

3) DEVELOPMENT OF AUDIOVISUAL CONTENT - SLATE FUNDING (CALL EACEA 23/2018)

1. INTRODUCTION – BACKGROUND

See Part A.

2. OBJECTIVES– PRIORITIES

2.1 Objectives

Within the specific objective of reinforcing the European audiovisual sector's capacity to operate transnationally and internationally, one of the priorities of the MEDIA Sub-programme is 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 co-production.

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

- the development of European audiovisual works, in particular films and television works such as fiction, documentaries, children's and animated films, as well as interactive works such as videogames and multimedia with enhanced cross-border circulation potential;
- activities aiming to support European audiovisual production companies, in particular independent production companies, with a view to facilitating European and international co-productions of audiovisual works including television works.

Under this support scheme, the applicant submits a proposal with a view to developing a Slate of minimum 3 to maximum 5 projects (Slate Funding) 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 and fiction. The scheme will also provide an entry point for emerging talent supported by the strong foundation provided by experienced production companies. To do so, applicants may add a short film by emerging talent to their Slate (optional).

Expected results:

- Increased quality, feasibility, cross-border potential and market value of selected projects.
- A stronger position on European and international markets for companies selected under Slate Funding.

2.2 Targeted projects

The MEDIA Sub-programme supports European audiovisual production companies with proven experience interested in developing a Slate of projects presenting:

- high creative value and cultural diversity,
- wide cross-border exploitation potential,
- enhanced audience reach at a European and international level, based on strategies for marketing and distribution envisaged as from the development phase.

The support also pursues:

- greater cooperation between operators from different countries participating in the MEDIA Sub-programme,
- the strengthening of competitiveness by consolidating the companies' capacity for investment in the development phase,
- the expansion of the companies' activities and their innovation capacity to explore new fields and markets,
- providing support and an entry point for emerging talent with the possibility to produce a short film.

If projects have an interoperable standard identifier, such as ISAN or EIDR, it must be indicated in the application. In any case, for all projects selected for funding, such an identifier must be created before the end of the action.

3. TIMETABLE

Stages	Date and time or indicative period
Deadline for submitting applications	20 February 2019 – 12:00 (noon, Brussels time)
Evaluation period	March –July 2019
Information to applicants	August 2019
Signature of grant decision/agreement	October-November 2019
Starting date of the action	Date of the signature of the grant agreement or notification of the grant decision or the date of submission of the application (see section 6.3)
Duration of the action	36 months from the starting date of the action

4. BUDGET AVAILABLE

The total budget earmarked for the co-financing of projects is estimated at EUR 12.5 M.

The minimum contribution per action under these guidelines is of EUR 70.000.

The maximum contribution per action under these guidelines is of:

- EUR 200.000 for a Slate without a short film project;
- EUR 210.000 for a Slate with the addition of a short film project;
- EUR 150.000 for a Slate with only creative documentaries and without a short film project;
- EUR 160.000 for a Slate with only creative documentaries and with the addition of a short film project.

The minimum allocated to a project of the Slate is EUR 10.000 and the maximum is up to EUR 60.000, provided the amount does not exceed 50% of the eligible development costs of the project. If a short film is added to the Slate, the maximum support for the short film is up to EUR 10.000, provided the contribution does not exceed 80% of the eligible costs of the production (including development costs) of this project.

5. ADMISSIBILITY REQUIREMENTS

See Part A.

The artistic material related to the project must be included in 'Annex 1 – Detailed description of the project' itself and cannot be provided under the form of downloadable documents through internet links.

6. ELIGIBILITY CRITERIA

Applications which comply with the following criteria will be subject of an in-depth evaluation.

6.1 Eligible applicants

This call for proposals is open to independent European audiovisual production companies which have been legally constituted for at least 36 months prior to the submission date and that can demonstrate a recent success.

A **European company** is a company owned, whether directly or by majority participation (i.e. majority of shares), by nationals of Members States of the European Union or nationals of the other European countries participating in the MEDIA Sub-programme and registered in one of these countries.

For information on the countries participating in the MEDIA Sub-programme, see Part A, Section 6.1.

An updated list of the countries can be found on the following link: http://eacea.ec.europa.eu/creative-europe/library/eligibility-organisations-non-eu-countries_en

An **independent company** is a company which does not have majority control by a television broadcaster, 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 broadcaster (50% when several broadcasters are involved).

An **audiovisual production company** is a company whose main object and activity is audiovisual production.

A **legally constituted company** is a company which has been founded by a legal act compliant with the relevant legislation.

A **company with a recent success** is understood as follows: The applicant must prove that it has produced a previous eligible work, as described in section 6.2, in the five years preceding the submission of the application that has been released or broadcast in at least three countries other than that of the applicant in the period after 01/01/2016 and before the date of submission of the application. In case of linear broadcast, 3 different broadcasters are necessary.

The date taken into account in verifying that commercial exploitation has taken place during the reference period (after 1/01/2016 and before the date of submission of the application for funding) is the date on which the international commercial exploitation took place (date of official release in cinema or broadcast date). Commercial distribution online and distribution from international sales agent are accepted only if duly documented by a revenues report related to the reference period. In the case where no revenue reports are contractually available, the original agreement/proof of sale will be accepted.

Companies established in countries with high production capacity (France, Germany, Italy, Spain and United Kingdom) must prove that they have produced two previous eligible works, which had a commercial exploitation under the same conditions.

Concerning the production of an eligible recent success work, the applicant must prove in any case:

- 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(s) in the dedicated section of the electronic application form. In case the previous work(s) in the application form is (are) not eligible, the application will be ineligible even if the applicant is able to provide information on another previous work that respects the eligibility criteria.

The company must also own the majority of rights related to the projects. No later than on the date of submission, the applicant must have a duly dated and signed contract¹¹ covering the rights to the artistic material included in the application. This must include at least: 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 to this work with an option agreement or transfer of rights contract duly dated and signed.

6.2 Eligible activities

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*;
- Fiction projects of a total duration or user experience of minimum 90 minutes, animation of a total duration or user experience of minimum 24 minutes and creative documentaries of a total duration or user experience of minimum 50 minutes intended primarily for the purposes of *digital platform exploitation*. For projects presenting a user experience in a non-linear format (e.g. virtual reality), these minimums do not apply. The digital platform is addressing the following types of projects: animation, creative documentaries and fiction projects intended for multiple screen-based devices, interactive projects, linear and non-linear web-series and narrative virtual reality projects.

¹¹ The following types of contracts will be accepted:

- an option agreement concerning the transfer of rights between the author and the applicant company, of an adequate duration to cover the whole development schedule and clearly setting out the conditions for exercising the option; or
- a contract transferring the rights from the author to the applicant company.

The option agreement or transfer of rights contract can be replaced by:

- a unilateral declaration of the transfer of rights to the applicant company where the author is the producer, a shareholder or an employee of the company;
- a co-production or co-development agreement duly dated and signed by the parties and clearly showing that the applicant company holds the majority of the rights at the date of the application.

The day of principal photography¹² (or equivalent) of the submitted projects must not be scheduled to occur within 8 months from the date of submission of the application.

In case a short film is added to the Slate, the development and production activities of the short film will be eligible for co-financing 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) with a maximum length of 20 minutes. Previews and advertising films, pilots, trailers, teasers and demos are excluded.

An **emerging talent** is defined as writers, directors or producers who have acquired some professional experience and have made work of a certain level (for instance student or self-funded films) having attracted some industry, festival or public attention, but who have not yet made a fiction, creative documentary or animation project that had commercial distribution, and who are looking for guidance and support towards making their first commercial audiovisual work.

- b) the day of principal photography¹³ (or equivalent) of the submitted short film does not occur before the date of submission of the application.**

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

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

- live recordings, TV games, talk shows, reality shows or 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.

6.3 Eligible applications

In order to be eligible, applications must include a minimum of 3 and a maximum of 5 eligible projects.

Applications requesting a financial contribution of less than EUR 70.000 are ineligible.

¹² For creative documentary the first day of principal photography can be defined as the day on which the filming starts, with the contracted crew present on set/location, within the framework of an established period of employment, as stated and confirmed in written agreements. Activities aimed at the acquisition of footage and preliminary shooting are allowed.

¹³ See footnote 12.

Beneficiaries of a Slate Funding grant signed during the year of the publication of the call for proposals (2018) **cannot apply**.

Creative Europe MEDIA publishes calls for proposals for Single Projects and Slate Funding annually. **Applicants may make only one application** either for Slate Funding (call for proposals EACEA 23/2018) or for one of the two deadlines of the Single Project Call (call for proposals EACEA 22/2018).

Activities may not start before the date of signature of the grant agreement or notification of the grant decision. However, according to Article 193 of Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council, in duly justified cases if the development process for the projects for which support is being sought is already ongoing and cannot be put on hold for the duration of the selection process for reasons inherent to the nature of the development process, the period of eligibility of costs of the action will start on the date of submission of the application. In relation to author rights, if the global authors' rights contract has been signed before the start of the eligibility period of the action, costs will only be eligible for work (e.g. development of synopsis, treatment or screenplay) and related authors' rights delivered, accepted and paid within the eligibility period.

Activities must end at the latest 36 months after the start date. If one of the projects in the Slate enters into production before the end of this period, the eligibility period of costs for that project ends on the date of entry into production of that project. The action ends when the last of the projects in the Slate enters into production and at the very latest 36 months after the start date of the action.

However, if after the signing of the decision/agreement and the start of the project it becomes impossible for the beneficiary, for fully justified reasons beyond its control, to complete the project within the scheduled period, an extension to the action and to the eligibility period may be granted. A maximum extension of 6 additional months will be granted, if requested before the deadline specified in the decision/agreement. The maximum duration will then be 42 months after the start date of the action.

Only applications that fulfil the eligibility criteria will be considered for a grant. If an application is deemed ineligible, a letter indicating the reasons will be sent to the applicant.

7. EXCLUSION CRITERIA

7.1 Exclusion from participation

See Part A.

7.2 Rejection from the award procedure

See Part A.

7.3 Supporting documents

See Part A.

8. SELECTION CRITERIA

See Part A.

8.1 Financial capacity

See Part A.

8.2 Operational capacity

Applicants must have the professional competencies as well as appropriate qualifications necessary to complete the proposed action. In this respect, applicants have to submit a declaration on their honour and the following information:

- a presentation of the structure of the company and its management, its activities since it was incorporated, the company's present position in the national and European markets, its editorial line in terms of development and production, its development plans and its present and forecast financial status;
- curriculum vitae or description of the profile of the people primarily responsible for managing and implementing the operation within each partner institution.

9. AWARD CRITERIA

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

	Criteria	Definitions	Max. Weighting
1	Relevance and European added-value	Approach of the company to developing a slate (package) of 3 to 5 projects at European and international level and the capacity of the company to be innovative in its activities	30
2	Quality of the content and activities	Quality of the slate of projects and quality of the development strategy	15
3	Dissemination of projects results	The potential to reach audiences at European and international level, and the European and international distribution and marketing strategy	35
4	Impact and sustainability	Quality of the financing strategy and its European dimension and feasibility potential of the slate of projects	20

Additional "automatic" points:

Description	Extra points
An applicant company established in a country with low production capacity ¹⁴	10
An applicant company established in a country with medium production capacity ¹⁴	5

Detailed description of the award criteria and breakdown of points:

1. Approach of the company to develop at European and international level a slate of 3 to 5 projects and the capacity of the company to be innovative in its activities	30 points
<ul style="list-style-type: none"> • Relevance and added value of the proposed slate to improve the company's position on the European and international market in relation to its: <ul style="list-style-type: none"> ○ co-production approach, ○ presence on foreign markets, ○ visibility at major film festivals, ○ financial position, ○ ability to develop several projects in parallel 	20 points
<ul style="list-style-type: none"> • Ability of the company to adapt to a competitive and changing audiovisual landscape and to improve its market position by being innovative in its activities in terms of genres, formats, platforms, emerging talents or new territories. 	10 points
2. Quality of the slate of projects and quality of the development strategy	15 points
<ul style="list-style-type: none"> • Quality and creative potential of each project <ul style="list-style-type: none"> ○ strength and distinctiveness of idea/subject matter/project focus ○ premise ○ dramatic potential ○ narrative choices ○ quality of the writing ○ character development ○ world of story ○ visual approach ○ art work • Adequacy of the development plan and development budget to the needs of each project • Sufficiency of detail • Adequacy of development schedules planned 	15 points
3. The potential to reach audiences at European and international level, and the European and international distribution and marketing strategy	35 points
3a) Potential to reach audiences at European and international level <ul style="list-style-type: none"> • Transnational appeal of the concept/subject of the projects • Potential of the projects to cross borders taking into account 	15 points

¹⁴ The following MEDIA participating countries are considered as high production capacity countries: France, Germany, Italy, Spain and United Kingdom.

The following MEDIA participating countries are considered as medium production capacity countries: Austria, Belgium, Denmark, Finland, Ireland, Norway, the Netherlands, Poland, Sweden Switzerland.

All the other MEDIA participating countries are considered as low production capacity countries.

<ul style="list-style-type: none"> ○ the creative team, ○ the cast, ○ the proposed execution and the strategies and collaboration methodology presented, especially with non-national co-production partners 	
<p>3b) The European and international distribution strategy</p> <ul style="list-style-type: none"> ● Relevance of the distribution strategy regarding <ul style="list-style-type: none"> ○ the identified target audience, ○ distribution methods foreseen, ○ partners in place or envisaged, ○ awareness of the markets, European/international vision, ○ relevance of choice of territories (neighbouring countries and regions, Europe, other continents) 	10 points
<p>3c) The European and international marketing strategy</p> <ul style="list-style-type: none"> ● Relevance of the marketing strategy in terms of <ul style="list-style-type: none"> ○ the distribution strategy, ○ segments targeted, ○ unique selling points, ○ the marketing channels, ○ the benefits to the selected market, ○ the promotional activities planned ● Adequacy of the communication and marketing plan and tools 	10 points
<p>4. Quality of the financing strategy and its European dimension and feasibility potential of the slate of projects</p>	20 points
<p>4a) Quality of the financing strategy and its European dimension</p> <ul style="list-style-type: none"> ● Awareness of the suitable potential partners and territories targeted ● Sufficiency and realism of the financing plan ● Diversity of sources of funding foreseen ● Level of commitment and the share of non-national financing 	10 points
<p>4b) Feasibility potential of the slate of projects</p> <ul style="list-style-type: none"> ● Adequacy of the production costs ● Adequacy of the financing strategy compared to the estimated production costs 	10 points

10. LEGAL COMMITMENTS

See Part A.

The general conditions applicable to the decision (General Conditions II.a) are available in the 'Documents register' of the Agency website: https://eacea.ec.europa.eu/sites/eacea-site/files/conditions_ii_a.pdf

11. FINANCIAL PROVISIONS

11.1 General principles

a) Non-cumulative award

See Part A.

b) Non-retroactivity

See Part A.

c) Co-financing

See Part A.

d) Balanced budget

See Part A.

e) Implementation contracts/subcontracting

See Part A.

f) Financial support to third parties

The applications may not envisage provision of financial support to third parties.

11.2 Funding forms

See Part A.

➤ **Maximum amount requested**

See 'Maximum amount requested' in Part A, Section 11.2.A.

The EU grant is limited to a maximum co-financing rate of 50% of total eligible development costs. The EU grant is limited to a maximum co-financing rate of 80% of total eligible costs for the production (including development costs) of the short films and the EU grant for the short film shall not exceed EUR 10.000.

➤ **Eligible costs**

See 'Eligible costs' in Part A, Section 11.2.A.

In addition, if the global authors' rights contract has been signed before the start of the eligibility period, costs will only be eligible for work (e.g. development of the synopsis, treatment or screenplay) and related authors' rights delivered, accepted and paid within the eligibility period.

Eligible direct costs

See 'Eligible direct costs' in Part A, Section 11.2.A. Note, however, that costs of financial support to third parties are not eligible under this call. Moreover, the scales approved annually by the Commission do not apply for subsistence and travel costs.

Eligible indirect costs (overheads)

See 'Eligible indirect costs (overheads)' in Part A, Section 11.2.A.

➤ **Ineligible costs**

See 'Ineligible costs' in Part A, Section 11.2.A. In addition, any costs incurred by the beneficiary but re-invoiced to third parties are ineligible.

➤ **Calculation of the final grant amount – Supporting documents**

See 'Calculation of the final grant amount – Supporting documents' in Part A, Section 11.2.A.

➤ **Calculation of the final grant amount**

See 'Calculation of the final grant amount' in Part A, Section 11.2.A.

Non-profit rule

See 'Non-profit rule' in Part A, Section 11.2.A.

11.3 Payment arrangements

A pre-financing payment corresponding to 70% of the grant amount will be transferred to the beneficiary within 30 days either of the date when the last of the two parties signs the agreement, or of the notification of the grant decision, provided all requested guarantees have been received.

If specified in the grant agreement/decision, an interim payment shall be paid to the beneficiary. An interim payment is intended to cover the beneficiary's expenditure on the basis of a request for payment when the action has been partly carried out. For the purpose of determining the amount due as interim payment, the reimbursement rate to be applied to the eligible costs approved by the Commission shall be 50%.

The Agency will establish the amount of the final payment to be made to the beneficiary on the basis of the calculation of the final grant amount (see section 11.2 above). If the total of earlier payments is higher than the final grant amount, the beneficiary will be required to reimburse the amount paid in excess by the Agency through a recovery order.

11.4 Pre-financing guarantee

See Part A.

12. PUBLICITY

12.1 By the beneficiaries

See Part A.

Next to the requirement to give prominence to the name and logo of the Creative Europe - MEDIA Sub-programme on all publications, posters, programmes and other products realised under the co-financed project, the applicant must also include a mention of the development support on onscreen credits of the final produced project when applicable.

12.2 By the Agency and/or the Commission

See Part A.

12.3 Communication and dissemination

See Part A.

13. DATA PROTECTION

See Part A.

14. PROCEDURE FOR THE SUBMISSION OF PROPOSALS

14.1 Publication

The call for proposals is being published on the Internet site of the Agency at the following address: https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-slate-funding-2019_en

14.2 Registration in the Participant Portal

See Part A.

Details on the supporting document that need to be uploaded in the portal can be found on the following link (under the heading "How to apply"): https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-slate-funding-2019_en

14.3 Submission of the grant application

See Part A.

14.4 Rules applicable

See Part A.

14.5 Contacts

For any further information please contact your Creative Europe desk: http://ec.europa.eu/culture/tools/creative-desks_en.htm

Contact within the Agency: EACEA-MEDIA-DEVELOPMENT@ec.europa.eu

If you encounter a technical problem in relation to the e-Form, please ensure that you contact the HelpDesk well in advance of the deadline for submission: EACEA-HELPDESK@ec.europa.eu

Annexes:

All the annexes are available on the EACEA/MEDIA website: https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-slate-funding-2019_en.

For details on the annexes to be attached to the online application form and the documents to be uploaded to the Participant Portal, please consult, the Guide for Applicants, available on the call webpage: https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-slate-funding-2019_en.

Annexes to be included in the application form:

- Annex 1 - Detailed description of the project

(A word or pdf document containing the artistic material related to the project must be attached to the eForm)

- Annex 2 - Declaration on applicant's honour
(The declaration on the applicant's honour on the standard template must be attached to the eForm)
- Annex 3 – Detailed budget and sources of financing
(The budget form on the standard template must be attached to the eForm)
- Annex 4 - Track record of the applicant company/producer
(The track record of the applicant company on the standard template must be attached to the eForm)
- Annex 5 – Relevant supporting documents of co-production and financing, and proof of production and international commercial distribution of previous work(s)
(The relevant supporting documents must be attached to the eForm)

Additional annexes published with the call:

Expert guide

Sample Grant agreement/decision