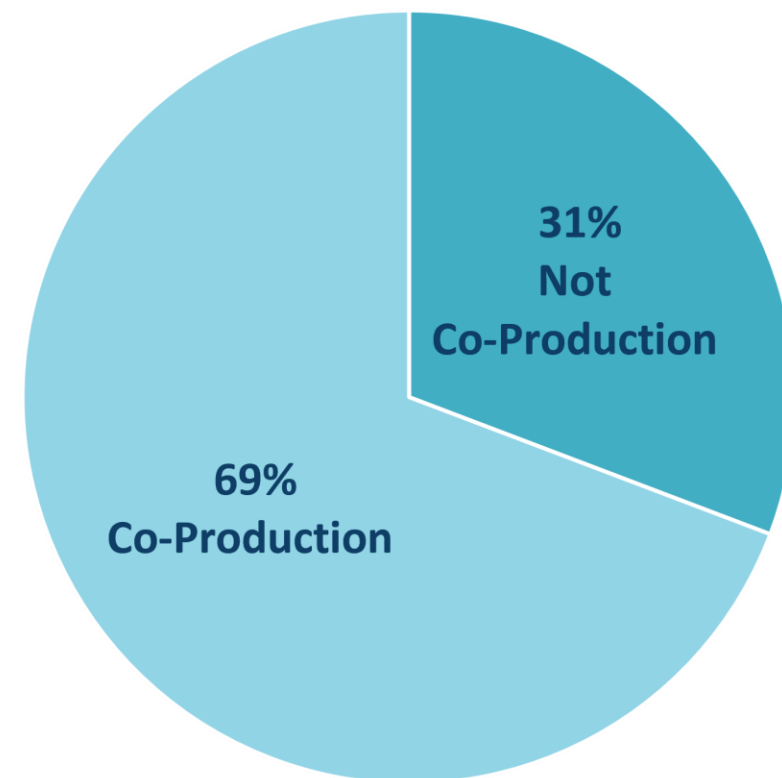


Stats Results 2024

Film Nationality



Financing Structure

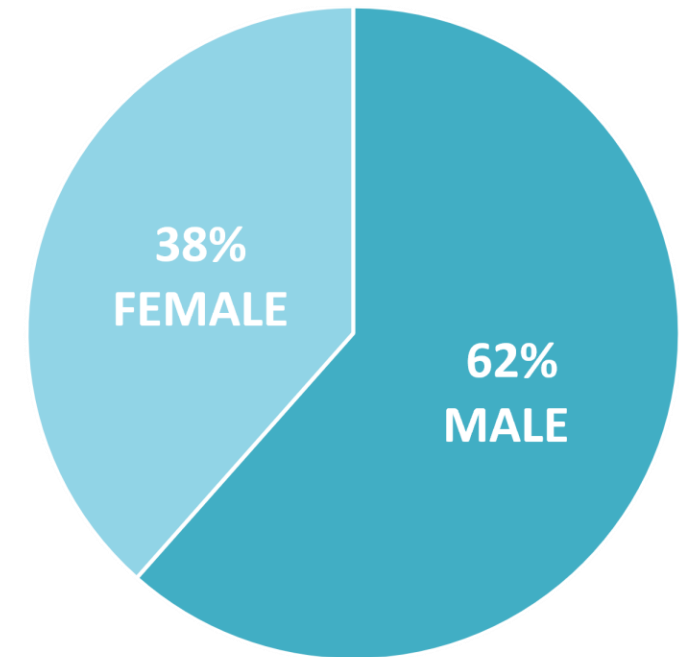


Stats Results 2024 Genre

Director Nationality

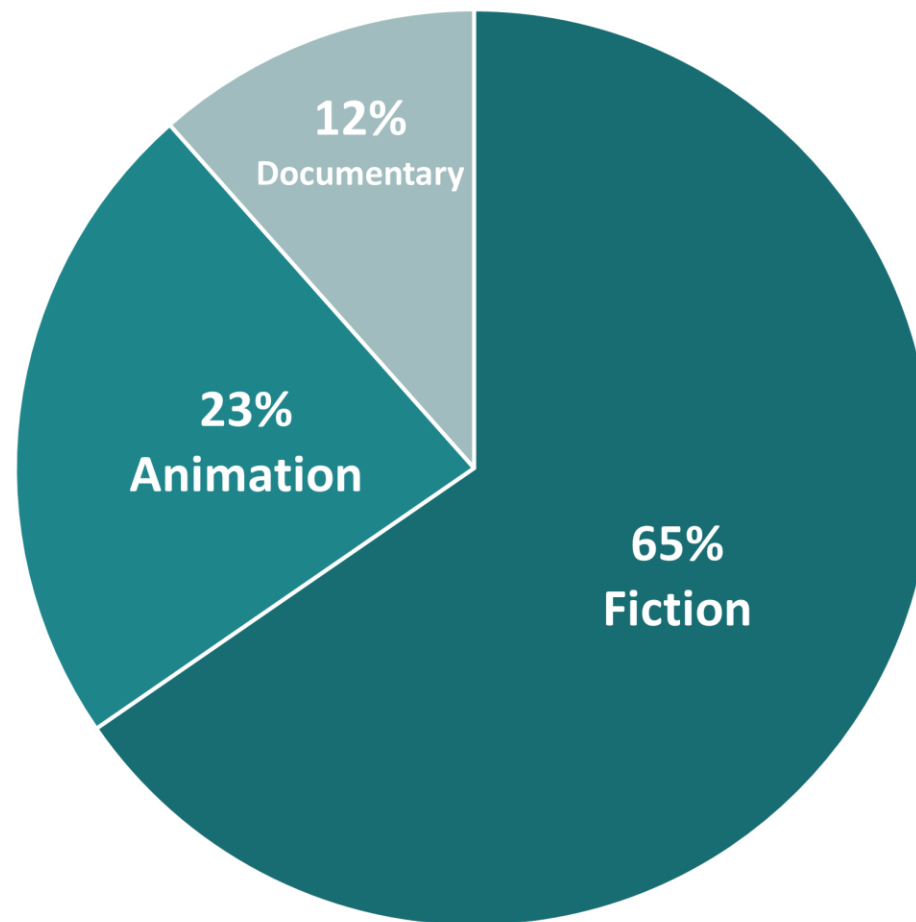


Gender balance of film directors

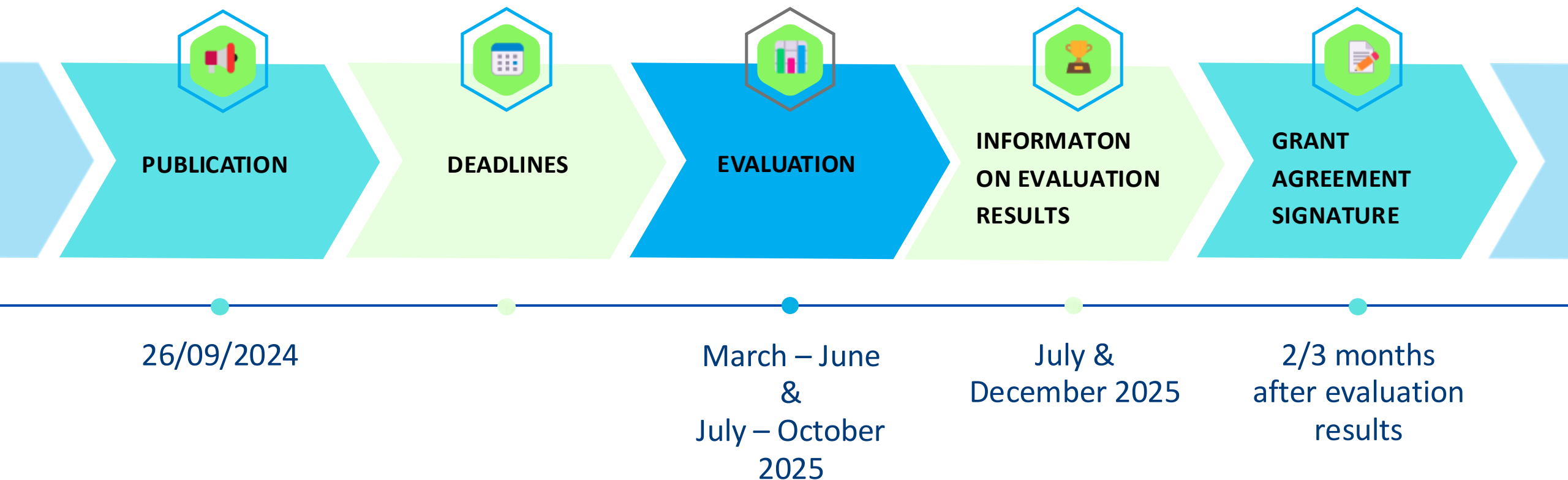


Stats Results 2024

Genre



KEY ASPECTS Timeline



KEY ASPECTS Details



AVAILABLE BUDGET
16.000.000 €
Ddl1: 40%
Ddl2:60%



COORDINATOR
Must be established in one of the countries participating in the MEDIA strand of the Creative Europe Programme and owned directly or by majority participation, by nationals from such countries



STARTING DATE OF PERIOD OF ELIGIBILITY
At Grant Signature
(retroactivity possible if duly justified: at the earliest from the date of submission)



COORDINATOR
Must be directly appointed by the producer of the submitted film by way of an international sales agreement providing for the right to sell the film in at least **15 countries** participating in the MEDIA strand



DURATION
12-24 MONTHS
(extensions are possible, if duly justified and through an amendment)



EARLIEST RELEASE DATE
10 weeks after the date of submission of application



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FINANCIAL MODALITIES



**Budget based
(actual costs)**

**Co-financing rate
90%**



**Requested amount:
No max. threshold per
proposal (cost-efficiency!)**

**1st pre-financing: 70%
Final payment: 30%**





WHAT IS NEW IN 2025?



Eligibility of films with a production budget of max EUR 20M

Max 25% of the budget can be allocated to films with a production budget > EUR 15M

New



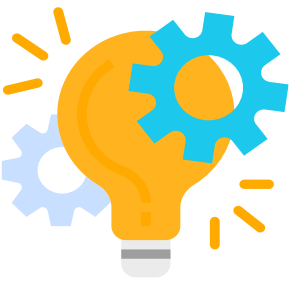
Country participation: Ukraine

Criterion European and international dimension of the project: global strategy by the sales agent, geographic coverage, cultural and linguistic diversity including the country of origin of the film and **its contribution to achieve diverse content for audiences.**



KEY REMINDERS FOR APPLICATIONS TO GET READY





Reminder Application process



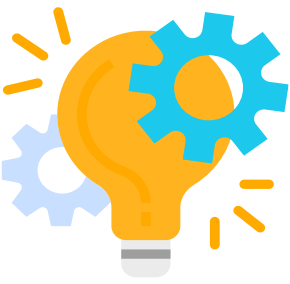
Mandatory annexes according to the call:

- ✓ Information on Independence and **Ownership** is EU?
- ✓ International film **sales agreement** duly signed for min 15 EU countries?
- ✓ PDF with film(s)/work(s) **information** from the Creative Europe MEDIA Database? Info on **Eligible Film/Grouping/Forecast release date/P&A costs/Forecast grant**
- ✓ **LOI** of distributors having acquired the theatrical rights from the SA detailing P&A costs min.7?



Reminder

Letters of intent



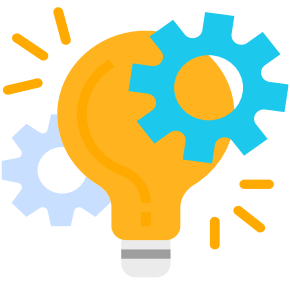
Letters of intent of distributors having acquired the theatrical/online rights from the sales agent should mention:

- ⇒ Confirmation of the intention to release the film (theatrically and/or online)
- ⇒ Type of rights that have been acquired
- ⇒ MG paid to SA for the acquisition
- ⇒ Confirm compliance with monitoring obligations vis-à-vis SA in case of selection
- ⇒ Compliance with the third party support conditions of the call CREA-MEDIA-2025-FILMOVE



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Reminder

Third party support conditions of the call

- be established in one of the countries participating in the MEDIA strand of the Creative Europe Programme and owned directly or by majority participation, by nationals from such countries;
- be the holder of the theatrical and/or online distribution rights for the film in the country concerned;
- carry out the theatrical and/or online distribution of the film in the country (determine the release date, plans, controls and executes the distribution and promotion campaign);
- pay directly the associated distribution costs.

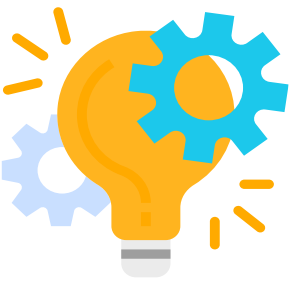


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Reminder

Criteria for third party support of distributors



- **Multiple territories:** one letter of intention per territory and per distributor
- Attention: particular case when a Sales agent is also a distributor => the coordinator cannot be a **third party**



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Reminder criteria for third party support of distributors



Maximum 70% of the forecasted P&A

Maximum grant allowed per category of country :

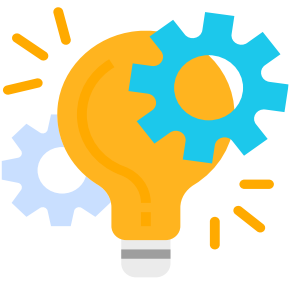
- Max 150.000€ for FR, ES, IT and DE
- Max 60.000€ for AT, BE, NL, PL
- Max 30.000€ for CZ, DK, FI, EL, HU, NO, PT, SE
- Max 10.000€ for all the other territories.



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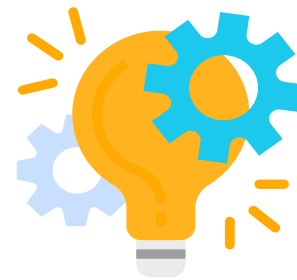
Reminder application process – Fiche film!



Film Database :

- ⇒ The Film Database allows to submit online all the information on the film with necessary documents to qualify it (film financing plan and main cast & crew info)
- ⇒ Even when the film is already qualified, you need to go to the film database, download the film file with the list of distributors of the grouping and upload it in the application as one of the annexes of part B

Reminder application process – Fiche film!



ec.europa.eu/research/participants/submission/manage/screen/submission/SEP-210758581/fill-proposal

Progress bar: Login ✓, Topic selection ✓, Create proposal ✓, Participants ✓, Proposal Forms (active), Submit

Proposal forms

Deadline
24 August 2021 17:00:00 Brussels Local Time

Call data:
Call: CREA-MEDIA-2021-FILMOVE
Topic: CREA-MEDIA-2021-FILMOVE
Type of action: CREA-PJG
Type of MGA: CREA-AG

Administrative forms
In this step you can edit the Administrative Forms and upload the proposal itself.
Your proposal contains changes that have not yet been submitted.

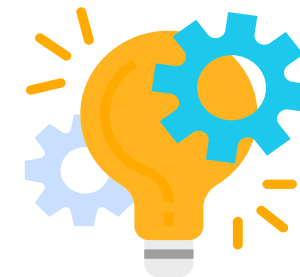
Part B and Annexes
In this section you may upload the technical annex of the proposal (in PDF format only) and any other request attachments.

Buttons: Edit forms, Media DB, Edit Part C, View history, Print preview

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

From the submission system, you need to go to the film database “Media DB” to collect one of the annexes (PDF with film/work information from the Creative Europe MEDIA Database):

Reminder application process – Fiche film!



Media DB (the film fiche annex), how does it look like?

PDF download of dossier, 15.06.2021. 15:45:13

Films on the Move

Application Information

Call / Topic reference CREA-MEDIA-2021-FILMOVE
SEP Project ID SEP-210755232
Company Name [REDACTED]
Contact Person Gregory.PARR@ec.europa.eu

Film selection

Film Title [REDACTED]
Film Director [REDACTED]
Country [REDACTED]
Year of Copyright 2012

Participants to the Grouping

DISTRIBUTION COUNTRY	COMPANY NAME	ROLE	FORECAST RELEASE DATE	PGA Costs	FORECAST GRANT
Denmark	ggfh	Coordinator	02.06.2021	40.000 €	20.000 €
Belgium	**ferf	Participant	08.06.2021	60.000 €	30.000 €
France	zergz	Participant	15.06.2021	300.000 €	150.000 €
Finland	zrzp	Participant	26.06.2021	20.000 €	10.000 €
Germany	efzf	Participant	17.06.2021	300.000 €	150.000 €
Hungary	zngang	Participant	18.06.2021	40.000 €	20.000 €
Czech Republic	tyj yly	Participant	20.06.2021	30.000 €	15.000 €
Portugal	dtyktjs	Participant	16.06.2021	30.000 €	15.000 €

[REDACTED] aka [REDACTED]

Modified on 14 June 2021

General information

Original Title [REDACTED]
Status Processed
MEDIA Film Nationality [REDACTED]
Year of copyright 2012
Film Genre Fiction
Film Delivery Platform Features / Cinema
Film Type One-off

Cast and Crew

Role	Full name	Gender	Nationality 1	Nationality 2	Residence
Director/Project Leader *	[REDACTED]	N/A	Denmark		
Author/(Script)writer/Creator *	[REDACTED]	N/A	Denmark		
Author/(Script)writer/Creator *	[REDACTED]	N/A	Denmark		
Composer *	[REDACTED]	N/A	Denmark		
Production Designer *	[REDACTED]	N/A	Denmark		
Director of Photography *	[REDACTED]	N/A	Denmark		
Editor *	[REDACTED]	N/A	Denmark		
Editor *	[REDACTED]	N/A	Denmark		
Sound *	[REDACTED]	N/A	Sweden		
Actor 1 *	[REDACTED]	N/A	Denmark		
Actor 2 *	[REDACTED]	N/A	Denmark		
Actor 3 *	[REDACTED]	N/A	Sweden		

Locations

Type	Name	Country
Post Production Location *	Denmark	Denmark
Shooting Location *	Denmark	Denmark

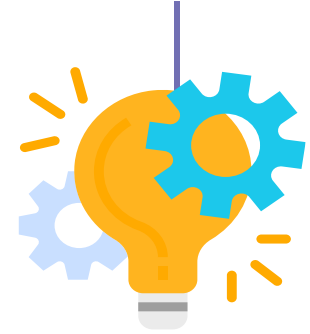
Technical information

Start Date of Principal Photography 04.11.2011



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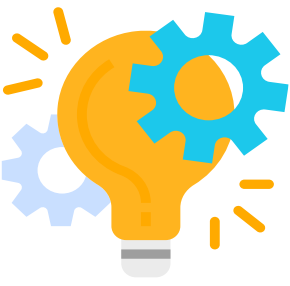


Reminder Part B (Technical Description): Work package = work breakdown structure

Work Package 1 – Project Coordination and sales agent costs (mandatory)

Examples of Objectives: project management; pan-European coordination of marketing assets; coordination language version; sharing of marketing assets and release information of third parties; travel coordination; coordination of meetings & updates with third parties...

Examples of Deliverables: coordination activity evidence (e.g. newsletters, emails between coordinator and distributors); promotional material from sales agent (last international trailer, press kit...)



Reminder: work packages

WP 2 – Support to third parties (mandatory)

Examples of Objectives: Approval P&A costs of third parties; Set-up reporting system to collect reports from third parties; Allocation of funds

Examples of Deliverables: Payment requests from third parties ; Theatrical release reports (release date and admissions, box office); VOD release reports; Promotional material from third parties

Milestones



Milestones: Key events in the project implementation

Examples

- theatrical and/or VOD releases (months): individual or cumulated
- month in which the international promotional material is finalised





GET READY – CHECK-LIST



- ✓ Did you start coordinating the planning of the releases without forgetting that the first release can take place at the earliest 10 weeks after the date of submission?
- ✓ Did you start collecting P&A forecasts and MEDIA grant requests from distributors, letters of intent and national distribution strategies?
- ✓ Did you start drafting the global strategy as International SA taking into account the award criteria?





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AWARD CRITERIA & RELEVANT TIPS FOR APPLICATIONS



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Award Criteria & Relevant Tips



Sloppy

Standard, conventional,
interchangeable

Weak

Basic

VS



Well prepared application

Specific proposal

Strong package

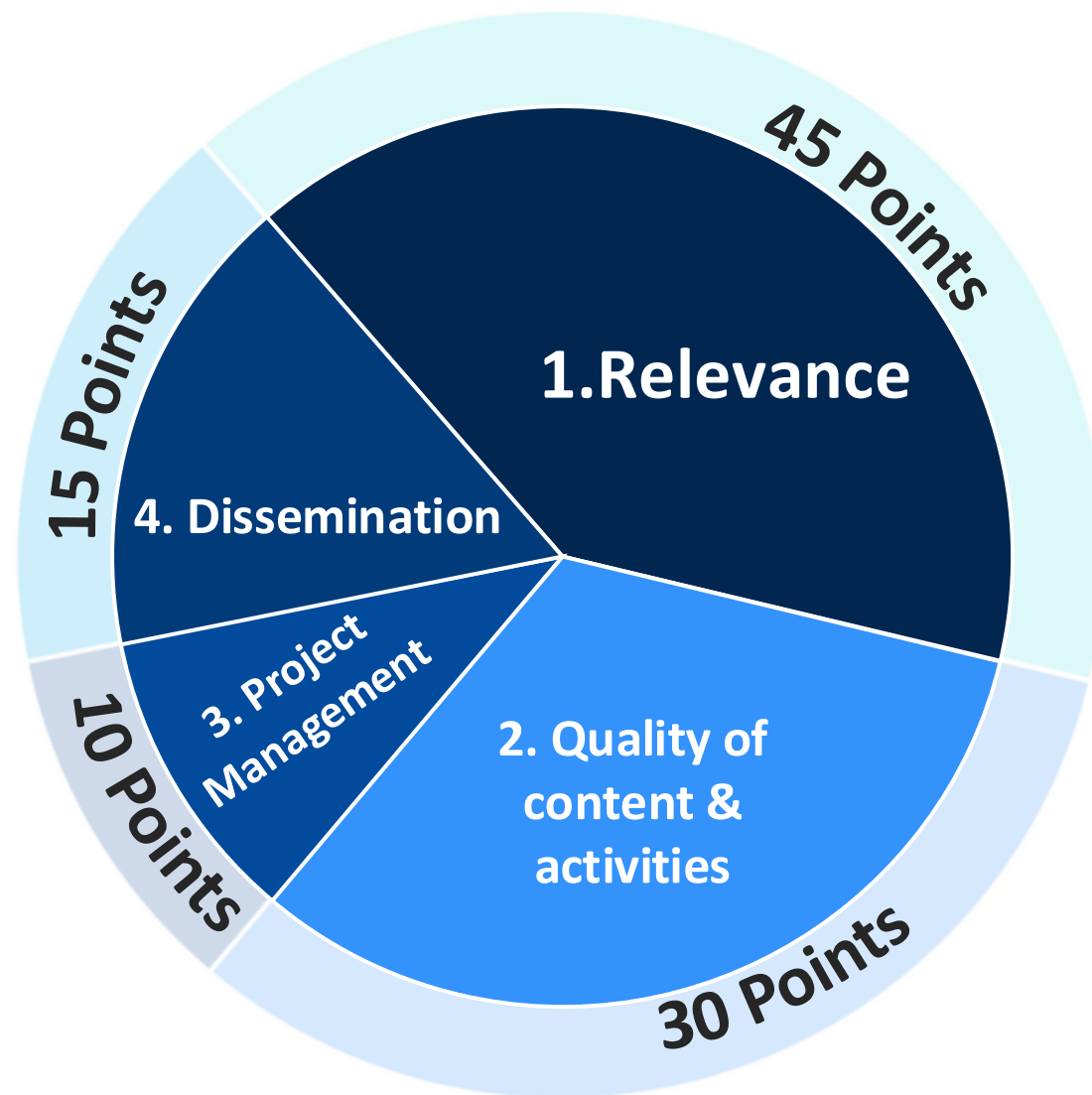
Detailed application



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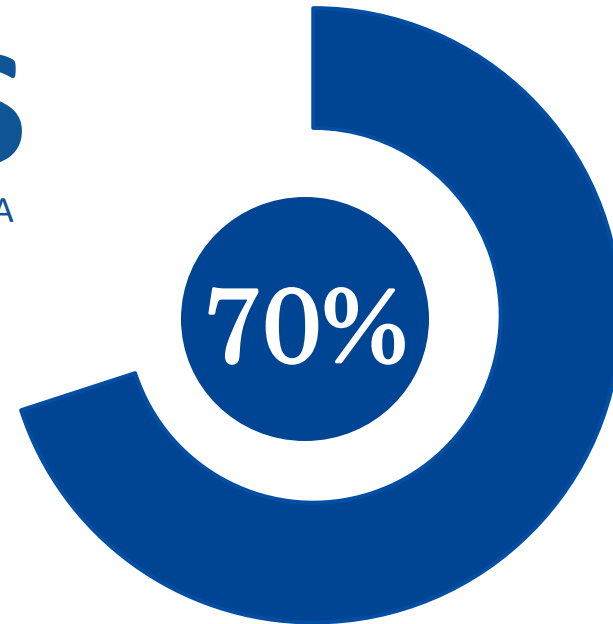
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Award Criteria & Relevant Tips



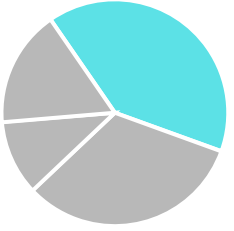
Quality threshold v. Funding threshold

70/100 PTS
FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA



Award criteria 1

Relevance (45 points)



Quality of the Grouping (10 points)

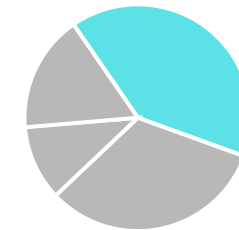
Aspects taken into account:

- Track record & potential of SA on pan-European projects
- Track record & number of distributors at national level
- Involvement of distributors within the grouping



Award criteria 1

Relevance (45 points)



European international dimension (15 points)

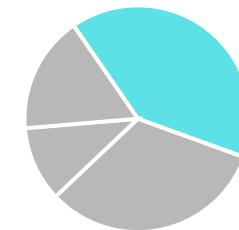
Aspects taken into account:

- Global strategy by the SA
- Geographic coverage: big, medium and small territories represented within the grouping
- Cultural and linguistic diversity including the country of origin of the film and its contribution to achieve diverse content for audiences
- Outreach of the project in terms of theatrical and/or online distribution (in and outside EU)
- European dimension of the grouping & confirmed releases
- Partnerships with online platforms
- Confirmed film festivals (Festivals that are outside the grouping, with potential to expand the scope of the project)



Award criteria 1

Relevance (45 points)



Promotion and coordination (10 points)

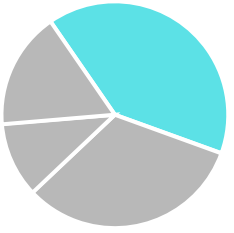
Aspects taken into account:

- Level of cooperation with the production company
- Production of common material
- **Release date coordination**
- Market events
- Cross-border strategies
- Use of data analytics
- Description of actions already carried out (pre-application stage)



Award criteria 1

Relevance (45 points)

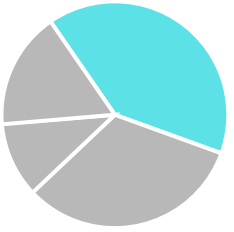


- The adequacy of the strategies presented to ensure a more sustainable and more environmentally respectful industry (**5 points**);
- The adequacy of the strategies to ensure gender balance, inclusion and diversity and representativeness, either in the project/content or in the way of managing the activity (**5 points**)




Award criteria 1

Best practices



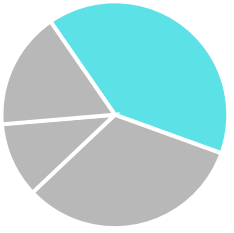
ABOUT GREENING

- Think beyond standard practices to minimize carbon print
- Elaborate a greening policy at different levels
 - ✓ within the Coordinator company
 - ✓ specific to the title submitted (eg during the production? in relation with the topic?)
 - ✓ across the grouping: sharing of best practices and discussions 



Award criteria 1

Best practices



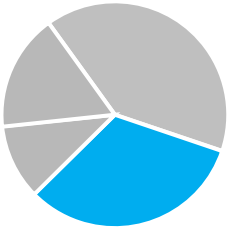
ABOUT GENDER BALANCE/DIVERSITY/INCLUSION/REPRESENTATIVENESS

- Think innovative actions beyond standard measures
 - within the Coordinator company
 - across the grouping
- Explain specific actions in relation to the title
- Think about inclusion/accessibility/representativeness of the title



Award criteria 2

Quality of content & activities (30 points)



Potential (10 points)

Aspects taken into account:

- Quality of existing promotional material on project from SA
- Envisaged Film awards strategy
- Artistic potential of cast and crew including director
- Consistent and realistic box-office estimates in line with market potential
- Cross-over potential and possibility to reach new and younger audience
- Online availability, discoverability and prominence

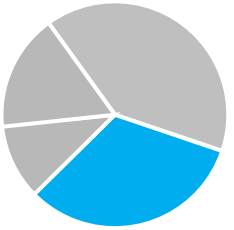


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Award criteria 2

Quality of content & activities (30 points)



National promotion strategies (10 points)

Aspects taken into account:

Overall qualitative national strategies and consistent P&A budgets in relation with expected admissions/box-offices

Detailed strategy beyond the theatrical release (TV market targeted, VOD platforms, secondary markets)

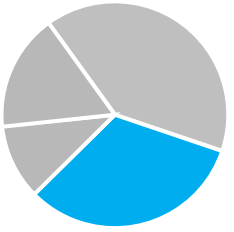
Innovative v. standard

Specific marketing angles & distribution plans

Identification of respective local target audiences

Award criteria 2

Quality of content & activities (30 points)



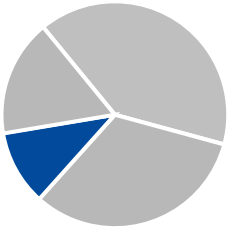
Cost-effectiveness (10 points)

Aspects taken into account:

- Explained economies of scale in relation with the proposed budget
- Global costs of the proposal in line with the potential of the film (total box-office expected in the grouping)
- Adequate & justified staff effort

Award criteria 3

Project management (10 points)



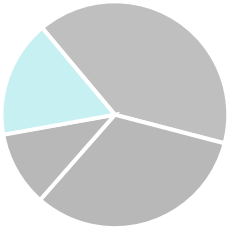
Aspects taken into account:

- Adequacy of the methodology proposed
- Efficient delays organised to allocate the support to distributors (initial payments; final payments following approval of costs in the final report; specific bank account)
- Clear presentation of distribution of tasks and responsibilities within the coordination team
- Agreement with third parties distributors on the applicable rules in case of selection regarding the methodology to monitor costs, regarding the allocation of the support, level of ensured transparency



Award criteria 4

Dissemination (15 points)



Impact of other activities (5 points):

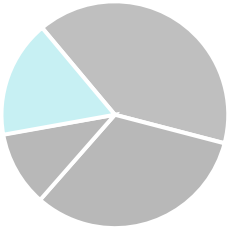
Aspects taken into account:

Potential additional revenues are explained such as

- International online platform targeted
- Strategies to reach unconfirmed EU and international markets and new festivals
- In case of adaptation from a novel, publishing rights
- Ancillary rights (flight rights, merchandising,...)

Award criteria 4

Dissemination (15 points)



Production of an international Trailer (5 points):

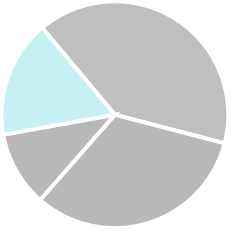
A link to the international trailer is provided within the application at the submission stage (sub-titled in English)

Aspects taken into account:

- Is there an international trailer completed and ready with the link provided and accessible at the time of the submission?
- If no international trailer available at the time of submission, is it explained why? What is available?

Award criteria 4

Dissemination (15 points)



Dissemination of results within and outside the grouping to optimize the visibility of the EU support (5 points)

Clear commitment to comply with the visibility obligation rules regarding the presence of a logo on the promotional material (for distributors and for the Sales Agent)

DO's



DOs

- ✓ Work on coordination as SA and organise a good communication + how good marketing ideas & strategies can be shared among distributors (added value)
- ✓ Estimate an appropriate coordination cost, taking in account that you can request up to 90% of the total costs of your total budget.
- ✓ *The size of grant allocated to the coordination costs is the total MEDIA grant of the project minus the total grant to be paid to third parties*
- ✓ Application max 70 pages



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DO's



DOs

- ✓ Submit the application well before the deadline to anticipate any technical issue before the submission stage
- ✓ Pre-agree on terms and conditions with third parties in case of selection
- ✓ Organise organic communication with the distributors, discuss strategically & specifically according to the project, how marketing ideas can be shared
- ✓ Develop a global strategy at European & International level beyond theatrical release
- ✓ Explain cooperation with the producer, developed marketing elements, choices regarding positioning...
- ✓ Quantify relevant results (including potential beyond theatrical releases)
- ✓ Be structured by key aspects; score yourself!



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DON'Ts



DON'Ts

- Repetition of information from one award criteria to another one
- Copy-paste from one project to another in case of multiple application!
- Leave some parts of the application incomplete / empty (especially in part B of application, regarding questions that address the award criteria)
- Include links to international trailer that requires a password (as it can expire during the process of assessment)
- Include too many territories TBC



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Focus on budget and MEDIA request

Main costs financed in the call:

- Salaries Coordination costs from Sales agent - “Personnel costs – without volunteers”)
- P&A costs from Sales agent such as marketing material, travel costs for tour talents,... - “Purchase costs – Other goods, works and services”
- Third party costs (grants to be provided to distributors) – “Financial support to third parties”
- Indirect costs (flat fee of 7% of total direct costs)



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Focus on budget and MEDIA request



Use of a “Cascading Grant” :

- The Sales agent is the main beneficiary of the Grant Agreement (use of a mono-beneficiary Grant Agreement)
- Third parties (=distributors) receive a big part of the total grant from the Sales Agent to support their release costs
- Third party grants are costs from the total budget of the Sales agent



Focus on budget and MEDIA request



Funding principle:

- ✓ SA can receive up to 90% of the total costs, out of which a great part is allocated to the distributors for their P&A's
- ✓ The third party grant cannot exceed 70% of the national releases P&A

*! Unconfirmed third parties (distributors) can be confirmed **at the reporting stage** (if any) for territories which did not provide a letter of intent **but must be part of the total cost***

Focus on new budget and MEDIA request



- ✓ DO NOT INCLUDE THE P&A of distributors to the budget of the proposal in category of costs “D1: Financial support to third parties”: **Only the third party grant request is included in the budget.**





Focus on budget and MEDIA request

✓ How to build the budget & calculate the grant?

STEP 1 Calculate request for third parties (distributors):

It corresponds to **max 70% of their P&A** (or maximum thresholds previously defined per territories, whichever is the lowest)

Item D1 in the budget

Estimated budget — Resources														
Participant	Costs (n/a for Lump Sum Grants: 'European Co-development', 'European Slate development', 'European Mini-Slate development', 'TV and Online content', 'European festivals' and 'Videogame and immersive content development')													
	A. Personnel		B. Subcontracting	C.1a Travel			C.1b Accommodation	C.1c Subsistence	C.2 Equipment	C.3 Other goods, works and services	D.1 Financial support to third parties		E. Indirect costs	Total costs
[name]	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X EUR	X EUR	X EUR	X EUR	X grants	X EUR	X EUR	X EUR
[name]	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X EUR	X EUR	X EUR	X EUR	X prizes	X EUR	X EUR	X EUR





Focus on budget and MEDIA request

✓ How to build the budget & calculate the grant?

STEP 2 Calculate the coordination costs (sales agent):

=> It corresponds mostly to Personnel costs and Promotion material of Sales agent

Estimated budget — Resources														
Participant	Costs (n/a for Lump Sum Grants: 'European Co-development', 'European Slate development', 'European Mini-Slate development', 'TV and Online content', 'European festivals' and 'Videogame and immersive content development')													
	A. Personnel		B. Subcontracting	C.1a Travel			C.1b Accommodation	C.1c Subsistence	C.2 Equipment	C.3 Other goods, works and services		D.1 Financial support to third parties		E. Indirect costs
[name]	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X EUR	X EUR	X EUR	X EUR	X grants	X EUR	X EUR	X EUR
[name]	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X EUR	X EUR	X EUR	X EUR	X prizes	X EUR	X EUR	X EUR

17

Items A and C.3 in the budget



Focus on budget and MEDIA request



✓ **STEP 2 Calculate Sales agent's coordination costs (staff costs+ SA promotion material)**

Tip: based on recent observations, calculate 10-15% of the total amount of distributors grants and *depending on the type of project & size of the grouping you will adjust*

+ Reminder 7% overheads are calculated on all costs (automatically added in budget form)

⇒ *The size of grant allocated to the coordination costs is the total MEDIA grant of the project minus the total grant to be paid to third parties*



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Focus on sub-contracting costs



- ✓ **...should be maximum 30% of costs**
- ✓ Subcontracting concerns the outsourcing of a part of the project to a party outside the consortium. It is not simply about purchasing goods or services.
- ✓ We normally expect that the coordinator has sufficient operational capacity to implement the project activities themselves.
- ✓ Subcontracting should therefore be exceptional. Include only subcontracts that comply with the rules (i.e. best value for money and no conflict of interest; no subcontracting of coordinator tasks).



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Thank you for your attention

Questions or comments?



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