



European
Commission

Overview of the Creative Europe Calls for Proposals 2021: MEDIA strand

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Open calls for proposals in the MEDIA strand

For all actions of the MEDIA strand, the following eligibility criteria applies:

Eligible applicants: European entities

Entities (private companies, non-profit organisations, associations, charities, foundations, municipalities/Town Councils, etc.), established in one of the countries participating in the MEDIA strand and owned directly or by majority participation, by nationals from such countries. When a company is publicly listed, the location of the stock exchange will be taken into account to determine its nationality. Natural persons may not apply for a grant except self-employed persons or equivalent (i.e. sole traders) where the company does not possess legal personality separate from that of the natural person.

In line with Article 13 of the Creative Europe Regulation, as of 1 January 2021 and only for the following actions and in duly justified cases, activities and the underlying costs incurred may be eligible if they were implemented and incurred before the grant application was submitted (grants shall not be awarded retroactively for actions already completed):

- Fostering European media talents and skills
- Markets & networking
- European Festivals
- Films on the move
- Audience development & film education
- European Audiovisual Observatory
- External experts' advice on implementation of AVMSD
- External experts' advice on implementation of cross cutting policy priorities in Creative Europe MEDIA
- Communication and engagement with industry and citizens

Content Cluster

For all actions under the Content Cluster, the following eligibility criteria applies:

Participant: Independent European audiovisual production company

An independent company is a company which does not have majority control by an audiovisual media service provider, either in shareholding or commercial terms. Majority control is considered to occur when more than 25% of the share capital of a production company is held by a single audiovisual media service provider (50% when several audiovisual media service providers are involved).

An audiovisual production company is a company whose main objective and activity is audiovisual production.

For all actions under the Content Cluster, the evaluation committee may include or be composed by external experts, having a professional background related to the field assessed and, where relevant, knowledge of the geographical area concerned by the application.

1.1 EUROPEAN CO-DEVELOPMENT

Within the specific objective of promoting innovation, competitiveness, scalability, cooperation, innovation and sustainability, including through mobility in the European audiovisual sector, one of the priorities of the MEDIA Strand is:

- To nurture talents, competence and skills and to stimulate cross-border cooperation, mobility and innovation in the creation and production of European audiovisual works, encouraging collaboration across Member States with different audiovisual capacities.

The MEDIA Strand shall provide support for the following measures:

- Development of audiovisual works by European independent production companies, covering a variety of formats (such as feature films, short films, series, documentaries, narrative video games) and genres, and targeting diverse audiences, including children and young people.

The objective of the support to European co-development is to support the cooperation among European production companies that are developing works with a strong international audience potential.

Expected results

- Increased collaboration at development stage between European production companies from different countries and from different markets and consequently an increased number of co-productions.
- Increased quality, feasibility, cross-border potential and market value of selected projects.
- A stronger position on European and international markets for companies selected under European co-development.

Description of the activities to be funded

The European co-development shall provide support to the development of a single project for commercial exploitation intended for cinema release, television broadcasting or commercial exploitation on digital platforms or a multi-platform environment in the following categories: animation, creative documentary or fiction. The project must be co-developed by at least two European independent production companies, having signed a co-development agreement specifying the division of tasks and the collaboration on creative aspects.

The aim is to provide funds to audiovisual production companies to develop works with high creative value and cultural diversity and wide cross-border exploitation potential. Companies are encouraged to develop strong and innovative collaborations at creative and financing level and to develop strategies for marketing and distribution from the outset of the development phase thus improving the potential to reach audiences at a European and international level.

Special attention will be given to applications presenting adequate strategies to ensure more sustainable and more environmentally-respectful industry and to ensure gender balance, inclusion, diversity and representativeness.

Eligibility and award criteria

A. Eligibility criteria

Participant

In order to be eligible, a proposal must be submitted by a consortium composed of an eligible project leader (the coordinator) and at least one eligible partner (co-beneficiary), having their legal seat in at least two different countries participating in the MEDIA Strand.

Both the project leader and the partner(s) shall be independent European audiovisual production companies.

The project leader and the partner(s) cannot be affiliated entities.

The project leader must be able to demonstrate recent experience in producing internationally distributed works.

For that purpose, the project leader must prove it has produced one previous work since 2014 that respects the following conditions:

- it is an animation, fiction or creative documentary project (one-off or series) of a total duration of minimum 24 minutes, unless the project presents a user experience in non-linear format (e.g. Virtual Reality), in which case there is no minimum duration.
- it has been released in cinemas, broadcast on television or made available on digital platforms in at least three countries other than that of the applicant before the day of the deadline for submission of applications. In case of linear broadcast, three different broadcasters are required.
- all of the releases or broadcasts are of a commercial nature. Screenings during festivals are not accepted as a commercial distribution.

In relation to the previous work, the project leader must also be able to prove:

- that it was the sole production company; or
- that it was, in the case of a co-production with another production company, the major co-producer in the financing plan or the delegate producer; or
- that its Chief Executive or one of its shareholders has a personal onscreen credit on the work as producer or delegate producer.

The project leader must provide the requested information about the previous eligible work in the dedicated section of the application. In case the previous work in the application is not eligible, the application will be ineligible even if the project leader is able to provide information on another previous work that respects the eligibility criteria.

Creative Europe MEDIA publishes annual Calls for European co-development, European slate development and European mini-slate development. Applicants can make only one application either as applicant for European slate development or European mini-slate development, or as project leader for European co-development. However, they can in addition be a partner in a European co-development application.

Activities

Only the co-development activities for the following projects are eligible:

- Feature films, animations and creative documentaries of a minimum length of 60 minutes intended primarily for cinematic release;
- Fiction projects (one-off or series) of a total duration of minimum 90 minutes, animation (one-off or series) of a total duration of minimum 24 minutes and creative documentaries (one-off or series) of a total duration of minimum 50 minutes intended primarily for the purposes of television or digital platform exploitation;

- Interactive, non-linear fiction, animation or creative documentary projects (e.g. narrative virtual reality projects) of any duration.

The first day of principal photography (or equivalent) has to be scheduled at least 10 months after the day of the deadline for submission of applications.

The project leader or (one of) the partner(s) must own the majority of rights related to the projects. No later than on the day of the deadline for submission of applications, the project leader or (one of) the eligible partner(s) must have a duly dated and signed contract covering the rights to the artistic material included in the application. This must include at least one of the following: concept, subject, treatment, script or bible. The contract must be duly dated and signed by the author(s). If the project is an adaptation of an existing work (novel, biography, etc.), the project leader or (one of) the eligible partner(s) must also hold the majority of the rights relating to the rights of adaptation of this work with an option agreement or transfer of rights contract duly dated and signed. An equal sharing of rights between the project leader and/or eligible partner(s) in the application is accepted.

The following projects are ineligible:

- live recordings, TV games, talk shows, cooking shows, magazines, tv-shows, reality shows, educational, teaching and “how to” programmes;
- documentaries promoting tourism, “making-of”, reports, animal reportages, news programmes and “docu-soaps”;
- projects including pornographic or racist material or advocating violence;
- works of a promotional nature;
- institutional productions to promote a specific organisation or its activities;
- music videos and video-clips;
- video games, e-books and interactive books;
- student films and graduation works.

B. Award criteria

1. Relevance – Relevance of the project in relation to the call’s objective and targeted projects (40 points)

1a) 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 (10 points)

1b) Level of collaboration between the production companies in terms of joint development on creative aspects and storytelling (10 points)

1c) European dimension of the collaboration, in particular concerning the cooperation between countries with different market sizes, and including a partner from LCC Group A or Group B, as well as the linguistic and geographical diversity (10 points)

1d) Adequacy of the strategies presented to ensure a more sustainable and environmentally-respectful industry (5 points)

1e) 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)

2. Quality of content and activities - Quality of the work and potential to reach audiences at European and international level (20 points)

2a) Quality and creative potential of the work (10 points)

- Strength and distinctiveness of idea/subject matter/project focus and dramatic potential

- Quality of the writing, narrative choices, character development and the world of the story
- Creative potential/quality of the visual approach and art work

2b) Potential to reach audiences at European and international level (10 points)

- Transnational appeal of the concept/subject of the work
- Potential to reach a larger and more diverse audiences, in particular, young and digital native audiences (children, teenagers, young adults)
- Potential of the work to cross borders taking into account
 - the creative team,
 - the intended cast or the international ambition with regard to the cast,
 - the collaboration strategy with non-national partners.

3. Dissemination - Quality of the marketing strategy and the European and international distribution plan (15 points)

3a) The marketing strategy allowing to reach audiences at an early stage. This includes the definition of unique selling points, target audiences and markets, innovative marketing and audience engagement tools, promotional activities (5 points)

3b) Relevance of the European and international distribution strategy regarding: (10 points)

- the identified target audience,
- distribution methods foreseen,
- distribution partners in place or envisaged,
- awareness of the markets, European/international vision,
- relevance of choice of territories (neighbouring countries and regions, Europe, other continents).

4. Project management – Distribution of roles and responsibilities, and quality of the development and financing strategy (25 points)

4a) Distribution of the roles and responsibilities within the project, including the division of tasks, the budget split, the administrative cooperation and risk management (5 points)

4b) Quality of the development strategy (10 points)

Adequacy of the development plan, schedule and development budget to the needs of the work

4c) Quality of the financing strategy (10 points)

- Adequacy of the production costs to the project and to the development budget
- Adequacy of the financing strategy
 - compared to the estimated production costs in terms of awareness of the suitable potential financial partners and territories targeted,
 - in terms of diversity of sources of funding foreseen.

Quality threshold: 70/100 points following assessment of the award criteria.

Maximum possible rate of co-financing of the eligible costs - The EU grant is limited to a maximum co-financing rate of 50% of total eligible costs.

The maximum EU grant per project leader and eligible partner is EUR 60.000, except for the co-development of TV series with an intended production budget of EUR 20M and above, in which case the maximum EU grant per project leader and eligible partner is EUR 100.000.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	5 000 000

1.2 EUROPEAN SLATE DEVELOPMENT

Within the specific objective of promoting innovation, competitiveness, scalability, cooperation, innovation and sustainability, including through mobility in the European audiovisual sector, one of the priorities of the MEDIA Strand is:

- To nurture talents, competence and skills and to stimulate cross-border cooperation, mobility and innovation in the creation and production of European audiovisual works, encouraging collaboration across Member States with different audiovisual capacities.

The MEDIA Strand shall provide support for the following measures:

- Development of audiovisual works by European independent production companies, covering a variety of formats (such as feature films, short films, series, documentaries, narrative video games) and genres, and targeting diverse audiences, including children and young people.

The objective of the European slate development support is to foster the competitiveness of European independent production companies and to increase their economic weight on the market. The aim is also to increase the capacity of audiovisual producers to develop projects with the potential to circulate throughout Europe and beyond, and to facilitate European and international coproduction.

The support will also provide an entry point for emerging talent, giving them the opportunity to direct a short film supported by the strong foundation provided by experienced companies.

Expected results

- A stronger position on European and international markets for companies selected under European slate development.
- Increased quality, feasibility, cross-border potential and market value of European works supported.

Description of the activities to be funded

Support will be given to independent European production companies able to develop a slate of 3 to 5 audiovisual works (fiction, animation, creative documentary). This should allow production companies to reduce risks and increase their capacity to attract and retain talents.

The European slate development shall provide support to the development of minimum 3 and maximum 5 works for commercial exploitation intended for cinema release, television broadcasting or commercial exploitation on digital platforms or a multi-platform environment in the following categories: animation, creative documentary or fiction. Applicants may add a short film by emerging talent to their slate (optional).

The aim is to provide funds to audiovisual production companies to develop work with high creative value and cultural diversity and wide cross-border exploitation potential. Companies are encouraged to develop strategies for marketing and distribution from the outset of the development phase thus improving the potential to reach audiences at a European and international level.

Greater cooperation, including co-development, between operators from different countries participating in the MEDIA Strand is also pursued as well as strengthening the competitiveness of European audiovisual production companies by consolidating their capacity for investment in the development phase and expanding companies' activities and their innovation capacity to explore new fields and markets.

Special attention will be given to applications presenting adequate strategies to ensure a more sustainable and more environmentally-respectful industry and to ensure gender balance, inclusion, diversity and representativeness.

Eligibility and award criteria

A. Eligibility criteria

Participant

Eligible applicants shall be independent European audiovisual production companies that can demonstrate recent experience in producing internationally distributed works.

A company able to demonstrate recent experience in producing internationally distributed works is understood as follows:

The applicant must prove it has produced two previous works since 2014, both of which respect the following conditions:

1. it is an animation, fiction or creative documentary project (one-off or series) of a total duration of minimum 24 minutes, unless the project presents a user experience in non-linear format (e.g. Virtual Reality), in which case there is no minimum duration.
2. It has been actually released in cinemas, broadcast on television or made available on digital platforms in at least three countries other than that of the applicant before the day of the deadline for submission of applications. In case of linear broadcast, three different broadcasters are required.
3. all of the releases or broadcasts are of a commercial nature. Screenings during festivals are not accepted as a commercial distribution.

In relation to the previous works, the applicant must also be able to prove:

- that it was the sole production company; or
- that it was, in the case of a co-production with another production company, the major co-producer in the financing plan or the delegate producer; or
- that its Chief Executive or one of its shareholders has a personal onscreen credit on the work as producer or delegate producer.

Applicants must provide the requested information about the previous eligible works in the dedicated section of the application. In case one or both of the previous works in the application do not respect the eligibility criteria, the application will be ineligible even if the applicant is able to provide information on other previous works that respect the eligibility criteria.

Beneficiaries of a Creative Europe MEDIA slate funding grant signed during a period of 12 months prior to the day of the deadline for submission of applications, cannot apply for the 2021 European slate development.

Creative Europe MEDIA publishes annual calls for European co-development, European slate development and European mini-slate development. Applicants can make only one application either as

applicant for European slate development or European mini-slate development, or as project leader for European co-development. However, they can in addition be a partner in a European co-development application.

Activities

Applications must present a slate including a minimum of 3 and a maximum of 5 eligible works.

Only the development activities for the following works are eligible:

- Feature films, animations and creative documentaries of a minimum length of 60 minutes intended primarily for cinematic release;
- Fiction projects (one-off or series) of a total duration of minimum 90 minutes, animation (one-off or series) of a total duration of minimum 24 minutes and creative documentaries (one-off or series) of a total duration of minimum 50 minutes intended primarily for the purposes of television or digital platform exploitation;
- Interactive, non-linear fiction, animation or creative documentary projects (e.g. narrative virtual reality projects) of any duration.

The first day of principal photography (or equivalent) has to be scheduled at least 10 months after the day of the deadline for submission of applications.

Moreover, the development and production activities of a short film can be added to the slate. It will be eligible if:

- a) the short film is of a maximum length of 20 minutes and is providing support to emerging talent. A short film is defined as a complete audiovisual work (animation, creative documentary or fiction, both one-off or a series of short formats) with a total duration of maximum 20 minutes. Previews and advertising films, pilots, trailers, teasers and demos are excluded. An emerging talent is defined as a director who has acquired some professional experience and has made work of a certain level (for instance student or self-funded films), but who has not yet directed a project that would be eligible for European slate development funding, and who is looking for guidance and support towards making their first commercial audiovisual work.
- b) the first day of principal photography (or equivalent) has to be scheduled after the day of the deadline for submission of applications.

Should the short film not fulfil these criteria, the short film will not be eligible for support, but the application will remain eligible provided that it fulfils all other eligibility criteria.

The applicant company must own the majority of rights related to the works. No later than on the day of the deadline for submission of applications, the applicant must have a duly dated and signed contract covering the rights to the artistic material included in the application. This must include at least one of the following: concept, subject, treatment, script or bible. The contract must be duly dated and signed by the author(s). If the project is an adaptation of an existing work (novel, biography, etc.), the applicant must also hold the majority of the rights relating to the rights of adaptation of this work with an option agreement or transfer of rights contract duly dated and signed. In case of European co-production (and/or co-development), i.e. co-production and/or co-development between European companies (as defined above), an equal sharing of rights between co-producers is accepted.

The following works are ineligible for both development and short film activities:

- live recordings, TV games, talk shows, cooking shows, magazines, tv-shows, reality shows, educational, teaching and "how to" programmes;

- documentaries promoting tourism, “making-of”, reports, animal reportages, news programmes and “docu-soaps”;
- projects including pornographic or racist material or advocating violence;
- works of a promotional nature;
- institutional productions to promote a specific organisation or its activities;
- music videos and video-clips;
- video games, e-books and interactive books;
- student films and graduation works.

B. Award criteria

1. Relevance - Relevance of the project in relation to the call’s objective and targeted projects (35 points)

1a) Relevance and added value of the proposed slate to improve the company's position on the European and international market in relation to its: (15 points)

- co-production approach,
- partnership with players from different countries, including from countries with different production capacity,
- visibility at major film festivals and physical and on line markets
- capacity to increase the company’s turnover,
- capacity to increase the number, ambition or size of projects in development.

1b) Ability of the company to adapt to a competitive and changing audiovisual landscape by being innovative in its activities in terms of genres, formats, platforms, emerging talents or new territories (10 points)

1c) Adequacy of the strategies presented to ensure a more sustainable and environmentally-respectful industry (5 points)

1d) 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)

2. Quality of content and activities - Quality of the works in the slate and their potential to reach audiences at European and international level (30 points)

2a) Quality and creative potential of the works in the slate (15 points)

- Strength and distinctiveness of idea/subject matter/project focus and dramatic potential
- Quality of the writing, narrative choices, character development and the world of the story
- Creative potential/quality of the visual approach and art work

2b) Potential to reach audiences at European and international level (15 points)

- Transnational appeal, including for online audiences, of the concept/subject of the works
- Potential of the works to cross borders taking into account
 - the creative team,
 - the intended cast or the international ambition with regard to the cast,
 - the collaboration strategy with non-national partners.

3. Dissemination - Quality of the marketing strategy and the European and international distribution plan (15 points)

3a) The marketing strategy allowing to reach audiences at an early stage. This includes the definition of unique selling points, target audiences and markets, innovative marketing and audience engagement tools, promotional activities (5 points)

3b) Relevance of the European and international distribution strategy regarding: (10 points)

- the identified target audience,
- distribution methods foreseen,
- distribution partners in place or envisaged,
- awareness of the markets, European/international vision,
- relevance of choice of territories (neighbouring countries and regions, Europe, other continents).

4. Project management - Quality of the development and financing strategy (20 points)

4a) Quality of the development strategy (10 points):

Adequacy of the development plan, schedule and development budget to the needs of each work

4b) Quality of the financing strategy (10 points)

- Adequacy of the production costs of each work and to its development budget
- Adequacy of the financing strategy
 - compared to the estimated production costs in terms of awareness of the suitable potential financial partners and territories targeted,
 - in terms of diversity of sources of funding foreseen.

Quality threshold: 70/100 points following assessment of the award criteria.

Maximum possible rate of co-financing of the eligible costs - The EU grant is limited to a maximum co-financing rate of 70% of total eligible costs.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	15 097 288

1.3 BROADENING PARTICIPATION: EUROPEAN MINI-SLATE DEVELOPMENT

Within the specific objective of promoting innovation, competitiveness, scalability, cooperation, innovation and sustainability, including through mobility in the European audiovisual sector, one of the priorities of the MEDIA Strand is:

- To nurture talents, competence and skills and to stimulate cross-border cooperation, mobility and innovation in the creation and production of European audiovisual works, encouraging collaboration across Member States with different audiovisual capacities.

The MEDIA strand shall provide support for the following measures:

- Development of audiovisual works by European independent production companies, covering a variety of formats (such as feature films, short films, series, documentaries, narrative video games) and genres, and targeting diverse audiences, including children and young people.

The objective of the European mini-slate development support is to foster the competitiveness of European independent production companies and to increase their economic weight on the market. The aim is also to increase the capacity of audiovisual producers to develop projects with the potential to circulate throughout Europe and beyond, and to facilitate European and international coproduction. The support will also provide an entry point for emerging talent, giving them the opportunity to direct a short film supported by the strong foundation provided by experienced companies.

Expected results

- A stronger position on European and international markets for companies selected under European mini-slate development.
- Increased quality, feasibility, cross-border potential and market value of European works supported.

Description of the activities to be funded

Support will be given to European production companies able to develop a slate of 2 to 3 audiovisual works (fiction, animation, creative documentary). This should allow production companies to reduce risks and increase their capacity to attract and retain talents.

The European mini-slate development shall provide support to the development of minimum 2 and maximum 3 works for commercial exploitation intended for cinema release, television broadcasting or commercial exploitation on digital platforms or a multi-platform environment in the following categories: animation, creative documentary or fiction. Applicants may add a short film by emerging talent to their slate (optional).

The aim is to provide funds to audiovisual production companies to develop work with high creative value and cultural diversity and wide cross-border exploitation potential. Companies are encouraged to develop strategies for marketing and distribution from the outset of the development phase thus improving the potential to reach audiences at a European and international level.

Greater cooperation, including co-development, between operators from different countries participating in the MEDIA Strand is also pursued as well as strengthening the competitiveness of European audiovisual production companies by consolidating their capacity for investment in the development phase and expanding companies' activities and their innovation capacity to explore new fields and markets.

Special attention will be given to applications presenting adequate strategies to ensure a more sustainable and more environmentally-respectful industry and to ensure gender balance, inclusion, diversity and representativeness.

Eligibility and award criteria

A. Eligibility criteria

Participant

Eligible applicants shall be independent European audiovisual production companies based in countries with a low audiovisual capacity (LCC group A and LCC group B) that can demonstrate recent experience in producing internationally distributed works.

A company able to demonstrate recent experience in producing internationally distributed works is understood as follows:

The applicant must prove it has produced one previous work since 2014 that respects the following conditions:

1. it is an animation, fiction or creative documentary project (one-off or series) of a total duration of minimum 24 minutes, unless the project presents a user experience in non-linear format (e.g. Virtual Reality), in which case there is no minimum duration.
2. it has been actually released in cinemas, broadcast on television or made available on digital platforms in at least three countries other than that of the applicant before the day of the deadline for submission of applications. In case of linear broadcast, three different broadcasters are required.
3. all of the releases or broadcasts are of a commercial nature. Screenings during festivals are not accepted as a commercial distribution.

In relation to the previous work, the applicant must also be able to prove:

- that it was the sole production company; or
- that it was, in the case of a co-production with another production company, the major co-producer in the financing plan or the delegate producer; or
- that its Chief Executive or one of its shareholders has a personal onscreen credit on the work as producer or delegate producer.

Applicants must provide the requested information about the previous eligible work in the dedicated section of the application. In case the previous work in the application does not respect the eligibility criteria, the application will be ineligible even if the applicant is able to provide information on another previous work that respects the eligibility criteria.

Beneficiaries of a Creative Europe MEDIA slate funding grant signed during a period of 12 months prior to the deadline for submission of applications, cannot apply for the 2021 European mini-slate support. Creative Europe MEDIA publishes annual calls for European co-development, European slate development and European mini-slate development. Applicants can make only one application either as applicant for European slate development or European mini-slate development, or as project leader for European co-development. However, they can in addition be a partner in a European co-development application.

Activities

Applications must present a slate including a minimum of 2 and a maximum of 3 eligible works.

Only the development activities for the following works are eligible:

- Feature films, animations and creative documentaries of a minimum length of 60 minutes intended primarily for cinematic release;
- Fiction projects (one-off or series) of a total duration of minimum 90 minutes, animation (one-off or series) of a total duration of minimum 24 minutes and creative documentaries (one-off or series) of a total duration of minimum 50 minutes intended primarily for the purposes of television or digital platform exploitation;
- Interactive, non-linear fiction, animation or creative documentary projects (e.g. narrative virtual reality projects) of any duration.

The first day of principal photography (or equivalent) has to be scheduled at least 10 months after the day of the deadline for submission of applications.

Moreover, the development and production activities of a short film can be added to the slate. It will be eligible if:

- a) the short film is of a maximum length of 20 minutes and is providing support to emerging talent. A short film is defined as a complete audiovisual work (animation, creative documentary or fiction, both one-off or a series of short formats) with a total duration of maximum 20 minutes. Previews and advertising films, pilots, trailers, teasers and demos are excluded. An emerging talent is defined as a director who has acquired some professional experience and has made work of a certain level (for instance student or self-funded films), but who has not yet directed a project that would be eligible for European mini-slate development funding, and who is looking for guidance and support towards making their first commercial audiovisual work.
- b) the first day of principal photography (or equivalent) has to be scheduled after the day of the deadline for submission of applications.

Should the short film not fulfil these criteria, the short film will not be eligible for support, but the application will remain eligible provided that it fulfils all other eligibility criteria.

The applicant company must own the majority of rights related to the works. No later than on the day of the deadline for submission of applications, the applicant must have a duly dated and signed contract covering the rights to the artistic material included in the application. This must include at least one of the following: concept, subject, treatment, script or bible. The contract must be duly dated and signed by the author(s). If the project is an adaptation of an existing work (novel, biography, etc.), the applicant must also hold the majority of the rights relating to the rights of adaptation of this work with an option agreement or transfer of rights contract duly dated and signed. In case of European co-production (and/or co-development), i.e. co-production and/or co-development between European companies (as defined above), an equal sharing of rights between co-producers is accepted.

The following works are ineligible for both development and short film activities:

- live recordings, TV games, talk shows, cooking shows, magazines, tv-shows, reality shows, educational, teaching and "how to" programmes;
- documentaries promoting tourism, "making-of", reports, animal reportages, news programmes and "docu-soaps";
- projects including pornographic or racist material or advocating violence;
- works of a promotional nature;
- institutional productions to promote a specific organisation or its activities;
- music videos and video-clips;
- video games, e-books and interactive books;
- student films and graduation works.

B. Award criteria

1. Relevance - Relevance of the project in relation to the call's objective and targeted projects (35 points)
 - 1a) Relevance and added value of the proposed slate to improve the company's position on the European and international market in relation to its: (15 points)
 - co-production approach,
 - partnership with players from different countries, including from countries with different production capacity,

- visibility at major film festivals and physical and on line markets,
- capacity to increase the company's turnover,
- capacity to increase the number, ambition or size of projects in development.

1b) Ability of the company to adapt to a competitive and changing audiovisual landscape by being innovative in its activities in terms of genres, formats, platforms, emerging talents or new territories (10 points)

1c) Adequacy of the strategies presented to ensure a more sustainable and environmentally-respectful industry (5 points)

1d) 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)

2. Quality of content and activities - Quality of the works in the slate and their potential to reach audiences at European and international level (30 points)

2a) Quality and creative potential of the works in the slate (15 points)

- Strength and distinctiveness of idea/subject matter/project focus and dramatic potential
- Quality of the writing, narrative choices, character development and the world of the story
- Creative potential/quality of the visual approach and art work

2b) Potential to reach audiences at European and international level (15 points)

- Transnational appeal, including for online audiences, of the concept/subject of the works
- Potential of the works to cross borders taking into account
 - the creative team,
 - the intended cast or the international ambition with regard to the cast,
 - the collaboration strategy with non-national partners.

3. Dissemination - Quality of the marketing strategy and the European and international distribution plan (15 points)

3a) The marketing strategy allowing to reach audiences at an early stage. This includes the definition of unique selling points, target audiences and markets, innovative marketing and audience engagement tools, promotional activities (5 points)

3b) Relevance of the European and international distribution strategy regarding: (10 points)

- the identified target audience,
- distribution methods foreseen,
- distribution partners in place or envisaged,
- awareness of the markets, European/international vision,
- relevance of choice of territories (neighbouring countries and regions, Europe, other continents).

4. Project management - Quality of the development and financing strategy (20 points)

4a) Quality of the development strategy (10 points)

Adequacy of the development plan, schedule and development budget to the needs of each work

4b) Quality of the financing strategy (10 points)

- Adequacy of the production costs of each work and to its development budget
- Adequacy of the financing strategy

- compared to the estimated production costs in terms of awareness of the suitable potential financial partners and territories targeted,
- in terms of diversity of sources of funding foreseen.

Quality threshold: 70/100 points following assessment of the award criteria.

Maximum possible rate of co-financing of the eligible costs - The EU grant is limited to a maximum co-financing rate of 70% of total eligible costs.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	4 000 000

1.4 TV AND ONLINE CONTENT

Within the specific objective of promoting innovation, competitiveness, scalability, cooperation, innovation and sustainability, including through mobility in the European audiovisual sector, one of the priorities of the MEDIA Strand is:

- To nurture talents, competence and skills and to stimulate cross-border cooperation, mobility and innovation in the creation and production of European audiovisual works, encouraging collaboration across Member States with different audiovisual capacities.

The MEDIA Strand shall provide support for the following measures:

- Production of innovative and quality TV content and serial storytelling, addressing diverse audiences, by European independent production companies.

The objective of the support to TV and online content is to increase the capacity of audiovisual producers to develop and produce strong projects with significant potential to circulate throughout Europe and beyond, and to facilitate European and international co-productions within the television and online sector.

The action aims to strengthen the independence of producers in relation to broadcasters and digital platforms, to enhance collaboration between operators, including independent producers, broadcasters, digital platforms and sales agents, from different countries participating in the MEDIA Strand, in order to produce high quality programming aimed at wide international distribution and promoted to a wide audience including commercial exploitation in the multi-platform environment. Particular attention will be given to projects presenting innovative aspects in the content and in the financing that show a clear link with the envisaged distribution strategies.

Expected results

- Increased production of high quality European works for linear and non-linear broadcasting including on digital platforms, as well as an increase in the number of co-productions.
- Enhanced cooperation between operators from different countries participating in the MEDIA Strand, including between broadcasters.

- Increased audience for European works through linear and non-linear broadcasting including on digital platforms.

Description of the activities to be funded

The TV and online content action supports works (drama films, animation and documentary) intended for linear and non-linear broadcasting, presenting:

- strong cooperation between operators from different countries participating in the MEDIA Strand, including between broadcasters;
- high creative/artistic value and wide cross-border exploitation potential able to reach audiences at European and international level;
- innovative aspects in terms of the content and the financing that show a clear link with the envisaged distribution strategies.

Special attention will be given to applications presenting adequate strategies to ensure a more sustainable and more environmentally-respectful industry and to ensure gender balance, inclusion, diversity and representativeness.

Eligibility and award criteria

A. Eligibility criteria

Participant

Eligible applicants shall be independent European audiovisual production companies.

The project leader (the coordinator) must be the majority producer of the work in terms of rights. In case of a 50%-50% co-production, the project leader should be designated by the partner as delegate producer.

Activities

Only the production activities for the following works intended primarily for the purposes of television or online exploitation are eligible:

- drama films (one-off or series) of a total duration of minimum 90 minutes.
- animation (one-off or series) of a total duration of minimum 24 minutes.
- creative documentaries (one-off or series) of a total duration of minimum 50 minutes.

The first day of principal photography (or start of animation for animation projects) shall take place after the publication date of the call for proposals. The work must be produced with the significant participation of professionals who are nationals and/or residents of countries participating in the MEDIA Strand.

The work must involve the participation of at least two broadcasting companies from two countries participating in the MEDIA Strand. A “broadcasting company” is considered any broadcaster (linear audiovisual media service provider) or on-demand audiovisual media service (non-linear audiovisual media service provider) as defined in Article 1(1) of the Audiovisual Media Service Directive (DIR 2010/13/EU and DIR 2018/1808/EU amending DIR 2010/13/EU). The broadcasters’ involvement must be supported by contracts or signed binding letters of commitment specifying the conditions of their financial involvement, including the licence price and licence period. Letters agreeing to possibly buy the work once produced are *not* considered as binding letters of commitment.

The exploitation rights licensed to the broadcasting companies participating in the production have to revert to the producer after a maximum license period of:

- 7 years if the broadcaster’s participation takes the form of a pre-sale;
- 10 years if the broadcaster’s participation also takes the form of a co-production.

A minimum of 40% of the financing of the total estimated production budget must be guaranteed from third party sources of finance (either through direct financing or by advance rights sales). Third party sources of finance must be proven by recent signed binding letters of commitment, mentioning the action title, the exact amount of the financial contribution, the nature of the rights sold and the license period. Contributions from broadcasters, distributors, funds and equity investors are considered as third party sources of finance. Tax shelter might be accepted as a third party source of finance only if confirmed by supporting documents from the competent bodies. The producer's and co-producer's own investment and the requested MEDIA grant are **not** considered as a third party source of finance and do not enter in the calculation of the minimum 40% of financing in place.

If the action is co-produced by several production companies, a co-production contract (or deal-memo) indicating the share of financing, share of rights, share of costs and share of revenues, has to be submitted with the application. Simple letters indicating a co-producer's financial contribution without further details concerning the co-production deal will not be taken into consideration.

A minimum of 50% of the total estimated financing must come from countries participating in the MEDIA Strand.

The following projects are ineligible:

- live recordings, TV games, talk shows, cooking shows, magazines, tv-shows, reality shows, educational, teaching and "how to" programmes;
- documentaries promoting tourism, "making-of", reports, animal reportages, news programmes and "docu-soaps";
- projects including pornographic or racist material or advocating violence;
- works of a promotional nature;
- institutional productions to promote a specific organisation or its activities;
- music videos and video-clips;
- projects already financed by Eurimages;
- productions originally intended as cinema works (e.g. several theatrical distributors and/or an international sales agent involved).

B. Award criteria

1. Relevance – Relevance of the project in relation to the call's objective and targeted projects (30 points)

1a) European dimension of the financing of the project (15 points):

- Level of cooperation between operators from different countries
- Percentage of non-national financing
- Strategies of the producer and efforts made to reach the confirmed financing
- Originality and innovation of the financing structure
- Geographic and linguistic diversity of the partners involved, also taking into account the market sizes

1b) European co-production (5 points):

- Existence of European co-production between two production companies from different countries
- Level of cooperation on creative aspects

- Cooperation between countries from different market sizes, including a partner from LCC Group A or Group B, and distribution of the MEDIA grant among co-producers
- 1c) Adequacy of the strategies presented to ensure a more sustainable and environmentally-respectful industry (5 points)
- 1d) 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)
2. Quality of content and activities – The quality of the project and the potential to reach audiences (35 points)
- 2a) Artistic quality of the project (15 points):
- Innovation, relevance, originality, overall quality of the subject/format/treatment
 - Quality of the pitch/trailer
 - For second and further seasons of series: quality of the new developments in the stories and characters
- 2b) Overall quality and financing of the project (5 points):
- Feasibility of the project
 - Adequacy of the budget towards the type of project
 - Coherence between the budget and the financing
- 2c) Potential to reach audiences at European and international level (15 points):
- Transnational appeal of the concept/subject of the work
 - Confirmed audience reach via the involved broadcasters
 - Potential to reach young and digital native audiences (children, teenagers and young adults)
3. Dissemination – Quality of the distributor’s involvement and distribution strategy and quality of the promotion and marketing strategy (30 points)
- 3a) Quality of the distributor’s involvement (10 points):
- Experience and track record of the distributor involved with similar projects
 - Financial involvement and risk taken by the distributor (i.e. amount of MG)
 - If applicable and if the production company is acting as distributor: experience and track record of the producer as distributor
- 3b) Quality of the distribution strategy (15 points):
- Coherence and relevance of the distribution strategy
 - Adequacy of the strategy in relation to the type of work
 - Coherence of the sales estimates
 - Number of broadcasters interested in the acquisition of the work
- 3c) Quality of the promotion and marketing strategy (5 points):
- Coherence and relevance of the promotion and marketing strategies developed in order to promote the project to the audiences
 - Business to Consumer (B2C) marketing strategies and innovative promotion strategies towards the audiences, including on-line and social media promotion strategies
 - Adequacy of the promotion budget
4. Project management – Distribution of roles and responsibilities (5 points)
- The distribution of the roles and responsibilities of the production and creative team, including the adequacy of the collaboration in relation to the objectives of the project. For animation projects, the location of the animation work will be assessed in order to encourage the use of European studios.

Quality threshold: 70/100 points following assessment of the award criteria.

Maximum possible rate of co-financing of the eligible costs - The EU grant is limited to a maximum co-financing rate of 15% of total eligible costs.

For creative documentaries, the EU grant is limited to a maximum of EUR 300.000.

For animation works, the EU grant is limited to a maximum of EUR 500.000.

For drama works the EU grant is limited to a maximum of:

- EUR 500.000 if the eligible production budget is below EUR 10M.
- EUR 1M if the eligible production budget is between EUR 10M and EUR 20M
- EUR 2M if the eligible production budget is above EUR 20M.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	17 611 312

Business Cluster

2.1 FOSTERING EUROPEAN MEDIA TALENTS AND SKILLS

Within the specific objective of promoting innovation, competitiveness, scalability, cooperation, innovation and sustainability, including through mobility in the European audiovisual sector, one of the priorities of the MEDIA Strand is:

- To nurture talents, competence and skills and to stimulate cross-border cooperation, digital transition and innovation in the creation and production of European audiovisual works, encouraging collaboration across Member States.

The MEDIA strand shall provide support for the following action:

- Training and mentoring activities to enhance the capacity of audiovisual professionals to adapt to new creative processes, market developments and embrace digital transition that affect the whole value chain.

The objective of the Skills and Talent Development support is to foster talents and skills of the audiovisual sector professionals. Strengthen the capacity of audiovisual professionals to adapt to new creative processes and new business models with a view to maximise and fully exploit the opportunities of digital innovation across the value chain.

Initiatives will aim at reinforcing the capacity to fully exploit the creative and commercial potential of the digital transition in all formats and for all platforms. Particular focus will be put on the acquisition of entrepreneurial skills, and awareness on market and digital technologies developments, data analytics, sustainable business models, internationalisation, marketing, promotion, audience development, restoration of film heritage, greening of the industry.

Expected results:

- To improve the capacity of the audiovisual sector to operate transnationally and internationally ;
- To have a structuring effect on European companies, including testing new business models and enhancing the capacity to access finance;

- To accompany the digital transition of the audiovisual sector and its ability to apply digital and new technologies
- To facilitate the sharing of knowledge and know-how, notably via the support of mentoring initiatives.

Description of the activities to be funded under the call for proposals

Activities may take the form of physical and/or on-line training courses, boot-camp courses, and/or mentoring programmes based on innovative learning, teaching, mentoring and coaching methods, using the latest digital technologies.

The focus should be on the improvement of skills and competences adapted to the evolving market practices. In particular training, mentoring and capacity building activities should aim at:

- a) Facilitating the learning and acquisition of new skills and expertise across the audio-visual value chain, in particular digital skills,
- b) Developing new business models and strengthening international cooperation in the audiovisual sector;
- c) Fostering co-operation between players from different groups of countries to ensure knowledge transfer and relevant mentorship opportunities and reinforcing the capacity of professionals from low audiovisual capacity countries.
- d) Promote business strategies that ensure more sustainable and more environmentally-respectful industry as well as diversity and inclusiveness.
- e) Nurturing young talent and support young start-ups in the audio-visual sector.

Eligibility and award criteria

A. Eligibility criteria:

Eligible activities

Applications must be for activities, which aim at developing the capacity of audiovisual professionals to understand and integrate a European and international dimension in their work by improving expertise in the following fields:

- Marketing, promotion, and new modes of distribution and exploitation focusing on acquisition of digital skills and take up of digital tools and technologies;
- Greening of the audiovisual industry, aiming at promoting sustainable practices across the entire value chain;
- Financial and commercial management with a view to enhance the capacity to access investment, manage IP and develop new business models;
- Training in development and production and post production of audiovisual works, including innovative storytelling ;
- Entrepreneurship, new business creations

Eligible Target Group(s):

The actions are targeted towards professionals from the audiovisual industry, in particular young professionals, as well as professionals from start ups.

Applicants shall ensure that a majority of the participants in the proposed training, capacity building and networking activities are of a nationality other than that of the applicant. Particular attention will be paid to projects that ensure a good representativeness of gender and diversity both in project organisers and participants. In addition, mentoring projects directed to women and for participants with a diverse and disadvantaged background will be supported.

The training actions are also open for participants from countries, which are not participating in the MEDIA strand, provided that:

- European actions: nationals from countries not participating in the MEDIA strand should not represent more than 30% of the participants and ensure geographical diversity.
- International actions: nationals from countries not participating in the MEDIA Sub-programme may represent up to 50% of the participants.
- Regional actions are only open for participants from low capacity countries and might include participants from neighbouring countries even if they are not LCC countries.

For European/international actions, scholarships should represent at least 10% of the total number of participants. Scholarships must be granted to participants coming from low capacity countries Group B or being from a country not providing scholarships for this kind of training or participants in any other proven situation of need for financial support.

For regional actions, scholarships should represent at least 30% of the total number of participants.

B. Award criteria:

Eligible applications will be assessed on the basis of the following criteria:

1. Relevance (35)

This criterion will take into account:

- Relevance of the content of the activity including its international/European/regional dimension vis-à-vis the objectives of the Call for proposals, the needs and trends of the industry especially digital distribution, business creation and greening of the industry (15 points).
- The level of innovation of the project in relation to the existing European training offer (5 points).
- The co-operation between players from different groups of countries as well as the partnerships with the audiovisual industry (5 points).
- Adequacy of the strategies presented to ensure more sustainable and more environmentally-respectful activities within the project implementation (5 points) 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).

2. Quality of content and activities (40)

This criterion will take into account:

- adequacy of the content of the action (subjects, skills taught, learning outcomes and mentoring activities) and of the proposed methodology and pedagogical approach to the specific type of action (international/European/regional) and target group (size, type of professionals, level of skills and professional experience) (10 points).
- adequacy of the format (duration, type and number of modules, workshops, one-to-one meetings, on-line session, on-line consulting, MOOC etc.), the selection procedure, the scholarship policy, the gender and diversity balance among targeted participants, the professional benefits and the long and short term effects on the participants (10 points).
- cost-effectiveness of the proposed action (10 points).
- integration of innovative aspects relying on the use of the latest digital technologies, especially digital promotion tools and data analytics, as well as innovation in content development and storytelling (new formats for all platforms), talent development, access to finance (5 points).

- suitability to reinforce the capacity of professionals from low capacity countries (5 points).

3. Dissemination (15)

This criterion will take into account:

- suitability of the mechanisms in place to disseminate best practices, business models, results beyond the participants and follow up of projects and participants (5 points).
- impact on participating professionals, on selected projects, on companies and on the audiovisual sector (10 points).

4. Project management (10)

This criterion will take into account:

- relevance of the distribution of the roles and responsibilities of the team taking into account gender and diversity balance (5 points).
- relevance of the pedagogical expertise of the proposed tutors, experts and coaches vis-à-vis the specific objectives of the training action taking into account gender and diversity balance (5 points).

Quality threshold: 70/100 points following assessment of the award criteria.

The EU grant is limited to a maximum co-financing rate of 80% of total eligible costs.

In accordance with Article 13 (3) of the Creative Europe 2021-2027 Regulation, the costs incurred by beneficiaries of this action may be considered eligible as of 1 January 2021, even if they were implemented and incurred before the date of submission of the activity plan and estimated budget. Grants shall not be awarded retroactively for actions already completed.

Activities eligible under this action are recurrent annual activities organized on specific and regular calendar periods. Due to the late approval of the Creative Europe legal base and consequent delayed adoption of the Work Programme and Calls publication, those activities organized earlier in 2021 could not be funded without a retroactivity clause. Despite their importance for the audiovisual industry in the context of the Covid crisis, they would be penalized.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	8 000 000

2.2 MARKETS & NETWORKING

Within the specific objective of promoting innovation, competitiveness, scalability, cooperation, innovation and sustainability, including through mobility in the European audiovisual sector, one of the priorities of the MEDIA Strand is:

- To nurture talents, competence and skills and to stimulate cross-border cooperation, mobility and innovation in the creation and production of European audiovisual works, encouraging collaboration across Member States with different audiovisual capacities.

The MEDIA strand shall provide support for the following actions

- Support to networking activities for audiovisual professionals, including creators, and business-to-business exchanges and networking activities to facilitate to nurture and promote talents in the European audiovisual sector, and facilitate the development and distribution of European and international co-creations and coproductions;
- Support the activities of European audiovisual operators at industry events and fairs in Europe and beyond;

The objective of the Markets & networking support:

- To encourage business-to-business exchanges among European audiovisual professionals, and in particular an increased participation from LCC Group B countries, by facilitating access to physical and online markets;
- To include industry events focused on contents and/or the uptake of new technologies and business models, as long as they can make an impact on visibility and sales of European works;
- To value environmental-friendly approaches;

Expected results:

- To improve the European/international dimension of existing large industry markets, and to increase the systemic impact of smaller initiatives;
- To encourage the development of networks among European professionals;
- To improve the competitiveness and circulation of European audiovisual works on international markets and to enhance diversity;
- To ensure that Europe's audiovisual industry is taking full advantage of digitalisation;

Description of the activities to be funded

The support is foreseen for activities aiming at:

- Facilitating European and international co-productions including feature films, short films, video games, television series and cross media;
- Facilitating access to professional audiovisual trade events and markets, both physical and online;

Special attention will be given to applications presenting adequate strategies to ensure more sustainable and more environmentally-respectful industry and to ensure gender balance, inclusion, diversity and representativeness.

Eligibility and award criteria

A. Eligibility criteria

Eligible activities

Only actions intended primarily for the professionals with a demonstrated impact on the promotion and circulation of European audiovisual works and professionals will be considered including feature films, short films, video games, television series and cross media.

The following activities are not considered as eligible: live-broadcasting, music videos, non-narrative artistic works (including but not limited to art videos, experimental videos etc), commercial and promotional works (including but not limited to advertisements), reality TV and talk shows.

Only those applications corresponding to at least one of the activities described below will be considered as eligible.

Physical, digital, or hybrid markets for European audiovisual professionals

Industry events, physical, digital or hybrid, focused on business-to-business exchanges among European audiovisual professionals, showing impact on visibility and sales of European audiovisual works on international markets.

The audiovisual markets can be either within, or outside, the countries participating in the MEDIA strand.

The industry events can focus on contents and/or the uptake of new technologies and business models, as long as they can prove an impact on visibility and sales of European works.

Attention will be paid to environmental-friendly approaches and any activities organised by a market in order to facilitate diverse participation, notably participation of working parents.

Business-to-business promotional activities of European works

- The implementation of business-to-business promotional activities, including financial support to third parties, within and outside the countries participating in the MEDIA strand, organized by pan European networks or organisations representing at least 15 MEDIA countries, aimed at facilitating the distribution and circulation of European audiovisual and/or cinematographic works and the networking of European professionals.
- The setting up and launch of business-to-business promotional initiatives and platforms, aiming at creating innovative ways and/or using new business models, to distribute/release European audiovisual works.

The activities should encourage the networking and exchange of information and good practices between professionals in terms of circulation of European works in Europe and worldwide on all platforms in all formats.

B. Award criteria

1. Relevance (40)

This criterion will take into account:

- Clarity and consistency of the business to business action or promotional activity with regards to the objectives of the call including attention to video games, television series, cross media and shorts. (10 points)
- Adequacy to the needs of the audiovisual industry including the innovative aspects (10 points)
- Added value in terms of circulation of European works and quality of the positioning of the action compared to similar activities and European/international dimension (10 points)
- Adequacy of the strategies presented to ensure more sustainable and more environmentally-respectful activities within the project implementation (5 points).
- 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).

2. Quality of content and activities (30)

This criterion will take into account:

- Adequacy of the methodology to achieve the objectives taking into account the choice of format/content/ target group, the tools including the use of digital technologies relevant to new business models, the strategy of selection of projects/ invitation of decision makers and the strategy to facilitate the distribution and circulation, visibility of professionals coming from low audiovisual capacity countries and/or works, fostering of talent and creativity (10 points)
- Cost efficiency of the action taking into account the amount of forecast budget and in relation with the number of non-national participants, projects and days or targeted project and new market opportunities as well as sustainability of the co-financing strategy (10 points)
- Quality and feasibility taking into account consistency between budget, objectives and proposed content as well as relevance to existing synergies and new business models within the audiovisual industry (10 points).

For Action 2:

- Effectiveness of the strategy and methodology to facilitate the distribution and circulation of European works on European and international markets, as well as fostering of talent and creativity (10 points)
- Cost efficiency of the action taking into account the amount of forecast budget compared to market prices in relation with the number of targeted projects and new market opportunities as well as sustainability of the co-financing strategy (10 points)
- Quality and feasibility taking into account consistency between budget, objectives and impact as well as relevance to existing synergies and new business models within the audiovisual industry (10 points).

3. Dissemination (20)

This criterion will take into account:

- Systemic impact for the targeted projects and participants in terms of facilitation of co-production, financing, visibility, international circulation, global audience reach, based on track record as well as adequacy and level of assistance/follow up after the event (10 points)
- Structuring effects on the European audiovisual industry and added value to enter the targeted markets / reinforce the co-production/the international circulation (10 points)

4. Project management (10)

This criterion will take into account:

- Relevance of the distribution of the roles and responsibilities of the team vis-à-vis the specific objectives of the action (i.e. event organisation/ international expertise/ audiovisual expertise/digital expertise) taking into account gender and diversity balance.
- In case of partnerships: added value and clarity of role of each member of the proposed grouping.

Quality threshold: 70/100 points following assessment of the award criteria.

Maximum possible rate of co-financing of the eligible costs - the EU grant is limited to a maximum co-financing rate of 60% of total eligible costs.

In accordance with Article 13 (3) of the Creative Europe 2021-2027 Regulation, the costs incurred by beneficiaries of this action may be considered eligible as of 1 January 2021, even if they were implemented and incurred before the date of submission of the activity plan and estimated budget. Grants shall not be awarded retroactively for actions already completed.

Activities eligible under this action are recurrent annual activities organized on specific and regular calendar periods. Due to the late approval of the Creative Europe legal base and consequent delayed adoption of the Work Programme and Calls publication, those activities organized earlier in 2021 could not be funded without a retroactivity clause. Despite their importance for the audiovisual industry in the context of the Covid-19 crisis, they would be penalized.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	7 500 000

2.3 EUROPEAN FILM DISTRIBUTION AND EUROPEAN FILM SALES

Encourage and support the wider transnational distribution of recent European films by providing funds to distributors and sales agents, based upon their performance on the market, for further reinvestment in the acquisition, promotion and distribution (including online) of new non-national European films. Encourage the development of links between the production and distribution sectors thus improving the competitive position of non-national European films and the competitiveness of European companies.

Expected results:

Improvement in the trans-national distribution of recent non-national European films. Increase in the investment in the production, acquisition, promotion, theatrical and online distribution of non-national European films.

Develop links between the production and distribution sector thus improving the competitive position of non-national European films.

Support for some 340 actions in favour of recent non-national European Films.

Description of the activities to be funded

The support works in two phases:

1. The generation of a potential fund which will be calculated according to the performance of the company on the European market during the reference period.
2. The implementation of the action: the potential fund thus generated by each company must be reinvested in: Action 1 - Distributors - the co-production of eligible non-national European films; - the acquisition of distribution rights, for example by means of minimum guarantees, of eligible non-national European films; and/or in - the release of eligible non-national European films. Action 2 – Sales Agents - minimum guarantees or advances paid for the international sales rights on eligible nonnational European films; - the promotion, marketing and advertising on the market of eligible non-national European films.

Eligibility and award criteria:

A. Eligibility criteria:

Eligible applicants

The scheme is opened to European companies active in the audiovisual sector.

Action 1 – Support to Distributors:

The applicant must be a cinema / theatrical distributor involved in commercial activity designed to bring to the attention of a wide audience a film for the purpose of exploitation in cinema theatres. This shall be the principal activity of the company or division of the company.

A cinema / theatrical distributor shall fulfil the following criteria:

1. be the holder of the theatrical distribution rights for the film in the country concerned;
2. carry out the theatrical distribution of the film in the country (determines the release date, plans, controls and executes the distribution and promotion campaign);
3. pay directly the associated distribution costs; and
4. be registered and have theatrical distribution operations in the country for which a grant is requested²³.

In the event that distribution activities are shared between several companies, the contracts/agreements between these companies must be disclosed to the Agency. The Agency will consider as compliant the company which meets all the criteria and actually executes the distribution of the film in the country in line with the above conditions. If tasks and/or responsibilities are so shared between different companies that it is impossible to assess a unique distributor for the film in a territory, the film will not be supported in that territory and the admissions will not be eligible.

Action 2 – Support to Sales Agents:

The applicant company must be a European Sales Agent.

A European company acting as an intermediary agent for the producer, who specialises in the commercial exploitation of a film by marketing and licensing a film to distributors or other purchasers for foreign countries.

The sales agent must be appointed by the producer of each film declared or supported by way of a written contract or agreement. A contract / agreement signed between a sales agent and a producer will be considered as an international sales contract / agreement only if it provides for the right of the sales agent to sell the film in at least 10 countries participating in the MEDIA Sub-programme.

Eligible activities

To generate the potential fund and to qualify for re-investment measures, films must comply with the following eligibility criteria:

- it must be a work of fiction (including animated films) or documentary, with a minimum duration of 60 minutes;
- it must have its first copyright established in 2016 at the earliest;
- it must not consist of alternative content (operas, concerts, performance, etc.), advertising, pornographic or racist material or advocate violence;
- it must be majority produced by a producer or producers established in the countries participating in the MEDIA Sub-programme. To be considered as the actual producers the production companies must be credited as such. Elements such as opening credits, copyright as appearing on the rolling credits, creative control, ownership of exploitation rights and share of profits may also be taken into account to determine who the actual producer is; and
- it must be produced with the significant participation²⁴ of professionals who are nationals/residents of countries participating in the MEDIA Sub-programme and credited as such.
- European films will be considered as “national” in the country participating in the MEDIA

Subprogramme whose nationals /residents have participated in the highest proportion in the making of the film. This country is considered as the country of origin of the film for the purpose of the scheme. They will be considered as “non-national” outside the country of origin.

1. Generation of a potential fund

The potential fund is proportional to the number of paying admission tickets sold for non-national European films in countries participating in the MEDIA Sub-programme, up to a fixed ceiling per film and adjusted for each country, in the reference period (2019).

To be eligible, admissions must comply with the following criteria:

- they must be achieved between 1st January and 31st December 2019;
- a normal ticket price was actually paid to the relevant exhibitor (including any special offers or discounts) but explicitly excluding those admissions where no fee was paid;
- they must be clearly identifiable and certified by the national authority designated by the Member States;
- they must be declared by distributors who are eligible in the country;
- the films must be eligible non-national European films in the country of distribution.

For Action 2 – Support to Sales Agents: only eligible admissions submitted by eligible distributors under action 1 are taken into account for the calculation of the fund.

2. Reinvestment (eligible cost):

The potential fund thus generated by each company is to be reinvested in:

Action 1 – Support to Distributors

Film financing:

- the co-production of eligible non-national European;
- the acquisition of distribution rights, for example by means of minimum guarantees, of eligible non-national European films; and/or in

Promotion & Advertising:

- the release of eligible non-national European films (promotion and advertising, digitisation and transcoding cost).

Costs related to film financing can be eligible up to 75% of the total direct reinvestment budget.

Action 2 – Support to Sales Agents:

Film financing:

- minimum guarantees or advances paid for the international sales rights on eligible non-national European films;

Promotion & Advertising:

- the promotion, marketing and advertising on the market of eligible non-national European films.

Costs related to film financing can be eligible up to 75% of the total direct reinvestment budget.

B. Award criteria:

A potential fund will be attributed on the basis of the eligible admissions achieved by the European non-national films distributed by eligible distributors in the reference year as set out in the call for proposal (i.e. 2019).

The potential fund will be calculated based upon a fixed amount per eligible entry. Shall the sum of generated funds exceed the available budget for each action; each potential fund will be reduced proportionally. This reduction will not affect the eligibility of the potential funds that are reduced below the minimum availability thresholds indicated in the Guidelines to the Call for Proposals.

The support will take the form of a potential fund available to distributors and sales agents for further investments in eligible non-national European films.

Within the limit of the budgetary resources available, the potential fund available for each distributor will be calculated on the following basis:

Action 1 - Support to Distributors

Eligible admissions are generated by eligible non-national European films up to a limit fixed per film and per country.

The amount of the potential fund will be calculated by multiplying the number of eligible admissions by a fixed amount per admission defined in the call for proposals according to the country of distribution and the nationality of the film.

Minimum availability threshold of the fund have been defined. In the event that the fund in a given year does not reach the minimum threshold, the fund will not be available.

Films with less than 200 eligible admissions in the reference year will not be taken into account in the calculation of the fund.

Action 2 – Support to Sales Agents

Admissions must be achieved by European non-national films and declared by eligible distributors under action 1.

The amount of the potential fund will be calculated by valorising the activities of the sales agent during the reference year (step 1) and by multiplying the number of eligible admissions approved under action 1 by a fixed amount per admission (step 2).

A maximum support of EUR 75.000 will be allocated per film. The EU grant is limited to a maximum co-financing rate of 60% of total eligible costs.

Activities may not start before the date of signature of the grant agreement. However, if the applicant is in a situation where he cannot put the project on hold for the duration of the selection procedure for duly justified reasons inherent to the nature of the project's process, the period of eligibility of costs related to the project can start on the date of submission of the application if requested by the applicant in the application form.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	EACEA/22/2019 published on 19/09/2019	WPI 7.03: 29 900 000 WPI 7.04: 4 400 000

2.4 INNOVATIVE TOOLS AND BUSINESS MODELS

Within the specific objective of promoting innovation, competitiveness and scalability of the European audiovisual sector, one of the priorities of the MEDIA strand is:

- to enhance the circulation, promotion, online and theatrical distribution of European audiovisual works, within the Union and internationally in the new digital environment; including through innovative business model.

The MEDIA strand shall provide support for the following action:

- Promotion and marketing tools, including on line and through the use of data analytics, to increase the prominence, visibility, cross-border access, and audience reach of European work

Expected results

- Improve the competitiveness of the European audiovisual industry: transparency, data collection and the appropriate use of big data, adaptation to the challenges and opportunities driven by the ongoing changes in the audiovisual markets ,
- Improve the production and circulation of European audiovisual works in the digital age;
- Increase the visibility, availability and diversity of European audiovisual works in the digital age;
- Increase the potential audience of European audiovisual works in the digital age.

Description of the activities to be funded

Support the development and/or the spread of innovative tools and business models to increase the availability, visibility and audience of European works in the digital age and/or contribute to increase the competitiveness and greening of the European audiovisual industry.

Special attention will be given to applications presenting adequate strategies to ensure more sustainable and more environmentally-respectful industry and to ensure gender balance, inclusion, diversity and representativeness.

Eligibility and award criteria

A. Eligibility criteria

Activities

This action is aimed at encouraging the development and/or the spread of innovative tools and business models to improve the visibility, availability, audience and diversity of European works in the digital age and/or the competitiveness of the European audiovisual industry.

The projects can include in particular:

- Subtitling or accessibility/discoverability/recommendation tools to be widely used across borders and across platforms in order to improve the visibility, the availability and the audience potential of European audiovisual works;
- Business tools improving the efficiency and the transparency of the audiovisual markets: automated rights management system, technology for data gathering and analysis
- Business models seeking to optimise the synergies and complementarities between the distribution platforms (festivals, cinemas, VOD...);

Business tools exploring new modes of production, financing, distribution or promotion enabled or enhanced by new technology (AI, big data, blockchain, etc.).

Transparency plays a key role in the action. Therefore, applications must contain plans for the disclosure of the inputs and results of the action. Particular attention should be given to communicating the results to public authorities, Member States and the audiovisual industry.

B. Award criteria

1. Relevance (45 points)

This criterion will take into account:

- The relevance of the proposed development and/or spread of innovative tools and business models to address the new needs of the audiovisual markets in order to improve the availability, visibility and audience of European audiovisual works in the digital age and/or to contribute to increasing the competitiveness of the European audiovisual industry. (20 points),
- The European dimension/potential of the project (including origin of audiovisual works and/or nature the partnership and/or the cross-border and cross-language dimension and/or the potential for European expansion...) (15 points).
- Adequacy of the strategies presented to ensure a more sustainable and more environmentally-respectful industry (5 points).
- 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).

2. Quality of the activities (30 points)

This criterion will take into account:

- The adequacy of the methodological and strategic choices to the objectives pursued by the project: including the market analysis, the nature and the timing of the activities to be implemented, the target group, selection methods, target segments, target territories, synergy and collaboration with the different segments of the value chain of the audiovisual industry, strategies to be implemented (development process, marketing/promotion strategy...), as well as the tools deployed (15 points),
- The coherence of the Business model (including the structure of co-financing), the feasibility and cost-efficiency of the project (15 points).

3. Dissemination (15 points)

This criterion will take into account:

- The methodology proposed for collecting, analysing and disseminating data in order to share the results, to guarantee the transparency of the project, to propose an exchange of knowledge (5 points).
- The impact of the project on the visibility and/or availability, audience of European works in the digital age and/or the competitiveness of the European audiovisual industry (10 points).

4. Project management (10 points)

This criterion will take into account:

- the coherence, added-value and complementarity's of the project team and/or the partnership including tasks division, decision making process and the exchange of knowledge vis-à-vis the objectives of the project (10 points).

Quality threshold: 70/100 points following assessment of the award criteria.

Maximum possible rate of co-financing of the eligible costs - The EU grant is limited to a maximum co-financing rate of 60% of total eligible costs.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	14 885 377

Audience Cluster

3.1 NETWORKS OF EUROPEAN CINEMAS

Within the specific objective of promoting innovation, competitiveness and scalability of the European audiovisual sector, the priorities of the MEDIA strand are:

- to enhance the circulation, promotion, online and theatrical distribution of European audiovisual works, within the Union and internationally in the new digital environment; including through innovative business model;
- to promote European audiovisual works, including heritage works, and support audience the engagement and development of audiences of all ages, in particular young audiences, across Europe and beyond

The MEDIA strand shall provide support for the following measures:

- A European cinema operators' network, with a broad geographic coverage, screening a significant proportion of non-national European films, fostering the role of European cinemas in the circulation of European work.

The aim of the support is to create and operate a network of cinemas with a view to:

- Encourage cinema operators to screen a significant proportion of non-national European films through incentives and collaborative projects;
- Contribute to raise and increase the interest of the audience for non-national films including through the development of activities for young cinema-goers;
- Help those cinemas to adapt their strategy to the changing environment including by promoting innovative approaches in terms of audience reach and engagement, as well as partnerships with other film industry operators as well as with local cultural institutions;
- Encourage exchange of best practice, knowledge sharing and other forms of cross border collaboration amongst members of the network;
- Contribute to the policy dialogue on the film industry by disseminating the outcome of the activities of the network beyond its members.

Expected results:

- Increase the audience for non-national European films on the European market;
- Reach new audiences for European films including young cinema-goers;
- Reinforce and renew the cinema experience;

- Adjust the business practices of European cinema theatres in terms of safety, sustainability and inclusion;
- Foster the innovation potential of European cinema theatres.

Description of the activities to be funded under the call for proposals

The action will support a network of European cinema operators screening a significant proportion of non-national European films for an increased audience.

Special attention will be given to applications presenting adequate strategies to ensure more sustainable and more environmentally-respectful industry and to ensure gender balance, inclusion, diversity and representativeness.

Eligibility and award criteria

A. Eligibility Criteria:

Eligible applicants

The action is open to European cinema networks. A cinema network is a group of European independent cinemas developing, through the medium of a legally constituted co-ordination entity, joint activities in the area of screening and promoting European films. In particular, this coordination entity shall ensure the operation of a communication and information system between the cinemas. To be eligible, the cinema network must represent at least 400 cinemas situated in at least 20 countries participating in the MEDIA strand.

A European independent cinema is a company, association or organisation with a single or several screens based in countries participating in the MEDIA strand and which operates under the same company name. The screening of films should be the principal activity of the participant or division of the participant's organisation.

The network and the participating cinemas must be owned whether directly or by majority participation, by nationals of countries participating in the MEDIA strand and registered in one of these countries.

Only these European independent cinemas shall be eligible as participants of the network:

- They are first run cinemas (programming European films in first run, within a maximum period of twelve months after the first national release). Those cinemas which dedicate a maximum of 30% of their screenings to retrospectives or re-releases may be eligible ;
- That have a ticketing and entry declaration system;
- That have at least one screen and 70 seats;
- That had at least 300 screenings per year for single-screen cinemas and 520 screenings per year for multi-screen cinemas (cinemas in operation for a period of at least 6 months per year), and at least 30 screenings per month for summer / open air cinemas (cinemas in operation for less than 6 months per year);
- That had at least 20,000 spectators in the year preceding the member application.

In order to meet, as a group, the above eligibility criteria, different cinemas may be allowed to pool their results. The circumstances under which this may occur must be clearly defined by the coordination entity in its application and in the accompanying draft guidelines.

Eligible activities

Cinemas' network should enable the following activities:

- Networking activities: information, animation and communication in view of increasing the audience reach and implementing innovative actions.
- Provide financial support to participating cinemas implementing eligible activities listed below:
 - Actions aiming at promoting and screening European films and increasing the audience for non-national European films.
 - Innovative activities aiming at reaching new audiences and raising interest among young cinema-goers for European films by renewing and enriching the cinema experience.
 - Harnessing the digital transition, including online tools and data applications
 - Adjusting the business practices of European cinema theatres in terms of safety, sustainability, inclusion and accessibility.
 - Promotion and marketing activities in cooperation with other distribution platforms (e.g. TV broadcasters, VOD platforms).

As the financial support is the primary aim of the EU grant, the maximum amount of the grant that can be allocated annually to third parties is fixed at the limit of EUR 200.000.

B. Award criteria:

Eligible applications will be assessed on the basis of the following criteria:

1. Relevance (30)

This criterion assesses the network strategy to achieve the general objectives of the call for proposals including in terms of the definition of long term/short term specific objectives. This criterion will also assess the quality of the approach to monitor the achievement of those objectives including through the definition of key performance indicators. The following will be assessed:

- The number and geographical balance of the cinemas belonging to the network, especially cinemas located in countries or regions with a limited cultural and cinema infrastructure; the network strategy to achieve the general objectives of the call for proposals including more sustainable and more environmentally-respectful industry as well as adequacy of the strategies to ensure gender balance, inclusion, diversity and representativeness
- the short/long term objectives of the network and the related key performance indicators
- the methodology for the allocation of the support to the cinemas
- the guidelines to the members and potential members of the network, including their compliance with the objectives of the current call
- the forecast impact of the action in terms of:
 - Screening of non-national European films on the European market
 - Large and more diverse audiences for European films
 - Innovative approaches in terms of reinforcing and renewing the cinema experience
 - Collaboration with online platforms, audiovisual operators and local cultural institutions;
- how the network can reinforce the competitiveness of European cinema theatres, taking into account the new models of communication, consumption of content and infrastructure adjustments.

The guidelines of the coordinator must detail the method of assessment of cinemas theatres and their performance which will be based upon precise and objective criteria such as:

- As a general rule the proportion of European non-national films screenings by single screen cinemas must be between 25-30% of the total screenings. Appropriate precise rules for multi-screen and other cinemas must be detailed in the applicant's guidelines.

- The capacity of the cinema to create an audience for non-national European films (the number of admissions achieved for non-national European films).
- Objective criteria to assess innovative activities including those for young audience.

2. Quality of the content and activities (30)

This criterion assesses the efficiency and effectiveness of the activities to be implemented and the extent to which they are embedded in the strategy of the network including a clear intervention logic and monitoring of results.

3. Dissemination (20)

This criterion evaluates the approach of the network to communicating, disseminating and sharing its activities, results, knowledge and best practices both between the members and outside of the network. The following will be assessed:

- The strategy developed by the network to disseminate and share results, best practices, audience building techniques and technological developments.
- Methods of communication between the coordinating entity and its members and between members

4. Project management (20)

This criterion evaluates the extent to which the governance, management and organisation of the network will ensure the effective implementation of its strategy and activities.

The application must detail:

- the rules of governance of the coordinating entity, including the management structure and the role of the members within the network and within the entity
- the selection and award process to determine the level of funding for cinemas
- the strategy for the monitoring of the financial support to cinemas belonging to the network
- the procedure in place to ensure transparency, equality of treatment and absence of conflict of interest.

In order to ensure that the best proposal fully meets the objectives of the current call, respects the rule concerning third parties funding, and comply with the principles of economy, efficiency, effectiveness, the Agency may request some modifications (following the recommendations of the Evaluation Committee) to the applicant Work Programme, the Guidelines to the beneficiaries and the forecast budget.

Quality threshold: 70/100 points following assessment of the award criteria.

Maximum possible rate of co-financing of the eligible costs - The EU grant is limited to a maximum co-financing rate of total eligible costs of 95%.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	15 000 000

3.2 EUROPEAN FESTIVALS

Within the specific objective of promoting innovation, competitiveness and scalability of the European audiovisual sector, the priorities of the MEDIA strand are:

- to enhance the circulation, promotion, online and theatrical distribution of European audiovisual works, within the Union and internationally in the new digital environment; including through innovative business model;
- to promote European audiovisual works, heritage works, and support audience the engagement and development of audiences of all ages, in particular young audiences, across Europe and beyond

The MEDIA strand shall provide support to:

- European festivals and festivals' networks screening a significant proportion of non-national European works, while preserving their identity and unique profile.

European festivals shall aim at increasing audiences' interest in non-national European audiovisual content and promoting the circulation and visibility of non-national European audiovisual content.

Expected results:

- Support the recovery of festivals screening a significant proportion of non-national European films and audiovisual works, which have been particularly affected by the pandemic crisis;
- Increase the impact of European audio-visual festivals aiming to reinforce promotion, distribution and circulation of non-national European films and audiovisual works to growing audiences across Europe;
- Foster exchange of knowledge and best-practice models for cooperation among festivals through coordinated/collaborative activities targeted to expand and renew audiences; Harness the digital transition.

Description of the activities to be funded under the call for proposals

European festivals programming a significant proportion of non-national European works and aiming at activities targeted to expand and renew audiences.

Special attention will be given to applications presenting adequate strategies to ensure more sustainable and more environmentally-respectful industry and to ensure gender balance, inclusion, diversity and representativeness.

Eligibility and award criteria

A. Eligibility criteria

Eligible Applicants

Only applications from eligible entities organising audiovisual festivals in countries participating in the MEDIA strand will be accepted.

By eligible audiovisual festival it is understood an event:

- programming European films and audiovisual works that are being screened to wide audiences including general public as well as accredited international audiovisual professionals and press;
- having a clear curation, regulation and selection procedure;
- taking place over a specific period of time, in a prior defined city;
- having a clear curation, regulation and selection procedure;

- 50% of the programming must be devoted to non-national films and audiovisual works from countries participating to the MEDIA strand and presenting a geographical diverse coverage of at least 15 of these countries including low capacity ones;
- having had at least three editions that took place by end of December 2020.

Eligible activities

European audiovisual festivals taking place in countries participating in the MEDIA Strand which:

- demonstrate strong efficiency in audience development (especially towards young audiences) by implementing activities before, during or after the event such as: year-long activities and/or decentralisation to other cities (with smaller partner festivals nationally and/or cross-border) and/or any efficient outreach activities towards non-core film festival audience;
- demonstrate a commitment to innovative actions especially in the areas of audience outreach and development using the latest digital technologies and tools such as social media and online activities in order to create a permanent community;
- amplify innovative approaches beyond their traditional events expanding their reach (for instance cross-platform programmes etc.);
- organise initiatives for film literacy (for example film education) in close cooperation with schools and other institutions throughout the year;
- focus on European films in general and particularly films from countries with a low audiovisual production capacity;
- place strong emphasis on non-national European programming and geographic diversity of non-national European programming;
- develop collaboration and partnerships with other European film festivals across borders to increase resource efficiency including subtitling/dubbing, online viewing platforms etc.

B. Award criteria:

Eligible applications will be assessed on the basis of the following criteria:

1. Relevance (40)

- Consistency of the activities towards the audience, taking into account the applicant's definition of existing/potential audience (10 points)
- Efficiency of the festival's outreach mechanisms including online activities, the use of the latest digital technologies and tools such as social media (10 points)
- Effectiveness of the film education initiatives, including actions for young audiences (10 points)- Adequacy of the strategies presented to ensure more sustainable and more environmentally-respectful industry (5 points)
- 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).

2. Quality of the content and activities (35)

- The quality and impact of actions put in place towards collaboration and partnerships with other European film festivals across borders (20 points)
- The European dimension and the festival's strategy to put forward/ highlight the programming devoted to European non-national films and the programming originating from countries with low audiovisual production capacity (10 points)
- The geographic diversity and the festival's strategy to extend the number of eligible countries represented (5 points).

3. Dissemination (20)

- The size of the audience taking into account the overall size of the festival and the potential audiences (10 points)
- The level of participation of the professional community, partnerships with other festivals, the efficiency of the mechanisms facilitating commercial or alternative circulation of the featured European films and the use of digital technologies (5 points)
- The efficiency and quality of the actions implemented to promote the programming and the European talents during and beyond the event (5 points)

4. Project management (5)

- The festival's organisation structure and the relevance of the distribution of the roles and responsibilities of the team in the activities described in the application (5 points)

Quality threshold: 70/100 points following assessment of the award criteria.

The financial contribution will take the form of a lump sum between EUR 19.000 and EUR 75.000. The EU grant is limited to a maximum co-financing rate of 60% of total eligible costs.

In accordance with Article 13 (3) of the Creative Europe 2021-2027 Regulation, the costs incurred by beneficiaries of this action may be considered eligible as of 1 January 2021, even if they were implemented and incurred before the date of submission of the activity plan and estimated budget. Grants shall not be awarded retroactively for actions already completed.

Activities eligible under this action are recurrent annual activities organized on specific and regular calendar periods. Due to the late approval of the Creative Europe legal base and consequent delayed adoption of the Work Programme and Calls publication, those activities organized earlier in 2021 could not be funded without a retroactivity clause. Despite their importance for the audiovisual industry in the context of the Covid crisis, they would be penalized.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	9 000 000

3.3 EUROPEAN VOD NETWORKS AND OPERATORS

Within the specific objective of promoting innovation, competitiveness and scalability of the European audiovisual sector, the priorities of the MEDIA strand are:

- to enhance the circulation, promotion, online and theatrical distribution of European audiovisual works, within the Union and internationally in the new digital environment; including through innovative business models;

to promote European audiovisual works, including heritage works, and support the engagement and development of audiences of all ages, in particular young audiences, across Europe and beyond.

The MEDIA strand shall provide support for the following measures:

- European Video on Demand (VOD) operators' network,(s), screening a significant proportion of non-national European works

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.

Description of the 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 and award criteria

A. Eligibility criteria

Eligible applicants

The proposal must be submitted by a group of applicants (consortium) involving at least three VOD services coming from at least two countries participating in the MEDIA strand or by a VOD platform with the capacity to offering its services in at least two countries within MEDIA Strand countries.

A Video on Demand (VOD) platform is an entity enabling individuals to select audiovisual works from a central server for viewing on a remote screen by streaming and/or downloading. VOD platforms attached to broadcasters and internet service providers are eligible.

European Dimension

The applicant VOD platforms must present a minimum European Dimension in their catalogue.

The applicant must present a 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

The 30% of European audiovisual works within the catalogue must be majority produced by a producer or producers established in the countries participating in the MEDIA strand. A minimum of 50% of the financing must come from countries participating in the MEDIA strand and the production companies must be credited as such.

The European dimension criteria must be fulfilled at the start, and for the duration of the action.

Natural persons may not apply for a grant except self-employed persons or equivalent (i.e. sole traders) where the company does not possess legal personality separate from that of the natural person.

Eligible activities

Eligible activities are collaborative/joint actions:

- Promoting and developing an attractive cross-border offer of European content
- Improving the accessibility, visibility, discoverability and prominence of European content
- Developing innovative digital promotion, marketing and branding strategies
- Implementing mechanisms to better understand consumer behaviors at European level and develop new audiences outreach
- Fostering exchange of knowledge and best practices
- Mutualising and sharing costs for projects able to improve the quality and competitiveness of the European VOD platforms including technological development, editorial line, collective intelligence, facilitation of the copyright licencing process underlying pan-European exploitation.

The activities should present innovative, coherent and focused strategies in order to promote the offer of European content and increase the global audience of the European VOD platforms.

Clear requirements in terms of indicators, quantification and sharing of results should be part of the activities. Transparency will play a key role in the action. Therefore, applications must contain detailed plans for the full publication of the inputs and results of the action. Particular attention should be given to communicating this information to public authorities, Member States and the audiovisual industry.

B. Award criteria

1. Relevance (40 points)

- The added-value of the project compared to the current position and activities of the VOD platform(s) involved (10 points),
- The relevance of the project vis-à-vis the objectives and the targeted projects, in particular the objective to improve the visibility, discoverability, prominence of European content and the potential to reach a global audience (15 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)

2. Quality of the 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)

3. 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).

4. 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.

Quality threshold: 70/100 points following assessment of the award criteria.

Maximum possible rate of co-financing of the eligible costs - The EU grant is limited to a maximum co-financing rate of total eligible costs of 60%.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	4 000 000

3.4 FILMS ON THE MOVE

Within the specific objective of promoting innovation, competitiveness and scalability of the European audiovisual sector, one of the priorities of the MEDIA strand is:

- to enhance the circulation, promotion, online and theatrical distribution of European audiovisual works, within the Union and internationally in the new digital environment; including through innovative business model.

The MEDIA strand shall provide support for the following measures:

- Support to international sales and circulation of non-national European works on all platforms (e.g. cinema theatres, online) targeting both small and large-sized productions, including through coordinated distribution strategies covering several countries and encouraging the use of subtitling, dubbing and where applicable, audio description tools.

The Films on the Move action shall encourage and support the wider distribution of recent non-national European films by encouraging sales agents and theatrical distributors in particular to invest in promotion and adequate distribution of non-national European films.

Expected results:

- Development of pan-European theatrical and/or online distribution strategies for non-national European films.
- Increased investment in theatrical and/or online promotion and distribution of non-national European films in view of expanding audience reach.
- Develop links between the production and distribution sector thus improving the competitive position of non-national European films on a global market.

Description of the activities to be funded

The activities to be funded are campaigns for the pan-European theatrical and/or online distribution of eligible European films, coordinated by the sales agent of the film.

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

A. Eligibility criteria:

Eligible applicants

Applicants shall be a:

European sales agent

A European sales agent is the company acting as an intermediary agent for the producer, who specialises in the commercial exploitation of a film by marketing and licensing a film to distributors or other purchasers for foreign countries.

The applicant must be 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 Sub-programme.

Natural persons may not apply for a grant except self-employed persons or equivalent (i.e. sole traders) where the company does not possess legal personality separate from that of the natural person.

Eligible activities

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.

A minimum of 7 different distributors must be attached to the project out of which at least 2 must originate from lower audiovisual capacity countries Group A or Group B.

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

The distributors must commit to carry out the distribution of the film on their territories via a letter of intent.

The film must be released

- between 1st October 2021 and 1st April 2023 or starting 10 weeks after the date of submission

The film must comply with the following eligibility criteria:

- it must be a work of fiction (including animated films) or documentary, with a minimum duration of 60 minutes;
- it must have its first copyright established in 2020 at the earliest;
- it must not consist of alternative content (operas, concerts, performance, etc.), advertising, pornographic or racist material or advocate violence;
- films must have a production budget of maximum EUR 15M¹ ;
- it must be majority produced by a producer or producers established in the countries participating in the MEDIA strand. A minimum of 50% of the financing of the total estimated production budget must come from countries participating in the MEDIA strand and the production companies must be credited as such. Elements such as opening credits, copyright as appearing on the rolling credits, creative control, ownership of exploitation rights and share of profits may also be taken into account;
- it must be produced with the significant participation² of professionals who are nationals/residents of countries participating in the MEDIA strand and credited as such;

¹ The monthly rates applicable at the time of submission must be used.

² The guidelines will specify how the participation of professionals is calculated.

- the film must have an interoperable standard identifier, such as ISAN or EIDR, to be provided by the coordinator.

European films will be considered as “national” in that country participating in the MEDIA strand whose nationals /residents have participated in the highest proportion in the making of the film. This country is considered as the country of origin of the film for the purpose of the action. They will be considered as “non-national” outside the country of origin.

As the financial support is the primary aim of the EU grant, the maximum amount of the grant that can be allocated to third parties is fixed at the limit of max. :

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

B. Award criteria:

Eligible applications will be assessed on the basis of the following criteria:

1. Relevance (45)

- Quality of the grouping taking into account the experience of the sales agent on pan-European projects, the number of distributors involved, their experience and involvement in the project (10 points)
- European and international dimension of the project: global strategy by the sales agent, geographic coverage, cultural and linguistic diversity, taking into account the nationality of the film. This sub-criterion will take into account the entire outreach of the project including theatrical and/or online distribution: European dimension of the grouping of third parties, but also confirmed releases and partnerships with online platforms or festivals that are outside the support to third parties but which expand the scope of the project (10 points)
- Promotion and coordination activities by the sales agent to foster coordinated pan-European release such as cooperation with the production company, production of common material, release date coordination, market events, cross border strategy, etc. This sub-criterion will look at the action plan as part of the project but also at all other actions already carried out in preparation of the application (20 points)
- 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)

2. Quality of the content and activities (30)

- Potential of the film to reach a wide European audience including films from emerging talents with potential to reach new audiences. This sub-criterion will look at the market potential of the film, taking into account the quality of the sales agent promotion campaign and material submitted, and potential for additional visibility (such as awards strategy, festival selection, adaptation of best-seller, etc) (10 points)
- National promotion strategies. This sub-criterion will look at the quality of the national theatrical and/or online distribution strategies submitted by the third parties including targeted audience and consistency of expected results, as well as their feasibility taking into account the involvement of the distributors, their budget and the potential of the film (10 points)

- Cost-effectiveness of the project: this sub-criterion will look at the cost-effectiveness of the sales agent's promotion and coordination of each national campaign, in light of the potential of the film. Elements such as sharing of material and economy of scale will be taken into account (10 points)

3. Dissemination (15)

- Impact of other activities that would bring additional revenues for the film and strategy to reach markets that are not part of the project, whether European or non-European, in theatres and/or online (5 points)
- Production of an international trailer (5 points)
- Dissemination of results within and outside the grouping to optimise the visibility of the EU support (5 points)

4. Project management (10)

- Adequacy of the methodology to gather third parties output (strategy, results and costs)
- Efficiency of the methodology regarding the monitoring of third parties costs
- Effectiveness of the methodology regarding the allocation of the funds
- Transparency on the management of the support to third parties

Quality threshold: 70/100 points following assessment of the award criteria.

The EU grant is limited to a maximum co-financing rate of 90% of the total eligible costs.

A maximum 25% of the budget will be allocated to films with a production budget superior to EUR 10M

In accordance with Article 13 (3) of the Creative Europe 2021-2027 Regulation, the costs incurred by beneficiaries of this action may be considered eligible as of 1 January 2021, even if they were implemented and incurred before the date of submission of the activity plan and estimated budget. Grants shall not be awarded retroactively for actions already completed.

Activities eligible under this action are recurrent annual activities organized on specific and regular calendar periods. Due to the late approval of the Creative Europe legal base and consequent delayed adoption of the Work Programme and Calls publication, those activities organized earlier in 2021 could not be funded without a retroactivity clause. Despite their importance for the audiovisual industry in the context of the Covid crisis, they would be penalized.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	11 000 000

3.6 AUDIENCE DEVELOPMENT & FILM EDUCATION

Within the specific objective of promoting innovation, competitiveness and scalability of the European audiovisual sector, one of the priorities of the MEDIA strand is:

- to promote European audiovisual works, including heritage works, and support audience the engagement and development of audiences of all ages, in particular young audiences, across Europe and beyond

The MEDIA strand shall provide support for the following measures:

- Initiatives promoting audience development and engagement, including film education activities, addressing in particular young audiences;

Expected results:

- Stimulate interest and increase knowledge of audiences in European films and audiovisual works including specific programmes on film heritage
- Strengthen pan-European cooperation for innovative audience development and film education projects especially using new digital tools
- Increase pan-European impact and audience outreach
- Develop film education projects across European and non-European territories

Description of the activities to be funded

Projects ensuring pan-European cooperation and providing innovative projects, especially using new digital tools aiming at:

- increasing interest and knowledge of audiences in European films and audiovisual works including specific programmes on film heritage,
- increasing pan-European impact and audience outreach
- promoting and increase the contribution that existing European films and audiovisual works, including curated catalogues of films, make towards audience development and education.

Special attention will be given to applications presenting adequate strategies to ensure more sustainable and more environmentally-respectful industry and to ensure gender balance, inclusion, diversity and representativeness.

Eligibility and award criteria

A. Eligibility criteria:

Eligible activities

Projects providing mechanisms for pan-European cooperation and pan-European audience reach with the aim to stimulate interest and increase knowledge of audiences in European films and audiovisual works including specific programmes on film heritage.

The project must be based on a significant proportion (at least 50%) of European films and audiovisual works and present pan-European audience reach involving at least 5 countries participating in the MEDIA strand.

B. Award criteria:

1. Relevance (30)

- Potential of the project to promote, stimulate and increase audience's interest in, awareness and knowledge of, European films and audiovisual works, including non-national and heritage films, in particular among new and young audiences (10points).
- European dimension and added value of the project in terms of partnerships, level of pan-European cooperation and exchange of knowledge, geographic coverage (including efforts to broaden participation), content and cultural diversity of European films and audiovisual works. The European added value of the project compared to the core activities of the applicants and partners will also be taken into account (15 points).

- Adequacy of the strategies to ensure more environmental sustainability, gender balance, inclusion, diversity and representativeness, either in the project/content or in the way of managing the activity (5 points).

2. Quality of the content and activities (40)

- Overall quality of the project including its format, methodology, selection process, target groups/territories, educational and pedagogical methods (if applicable), coherence of needs' analysis and evaluation of the aimed outputs in terms of pan-European audience reach (20 points).
- Feasibility and cost-efficiency in relation to the pan-European objectives to be reached (10 points).
- Innovation of the project, in particular the strategic use of digital technology and new tools (10 points).

3. Dissemination (20)

- Impact of the strategy for promoting the project and for the dissemination of its results, in particular in relation with pan-European exchange of knowledge and best practices (10 points).
- Strategies and sustainable methods for collecting and analysing quantitative and qualitative data on the project's results and impact in terms of pan-European audience reach (10 points).

4. Project management (10)

This criterion will take into account the distribution of the roles and responsibilities vis-à-vis the objectives of the action.

Quality threshold: 70/100 points following assessment of the award criteria.

Maximum possible rate of co-financing of the eligible costs - The EU grant is limited to a maximum co-financing rate of 70% of total eligible costs.

In accordance with Article 13 (3) of the Creative Europe 2021-2027 Regulation, the costs incurred by beneficiaries of this action may be considered eligible as of 1 January 2021, even if they were implemented and incurred before the date of submission of the activity plan and estimated budget. Grants shall not be awarded retroactively for actions already completed.

Activities eligible under this action are recurrent annual activities organized on specific and regular calendar periods. Due to the late approval of the Creative Europe legal base and consequent delayed adoption of the Work Programme and Calls publication, those activities organized earlier in 2021 could not be funded without a retroactivity clause. Despite their importance for the audiovisual industry in the context of the Covid crisis, they would be penalized.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	5 000 000