



CREATIVE EUROPE (2014-2020)

MEDIA SUB-PROGRAMME

CALL FOR PROPOSALS

EACEA 28/2015: Support for Online Distribution

1. OBJECTIVES AND DESCRIPTION

This notice of a call for proposals is based on the Regulation (EU) No 1295/2013 of the European Parliament and of the Council of 11 December 2013 on establishing the Creative Europe Programme (2014-2020).

Within the specific objective of promoting transnational circulation, two of the priorities of the MEDIA Sub-programme shall be to:

- support transnational marketing, branding and distribution of audiovisual works on all other non-theatrical platforms;
- promote new distribution modes in order to allow the emergence of new business models.

The MEDIA Sub-programme shall provide support for the following measures:

- establishing systems of support for the distribution of non-national European films through theatrical distribution and on other platforms, as well as for international sales activities, in particular the subtitling, dubbing and audio description of audiovisual works;
- innovative actions testing new business models and tools in areas likely to be influenced by the introduction and use of digital technologies.

2. ELIGIBLE APPLICANTS

This scheme is open to entities (private companies, non-profit organisations, associations, charities, foundations, municipalities/Town Councils, etc.) established in one of the countries participating in the MEDIA Sub-programme (see below) and owned directly or by majority participation, by nationals from such countries.

Applications from legal entities established in one of the following countries are eligible as long as all conditions referred to in Article 8 of the Regulation establishing the Creative Europe Programme are met and the Commission has entered into negotiations with the country:

- EU Member States;

- Acceding countries, candidate countries and potential candidates benefiting from a pre-accession strategy, in accordance with the general principles and general terms and conditions for the participation of those countries in Union programmes established in the respective Framework Agreements, Association Council Decisions or similar agreements;
- EFTA countries which are members of the EEA, in accordance with the provisions of the EEA Agreement;
- The Swiss Confederation, on the basis of a bilateral agreement to be concluded with that country;
- Countries covered by the European Neighbourhood Policy in accordance with the procedures established with those countries following the framework agreements providing for their participation in Union programmes.

The Programme shall also be open for bilateral or multilateral cooperation actions targeted at selected countries or regions on the basis of additional appropriations paid by, and specific arrangements to be agreed upon with, those countries or regions.

The Programme shall permit cooperation and joint actions with countries not participating in the Programme and with international organisations which are active in the cultural and creative sectors such as UNESCO, the Council of Europe, the Organisation for Economic Co-operation and Development or the World Intellectual Property Organisation on the basis of joint contributions for the realisation of the Programme's objectives.

Proposals from applicants in non EU countries may be selected, provided that, on the date of the award decision, agreements have been signed setting out the arrangements for the participation of those countries in the programme established by the Regulation referred to above.

3. ELIGIBLE ACTIONS

The Online Distribution scheme shall provide support to:

- Action 2: the preparation of digital packages facilitating the commercialisation of European audiovisual works on VOD services provided in countries where those works are not available;
- Action 3: innovative approaches for multiplatform releases of one or several European films in at least two countries participating in the MEDIA Sub-programme.

Applicants submitting projects for different actions should provide separate applications for each action.

The action must start on 01/01/2016 and end on 31/12/2016.

The maximum duration of the action is 12 months.

4. AWARD CRITERIA

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

Action 2: Support to the development of "On Line Ready" packages.

	Criteria	Definitions	Max. points
1	Relevance and European added value	This criterion evaluates the relevance of the content of the action including European dimension vis-à-vis the objectives of the call for proposals.	30
2	Quality of the activities	This criterion evaluates the coherence and potential impact of the catalogue proposed in relation to the target audience and marketing strategy envisaged proposed together with the feasibility and cost-efficiency.	40
3	Dissemination of project results, impact and sustainability	This criterion assesses the impact of the support on the availability, the visibility and the potential audience of European audiovisual works.	20
4	Quality of the project team and the grouping	This criterion will take into account the extent of the partnership and the exchange of knowledge within the partnership vis a vis the objectives of the action.	10

Action 3: Support to innovative multiplatform releases.

	Criteria	Definitions	Max. points
1	Relevance and European added value	This criterion evaluates the relevance of the content of the action including European dimension vis-à-vis the objectives of the call for proposals.	30
2	Quality of the activities	This criterion evaluates the adequacy of the methodology to the objectives including business model, innovative aspects, selection methods, the marketing strategy, the feasibility and cost-efficiency.	40
3	Dissemination of project results, impact and sustainability	This criterion assesses the dissemination of the project's results in view of ensuring the share of information / transparency and the impact of the support on the potential audience of European audiovisual works.	20
4	Quality of the project team and the grouping	This criterion will take into account the extent of the partnership and the exchange of knowledge within the partnership vis a vis the objectives of the action.	10

5. BUDGET

The total budget earmarked for the co-financing of projects is estimated at EUR 2.15 M.

The indicative split between the two actions will be the following:

- Action 2: an indicative amount of EUR 1.15 M.
- Action 3: an indicative amount of EUR 1 M.

The Agency reserves the right not to distribute all the funds available.

6. DEADLINE FOR SUBMISSION OF APPLICATIONS

Proposals must be submitted not later than **17/09/2015 at 12.00 noon** (midday Brussels time) using the online application form (eForm). No other method of submission of an application will be accepted.

Applicants shall ensure that all the documents requested and mentioned in the eForms are provided.

7. FULL DETAILS

The full text of the guidelines together with the application forms can be found at the following Internet address:

http://eacea.ec.europa.eu/creative-europe/funding/support-for-online-distribution-eacea-282015_en

Applications must comply with all the terms of the guidelines and be submitted on the eForms provided.