

WELCOME to the information session on the Films on the Move (call CREA-MEDIA-2022-FILMOVE)

We will start promptly at 10.30 am

Please mute your microphone and switch off your camera

European Education and Culture Executive Agency



Films on the Move

Info Session 07/02/2022

European Education and Culture Executive Agency

Agenda of the meeting:

- Presentation of the call
- News and tips
- Description of the proposal content and submission tool
- Focus on budget & calculation of the requested amount
- Q&A

✓ Globally CONTINUITY

⇒No big changes regarding award criteria and main objective is still the same:

Support the wider distribution on all platforms (cinemas, but also online) of recent non-national European films by encouraging sales agents and theatrical distributors in particular to invest in promotion and adequate distribution.



- ✓ Possibility to support theatrical distribution and also online distribution
- « The activities to be funded are campaigns for the pan-European theatrical **and/or online distribution** of eligible European films, outside their country of origin, coordinated by the sales agent of the film."

Condition: "The majority of the national distribution campaigns should focus on theatrical releases."



✓ Projects presenting innovative business strategies in a new digital environment are encouraged

- **✓Implementation period:**
- At earliest from submission date of proposal
- ⇒ Earliest release10 weeks after submission date
- ⇒Duration of project flexible from 24 months up to 36 months (to be fixed during contractualisation before signature of agreement)

✓ Call budget:

16 M €

✓2 cut-off date (=deadlines) for this year:

15/03/2022 - 17.00 CET (Brussels)

05/07/2022 - 17.00 CET (Brussels)



✓ Award criteria:

- Relevance: (45 points)
- Quality of content and activities: (30 points)
- **Project management:** (10 points)
- **Dissemination:** (15 points)

✓ Tips and observations on award criteria:

⇒Relevence:

- Gender balance
- Adequacy of the strategies presented to ensure a more sustainable and environmentally-respectful industry (new)

⇒ Quality of content and activities

❖Potential:

link to promo reel compulsory (at least!)

Present box-office and estimated revenue in national strategies

⇒ Quality of content and activities

Cost-effectiveness:

It would be helpful to have a total revenue estimate over the whole pan-European release

-> to compare with the global cost of the project

⇒ Project management :

Good practice to pre-agree with third parties distributors on the applicable rules in case of selection regarding the methodology to monitor costs, the allocation of the support,...

⇒ Dissemination

Impact of other activities:

Do not add there elements that have already been disclosed in "Relevance International Dimension"

Payment breakdown in case of selection:

- first pre-financing: 60%
- 2nd pre-fin (optional): 20% => based on a pre-financing report condition 70% of the first pre-financing must have been spent

Rem: No interim report nor audit report must be submitted during the pre-financing phases.

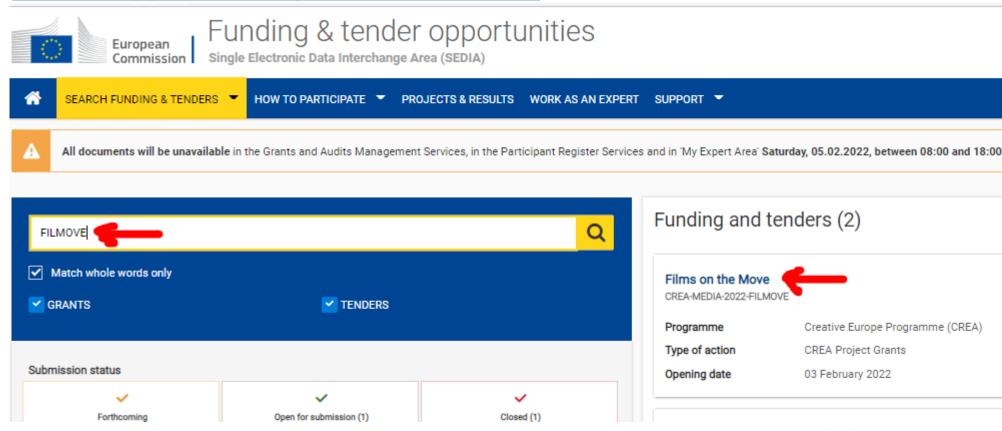
However, an audit report is required alongside the final report.



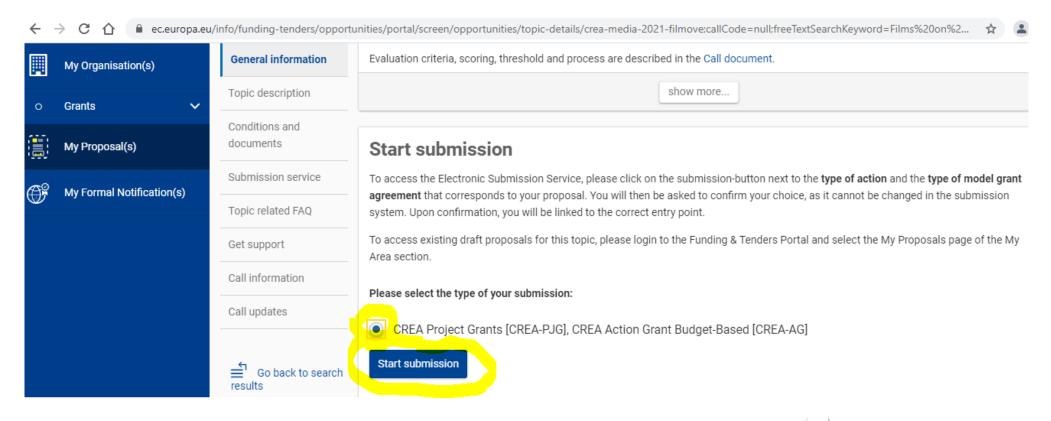
Structure of the presentation

- Application process and tool
- > Application form:
 - Part A, B, C
 - Work Packages
 - Media Data Base
 - Letters of Intent
 - Budget and Media Request

Call published on Funding & Tender Portal (FTOP) - https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home

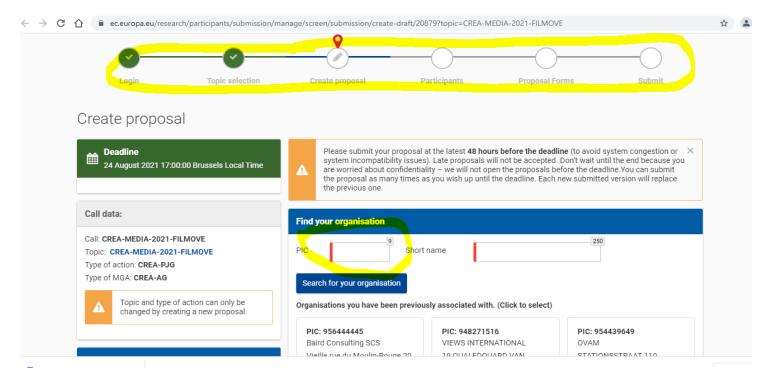


The Call is open for submission:



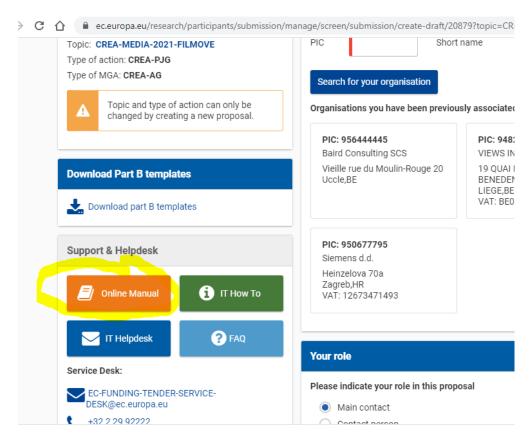
Start your application: the PIC number

Follow the procedure through the metro line





TIP: refer to available resources like Online manual, IT Helpdesk, FAQs







Funding & tender opportunities Commission Online Manual

- ♠ Online Manual
- > My Area User account and roles
- > Participant Register Register your
- Grants
- Applying for funding
 - Search funding opportunities -
 - Projects that can be funded (
 - Apply with partners or as individ
- ∨ Submit a proposal Electron

Get prepared

Electronic proposal submissic

Complaints about failed submis

- > Selection From evaluation to g
- > Grant management

Procurement

Prizes

Financial instruments

> Working as an expert

Help

/ Online Manual / Grants / Applying for funding

Submit a proposal — Electronic Submission System

Find a call

Conditions for funding

Submit a proposal

Get prepared

Proposal submission

Proposals must be submitted electronically using the Portal Submission System.

Where? Access to the Submission System is available through the Topic page on the Portal > Start Submissi

Who? Proposals must be created and submitted by a contact person of the coordinating organisation. E Europe ERC grants or the Fellow in Horizon Europe MSCA grants).

How? The Submission wizard will guide you step-by-step through the process. You will need to use the or

Submission process

Get prepared: Finding your topic > Find partners > Plan your work and budget

Electronic proposal submission: Get an EU Login account > Get a PIC number (Participant Register) > | (Part A) qt Upload Technical Description (Part B) > Submit your proposal > Acknowledgement of rec

Application form (Part A and B)

Links

· User Guide of the Submission System

FAQ

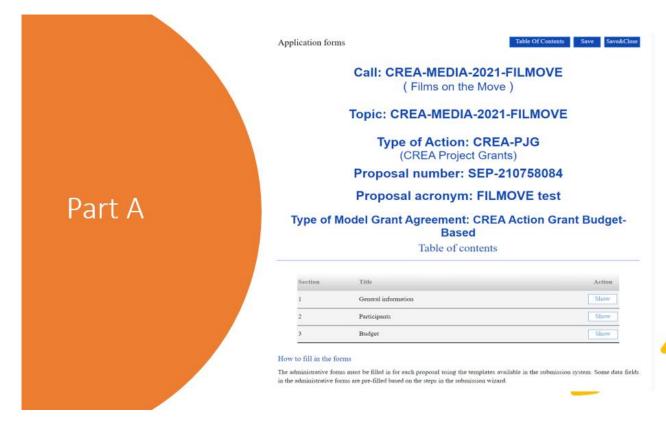
· FAQ on Proposal submission and evaluation



Education, Audiovisual and Culture Executive Agency

- Part A
- Part B
- Part C
- Annexes
- Link to MEDIA DATA BASE

How does Part A look like?





Part B:

- Word document to be downloaded from the portal
- Narrative part: technical description of the project with the planned activities, work packages, costs, etc. (must be uploaded as PDF).
- It allows to assess the award criteria of the call

How does Part B look like?

Part B

- Word Document
- Detailed description of project for evaluation
- Check the correct questions based on the action/call

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 State development', 'European Mini-State 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 State and Mini-State 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 State development' and European Mini-State development'. Describe how the state will help improve the company's position on the European and international market in relation to its co-production approach, perfinership 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



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

- ⇒Mandatory Work Packages:
 - WP 1 Project Coordination and sales agent costs (mandatory)
 - WP 2 Support to third parties (mandatory)
- ⇒Elements: objectives, description, tasks, deliverables, milestones

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



Application form: Focus on the Work Packages

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

Examples of Deliverables:

Coordination report (coordination activities e.g. newsletters)

Promotional material from sales agent (last international trailer, press kit...)



Application form: Focus on the Work Packages

WP 2 – support to third parties (mandatory)

Examples of Deliverables:

- Payment requests form third parties
- Theatrical release reports: release date and evidence, box office, ...
- VOD release reports
- Promotional material from third parties

TIP: Spread the deliverables during the lifetime of the project



Application form: Focus on the Work Packages

Milestones:

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

Example

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

Not compulsory but recommended to follow-up the implementation through crucial moment of the life of the project

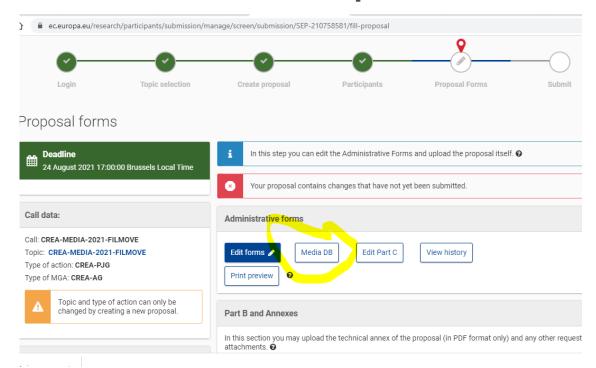
Part C contains questions for statistical purposes:

- Did you contact a "Creative Europe Desk" before submitting this application?
- Have you been satisfied with the service provided?
- Annual turnover in €
- Number of permanent staff

Mandatory annexes according to call:

- 1. International film sales agreement
- 2. Letters of intent of distributors having acquired the theatrical rights from the sales agent detailing P&A costs.
- 3. Information on independence and Ownership and control
- 4. PDF with film(s)/work(s) information from the Creative Europe MEDIA Database

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

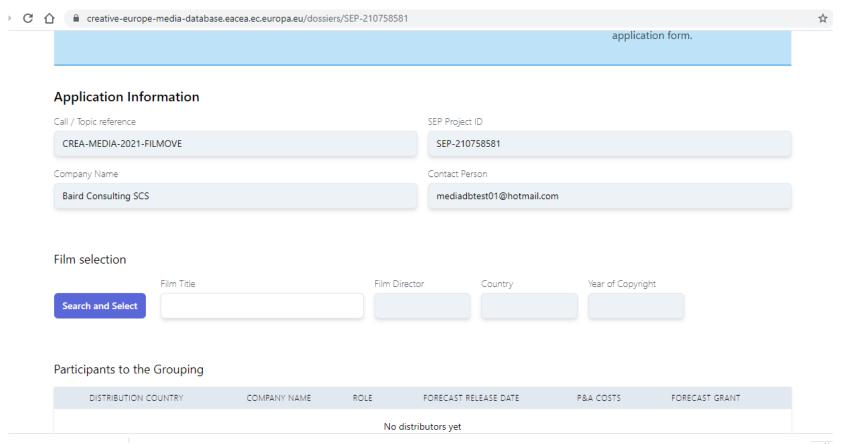




Media DB (the new film data basis):

- For film/works related actions
- Select an existing film or create a new film
- Add to the file the third parties, their P&A and their individual MEDIA grant requests
- Will generate an annex to be uploaded in the submission system
- Centralised film database allowing to track all films infos, from development to distribution

Media DB (the new film data basis), how does it look like?



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



Films on the Move

Application Information

Call / Topic reference CREA-MEDIA-2021-FILMOVE

SEP Project ID SEP-210755232

Company Name JANITOM Tomasz Janisz

Contact Person Gregory.PARR@ec.europa.eu

Film selection

Film Title JAGTEN (aka THE HUNT)

Film Director Thomas Vinterberg

Country DK

Year of Copyright 2012

Participants to the Grouping

DISTRIBUTION COUNTRY	COMPANY NAME	ROLE	FORECAST RELEASE DATE	P&A 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	zrzg	Participant	26.06.2021	20.000 €	10.000 €	
Germany	efzf	Participant	17.06.2021	300.000 €	150.000 €	
Hungary	zrgarg	Participant	18.06.2021	40.000 €	20.000 €	
Czech Republic	tyjjyjy	Participant	20.06.2021	30.000 €	15.000 €	
Portugal	dtyktis	Participant	16.06.2021	30.000 €	15.000 €	

JAGTEN (aka THE HUNT)

Modified on 14 June 2021

General information

Original Title JAGTEN (aka THE HUNT)

Status Processed

MEDIA Film Nationality Denmark

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 *	Thomas Vinterberg	N/A	Denmark		
Author/(Script)writer/Creator *	Tobias Lindholm	N/A	Denmark		
Author/(Script)writer/Creator *	Thomas Vinterberg	N/A	Denmark		
Composer *	Nikolaj Egelund	N/A	Denmark		
Production Designer *	Torben Stig Nielsen	N/A	Denmark		
Director of Photography *	Charlotte Bruus Christensen	N/A	Denmark		
Editor *	Anne Osterud	N/A	Denmark		
Editor *	Janus Bille	N/A	Denmark		
Sound *	Henric Andersson	N/A	Sweden		
Actor 1 *	Mads Mikkelsen	N/A	Denmark		
Actor 2 *	Thomas Bo Larsen	N/A	Denmark		
Actor 3 *	Alexandra Rapaport	N/A	Sweden		

Locations

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

Technical information

Start Date of Principal Photography 04.11.2011 End Date of Principal Photography 22.12.2011

✓ Eligibile activities – films:

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
TOTAL	19		13		19



Focus: the Media Data Base

Film DB:

- ⇒The new 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

Focus: 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
- ⇒ If possible, the minimum guarantee paid to Sales agent for the acquisition (if applicable)
- ⇒ Confirm compliance with monitoring obligations for sales agent in case of selection
- ⇒ Compliance with the third party support conditions of the call CREA-MEDIA-2022-FILMOVE (Cf. eligible activities of the call, financial support to third parties)

Reminder - criteria for third parties

(check the call doc for complete version):

- 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.



Reminder - criteria for third parties

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.

Maximum 70% of the forecasted P&A



Main costs financed in the call:

- ➤ Salaries Coordination costs from Sales agent
- ➤ P&A costs from Sales agent (marketing material, travel costs for tour talents,...)
- >third party costs (grants to be provided to distributors)

Use of a "Cascading Grant":

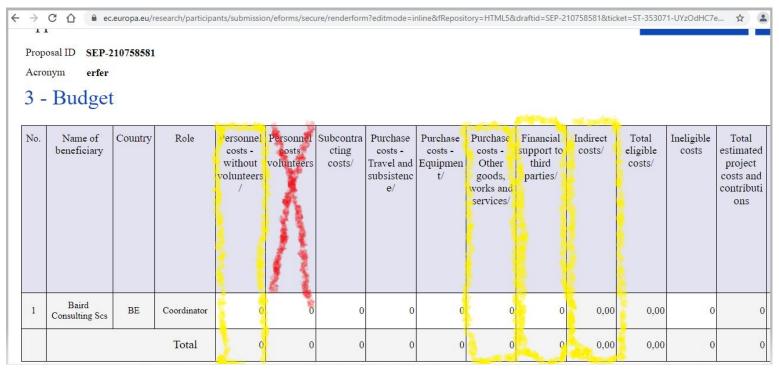
- The Sales agent is the main beneficiary of the Grant Agreement (use of a mono-beneficiary Grant Agreement)
- Third parties (=distributors) receive a big part of the total grant from the Sales Agent to support their release costs
- Third party grants are costs from the total budget of the Sales agent

Funding principle (2):

- 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

- **✓ New budgets in Egrant:**
- ⇒ Budgets have been harmonized between all the different supports of Creative Europe

√ How does the new budget look like (1)?



√ How does the new budget look like (2)?

	Total eligible costs/	Ineligible costs	Total estimated project costs and contributi ons	Funding rate	Maximum EU contributi on to eligible costs	Requested EU contributi on to eligible costs	_	Income generated by the project	In kind contributi ons	Financial contributi ons	Own resources	Total estimated project income
)	577800,00	0	577 800	90	520020,00	520020,00	520020,00	0	0	0	57 780	577800,00
0	577800,00	0	577 800		520020,00	520020,00	520020,00	0	0	0	57 780	577800,00

- Max 7 % of indirect costs will be allowed on the total cost (including third parties costs)
- 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

- ✓ Maximum grant that can be requested = 90% of the total budget
- ✓Only the third party grant request is now included in the budget of the SA coordinator => reporting procedure simplification
- ⇒This % has been increased to fully cover third party's grants

It is not meant to cover 90% of SA coordination costs

Level of coordination costs should trigger a fair share of the grant



✓ 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 bud	get — Reso	urces														
Participant	Costs (n/a	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. Subcontrac ting	(C.1a Travel		C.1b Accomod ation	C.1c Subsist ence	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 travellin	XEUR	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 travellin	X EUR	X EUR	X EUR	X EUR	X EUR	X prizes	X EUR	X EUR	X EUR		



✓ How to build the budget & calculate the grant?

STEP 2 Calculate the coordination costs (sales agent):

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

Items A and C.3 in the budget

Participant	Co	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. Personne		sonnel	B. C.1a Trave Subcontrac ting		el	C.1b Accomod ation	C.1c Subsist ence	C.2 Equipment	C.3 Other goods, works and services	D.1 Financial support to third parties		E. Indirect costs	Total costs		
[name]		person onths	X EUR	X EUR	X travels	X persons travellin	XEUR	X EUR	XEUR	X EUR	X EUR	X grants	X EUR	X EUR	X EUR	
[name]		person onths	X. <mark>EU</mark> R	X EUR	X travels	X persons travellin	X EUR	X EUR	X EUR	X EUR	X EUR	X prizes	X EUR	X EUR	X EUR	



✓ STEP 2 Calculate Sales agent's coordination costs

Tip: calculate 8% to 10% 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



Contact email for Films on the Move team

✓ EACEA-DISTRIBUTION-SELECTIVE@ec.europa.eu



THANK YOU FOR YOUR ATTENTION

ANY QUESTIONS ?