



CREATIVE EUROPE (2014-2020)

MEDIA SUB-PROGRAMME

CALL FOR PROPOSALS

EACEA/01/2017: *Support to the international Sales Agents of European cinematographic film – the "Sales Agents" Scheme*

1. OBJECTIVES AND DESCRIPTION

This notice is based on the Regulation of the European Parliament and of the Council on establishing the Creative Europe Programme (2014-2020)¹.

Within the specific objective of promoting transnational circulation, one of the priorities of the MEDIA Sub-programme is the following:

- supporting theatrical distribution through transnational marketing, branding, distribution and exhibition of audiovisual works;

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

- establishing systems of support for the distribution of non-national European films through theatrical distribution and on all other platforms as well as for international sales activities, in particular the subtitling, dubbing and audio-description of audiovisual works.

2. ELIGIBLE APPLICANTS

Applicants must be European companies 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 territories and whose activities contribute to the attainment of the above objectives.

Applicants must be established in one of the countries participating in the MEDIA Sub-programme and owned directly or by majority participation, by nationals from such countries.

¹ Regulation No 1295/2013, Official Journal of the European Union on the 20/12/2013 (OJ L347/221) and its corrigendum of 27/06/2014

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 and overseas countries and territories which are eligible to participate in the Programme pursuant to Article 58 of Council Decision 2001/822/EC;
- 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 Cooperation and Development or the World Intellectual Property Organisation on the basis of joint collaborations 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 Sales Agents scheme 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 (2012-2016)

2. Reinvestment of the potential fund thus generated by each company:

Module 1: minimum guarantees or advances paid for the international sales rights on new European non-national films.

Module 2: the promotion, marketing and advertising on the market of eligible non-national European films.

The maximum duration of the actions is 24 months from the date of the signature of the international sales contract.

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Reinvestment actions of the potential fund generated by this Call for Proposals need to respect the following deadlines:

- The international sales contract/agreement with the producer can be signed at the earliest on **01/10/2017**.
- The reinvestment applications must be submitted to the Agency within 3 months of the signature of the international sales contract/agreement with the producer and no later than **03/10/2018**.

The film must have been majority produced by a producer/producers established in countries participating in the MEDIA sub-programme and made with a significant participation by professionals from those countries. The film must be a recent work of fiction, animation or documentary of more than 60 minutes long and from a different country than the country of distribution.

The film must not consist in alternative content (operas, concerts, performances, etc.) or advertising.

For the film to be eligible its first copyright must not have been established before **2012**.

4. AWARD CRITERIA

A potential Fund will be attributed to eligible European Sales Agents on the basis of their performance on the European markets (i.e. countries participating in the MEDIA Sub-programme) during the reference period (2012-2016). Shall the sum of generated funds exceed 3M€ under this call, each potential fund (Step 2) will be reduced proportionally. The support will take the form of a potential Fund (the "Fund") available to Sales Agents for further investments in recent non-national European films.

The Fund can be reinvested in :

1. the meeting of Minimum Sales Guarantees for new European non-national films.
2. the meeting of promotion and marketing costs for new European non-national films.

5. BUDGET

The total budget available is EUR 2.600.000.

The financial contribution of the Union cannot exceed 60% of the total eligible costs, depending on the type of reinvestment (see Guidelines).

6. DEADLINE FOR SUBMISSION OF APPLICATIONS

The deadlines for sending applications are:

Generation: **16/06/2017**

Reinvestments: **03/10/2018**

Proposals must be submitted not later than **12.00 noon** (midday Brussels time) on the relevant deadline, 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:

https://eacea.ec.europa.eu/creative-europe/funding/support-sales-agents-2017_en

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