

## **11) PROMOTION OF EUROPEAN AUDIOVISUAL WORKS ONLINE (CALL EACEA 30/2018)**

### **1. INTRODUCTION – BACKGROUND**

See Part A.

### **2. OBJECTIVES – THEMES – PRIORITIES**

#### **2.1 Objectives**

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;
- to promote new distribution modes in order to foster the development of new business models.

Expected results:

- Strengthen the attractiveness of legally provided European Video On Demand (VOD) services,
- Increase the collaboration across borders between European VOD services and, potentially, the network effect,
- Improve the digital circulation of European audiovisual works,
- Increase the supply and the visibility and prominence of European audiovisual works on VOD services,
- Increase the audience of European films online
- Develop new business models.

#### **2.2 Targeted projects**

The Promotion of European Audiovisual Works Online scheme shall provide support to:

Action 1: Actions such as digital promotion, marketing, branding, tagging and development of new offers by existing VOD services offering a majority of European<sup>33</sup> films. The aim of the action is to improve the visibility, discoverability and global audience of European audiovisual works and to increase cross border collaboration between European VOD services;

Action 2: the preparation of digital packages facilitating the commercialisation of European audiovisual works on VOD platforms, in particular heritage audiovisual works and/or more recent European audiovisual works having demonstrated commercial potential for online distribution;

Action 3: innovative strategies and online tools for the circulation, distribution and promotion of European audiovisual works, including audience development initiatives focusing on innovative and participatory strategies reaching out to wider audiences with European films.

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<sup>33</sup> 'European' refers to all countries participating in the MEDIA Sub-programme according to Article 8 of the Regulation establishing the Creative Europe Programme Regulation (EU) No 1295/2013.

### 3. TIMETABLE

Stages	Date and time or indicative period
Deadline for submitting applications	5 April 2019 12:00 (noon, Brussels Time)
Evaluation period	April-July 2019
Information to applicants	August 2019
Signature of grant agreement	August-September 2019
Starting date of the action	Between the 01/09/2019 and the 01/01/2020
Duration of the action / period of eligibility of costs	12 months

### 4. BUDGET AVAILABLE

The total budget earmarked for the co-financing of projects is estimated at EUR 10.158.000.

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

- Action 1: an indicative amount of EUR 4 M.
- Action 2: an indicative amount of EUR 2.06 M.
- Action 3: an indicative amount of EUR 4.1 M.

In case, within any of the three actions, the number of received proposals fulfilling all the criteria of the call is not sufficient to allocate the full indicative budget for the action, the remaining funds may be reallocated to the other actions.

### 5. ADMISSIBILITY REQUIREMENTS

See Part A.

### 6. ELIGIBILITY CRITERIA

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

#### 6.1 Eligible applicants

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 and owned directly or by majority participation, by nationals from such countries.

#### 6.2 Eligible activities

Only those applications corresponding to one of the three Actions described below will be considered as eligible:

#### **Action 1. Support to Promotion, marketing and branding activities of VOD services**

Eligible activities are actions such as digital promotion, marketing, branding, tagging and development of new offers by existing VOD services offering a majority of European works. The aim of the action is to improve the visibility, discoverability and the global audience of European audiovisual works and to increase cross-border collaboration between European VOD services.

The activities should present innovative, coherent and focused strategies in order to increase the global audience of the platforms and valorise their European catalogue. Clear requirements in terms of indicators, quantification and sharing of results should be part of the activities. Collaborations between VOD services on data collection and analysis, audience intelligence, marketing tools, etc. are encouraged.

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.

Video on Demand (VOD) - definition:

Service enabling individuals to select audiovisual works from a central server for viewing on a remote screen by streaming and/or downloading.

Minimum European Dimension:

The catalogue of films of the VOD platforms must meet the following requirements:

- It must be constituted by at least a total of 500 available audiovisual works.
- It must be constituted by at least 50% of works from countries participating in the MEDIA Sub-programme.
- It must include audiovisual works from at least five countries participating in the MEDIA Sub-programme representing at least five different official languages of the European Union.
- No more than 40% of the audiovisual works may come from a single country.

These criteria must be fulfilled at the start, and for the duration of the action.

European content should comply with the following conditions:

- The audiovisual work must be a fiction, an animation or a creative documentary, including feature films (i.e. feature length films), TV films or series and short films.
- 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. Other elements such as creative control, ownership of exploitation rights and share of profits may also be taken into account to determine who the actual producer is; and
- Produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA Sub-programme. ‘Significant participation’ is defined as having more than 50% of the points on the basis of the table below, (e.g. having 10 or more points in the case of a work of fiction or the biggest share of points if the total is less than 19 as is normally the case for documentaries or animation films where all of the categories are not usually included in the credits):

Nationals/residents of countries participating in the MEDIA sub-programme	Points
Director	3
Scriptwriter	3
Composer	1
Actor 1	2
Actor 2	2
Actor 3	2
Artistic Director/Production Design	1

Director of Photography	1
Editor	1
Sound	1
Shooting location	1
Post-Production location	1
<b>Total</b>	<b>19</b>

The period of eligibility of costs will start between the 01/09/2019 and the 01/01/2020 and will last 12 months.

However, if after the signing of the 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 eligibility period may be granted. A maximum extension of 6 additional months will be granted, if requested before the deadline specified in the agreement. The maximum duration will then be 18 months.

## **Action 2. Support to the development of ‘On Line Ready’ packages**

Eligible activities are those consisting in assembling and delivering digital packages of European audiovisual works foreseen for online releases in countries where those works are not available on any legal VOD service. It aims at extending their availability and visibility on VOD services provided in European and non-European countries.

Therefore these activities should facilitate the dissemination of European audiovisual works on VOD platforms available in the countries targeted by the project. The catalogue should focus on heritage audiovisual works and/or on more recent European audiovisual works having demonstrated commercial potential for online distribution. The catalogue should follow a clear editorial line and be accompanied by a specific marketing strategy.

The preparation of these packages may cover: the encoding, the subtitling of the audiovisual works, the provision of metadata, the development of transversal/multi-territories marketing strategies and material.

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.

### Eligible catalogue:

- The project must cover a catalogue of a minimum of 20 European audiovisual works. In case of catalogues constituted only by television series (fiction or animation), the catalogue must include a total of at least 20 episodes of one or several series.
- The catalogue must include audiovisual works from at least two countries participating in the MEDIA Sub-programme representing at least two different official languages of the European Union. In case of catalogues constituted only by television series, this criterion shall not apply.
- Each audiovisual work of the catalogue should be made available on VOD services in at least 3 other countries participating in the MEDIA Sub-Programme where they are not available on any legal VOD service. The additional availability of the films for non-European countries is accepted.

The development or creation of new VOD platforms is not eligible under the Action 2.

Eligible content: European audiovisual works

Fiction, animation and creative documentary, including feature films (i.e. feature length films), TV films or series. Short films are not eligible.

European content should comply with the following conditions:

- 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. Other elements such as creative control, ownership of exploitation rights and share of profits may also be taken into account to determine who the actual producer is; and
- Produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA Sub-programme. ‘Significant participation’ is defined as having more than 50% of the points on the basis of the table below, (e.g. having 10 or more points in the case of a work of fiction or the biggest share of points if the total is less than 19 as is normally the case for documentaries or animation films where all of the categories are not usually included in the credits):

Nationals/residents of countries participating in the MEDIA sub-programme	Points
Director	3
Scriptwriter	3
Composer	1
Actor 1	2
Actor 2	2
Actor 3	2
Artistic Director/Production Design	1
Director of Photography	1
Editor	1
Sound	1
Shooting location	1
Post-Production location	1
<b>Total</b>	<b>19</b>

The period of eligibility of costs will start between the 01/09/2019 and the 01/01/2020 and will last 12 months.

However, if after the signing of the 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 eligibility period may be granted. A maximum extension of 6 additional months will be granted, if requested before the deadline specified in the agreement. The maximum duration will then be 18 months.

**Action 3. Support to innovative strategies and online tools for the circulation, distribution and promotion of European audiovisual works, including audience development initiatives focusing on innovative and participatory strategies reaching out to wider audiences with European films.**

This action is aimed at encouraging innovative strategies for distributing and promoting European audiovisual works. It shall aim at developing new business models or tools in order to improve the potential audience of European audiovisual works. It shall also aim at supporting online tools and/or databases facilitating the relationships between the various sectors of the European audiovisual industry.

Projects shall focus on the convergence and complementarity between off-line and online distribution platforms and/or the transnational availability of European audiovisual works within the digital environment and/or new approaches to audience development in the digital age beyond traditional distribution practices.

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.

Eligible content: European audiovisual work

The action must focus on European audiovisual works. The audiovisual work must be a fiction, an animation or a creative documentary, including feature films (i.e. feature length films), TV films or series and short films.

European content must comply with the following conditions:

- 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. Other elements such as creative control, ownership of exploitation rights and share of profits may also be taken into account to determine who the actual producer is; and
- Produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA Sub-programme. ‘Significant participation’ is defined as having more than 50% of the points on the basis of the table below, (e.g. having 10 or more points in the case of a work of fiction or the biggest share of points if the total is less than 19 as is normally the case for documentaries or animation films where all of the categories are not usually included in the credits):

Nationals/residents of countries participating in the MEDIA sub-programme	Points
Director	3
Scriptwriter	3
Composer	1
Actor 1	2
Actor 2	2
Actor 3	2
Artistic Director/Production Design	1
Director of Photography	1
Editor	1
Sound	1
Shooting location	1
Post-Production location	1
<b>Total</b>	<b>19</b>

The period of eligibility of costs will start between the 01/09/2019 and the 01/01/2020 and will last 12 months.

However, if after the signing of the 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 eligibility period may be granted. A maximum extension of 6 additional months will be granted, if requested before the deadline specified in the agreement. The maximum duration will then be 18 months.

## **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**

In addition to the rules described in Part A, the following specific rules shall apply:

Applicants applying for a grant above EUR 60.000 must provide the following supporting documents:

- a summary of the activities of the applicant
- description of the profile of the people primarily responsible for managing and implementing the operation.

## 9. AWARD CRITERIA

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

### Action 1. Support to Promotion, marketing and branding activities of VOD services

	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.	40
2	Quality of the activities	This criterion evaluates the adequacy of the methodology to the objectives, the quality and coherence of the promotion and marketing strategies, the innovative aspects, the feasibility and cost-efficiency.	40
3	Dissemination of project results, impact and sustainability	This criterion assesses the impact of the support on the visibility and the audience of European audiovisual works and the strategies for developing the sustainability of the action.	15
4	Organisation of the project team and/or the grouping	This criterion will take into account the distribution of the roles and responsibilities vis-à-vis the objectives of the action.	5

#### 1. Relevance and European added value (40 points)

This criterion evaluates the relevance of the content of the action including European dimension vis-à-vis the objectives of the call for proposals.

This criterion will take into account:

- The added-value of the project compared to the current activities of the VOD service (**10 points**),
- The relevance of the project vis-à-vis the objectives and the targeted projects of the call for proposals, in particular the objective to improve the visibility, discoverability and global audience of European works (**10 points**),
- The extent, European dimension and scope of the programmes in the catalogue (**10 points**),
- The collaboration with other VOD services, including the cross-border dimension (**10 points**).

#### 2. Quality of the activities (40 points)

This criterion evaluates the adequacy of the methodology to the objectives, the quality and coherence of the promotion and marketing strategies, the innovative aspects, the feasibility and cost-efficiency.

This criterion will take into account:

- The adequacy of the methodology to the objectives pursued by the project, including the market analysis, the target audience, the timing of the activities (**15 points**),
- The quality and the innovative aspects of the promotion, marketing or other strategies in order to increase the global audience of the VOD service and to valorise its European catalogue, as well as the techniques and tools deployed (**15 points**),
- The feasibility and cost-efficiency of the project (**10 points**).

### 3. Dissemination of project results, impact and sustainability (15 points)

This criterion assesses the impact of the support on the visibility and the audience of European audiovisual works and the strategies for developing the sustainability of the action.

This criterion will take into account:

- The methodology proposed for assessing the impact and results of the project, for sharing of best practices and for optimising the visibility of the EU support (**10 points**),
- The methodology proposed for defining appropriate mid-term strategies in order to ensure the sustainability of the VOD service (**5 points**).

### 4. Organisation of the project team and/or the grouping (5 points)

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

#### 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 adequacy of the methodology to the objectives and the marketing strategy together with the feasibility and cost-efficiency.	40
3	Dissemination of project results, impact and sustainability	This criterion assesses the impact of the action on the availability, the visibility and the potential audience of European audiovisual works and the strategies for developing the sustainability of the action.	20
4	Organisation of the project team and/or the grouping	This criterion will take into account the extent of the partnership, the exchange of knowledge within the partnership and the distribution of the roles and responsibilities vis a vis the objectives of the action.	10

#### 1. Relevance and European added value (30 points)

This criterion evaluates the relevance of the content of the action including European dimension vis-à-vis the objectives of the call for proposals.

This criterion will take into account:

- The relevance of the project vis-à-vis the objectives of the call for proposals, in particular to improve the availability and visibility of European audiovisual works on VOD services provided in countries where those works are not available online (**10 points**),
- The commercial potential of the catalogue for online distribution (**10 points**),
- The extent, European dimension and scope of the programmes in the catalogue (**10 points**).

#### 2. Quality of the activities (40 points)

This criterion evaluates the adequacy of the methodology to the objectives and the marketing strategy together with the feasibility and cost-efficiency.

This criterion will take into account:

- The adequacy of the methodology to the objectives pursued by the project (**15 points**),
- The quality of the promotion and marketing strategies in order to reach the audience on the targeted VOD services in the territories covered by the project, as well as the techniques and tools deployed (**15 points**),
- The feasibility and cost-effectiveness of the project (**10 points**).

### **3. Dissemination of project results, impact and sustainability (20 points)**

This criterion assesses the impact of the action on the availability, the visibility and the potential audience of European audiovisual works and the strategies for developing the sustainability of the action.

This criterion will take into account:

- The impact of the project on the availability, visibility and the potential audience of the European audiovisual works on Online services (**10 points**),
- The methodology proposed for assessing the results and defining appropriate mid-term strategies in order to ensure the sustainability of the project, for sharing of best practices and for optimising the visibility of the EU support (**10 points**).

### **4. Organisation of the project team and/or the grouping (10 points)**

This criterion will take into account the extent of the partnership, the exchange of knowledge within the partnership and the distribution of the roles and responsibilities vis -à-vis the objectives of the action.

This criterion will take into account:

- the coherence and complementarity of the project team and/or the grouping including tasks division, decision making process and the exchange of knowledge (10 points).

## **Action 3. Support to innovative strategies and online tools for the circulation, distribution and promotion of European audiovisual works, including audience development initiatives focusing on innovative and participatory strategies reaching out to wider audiences with European films.**

	<b>Criteria</b>	<b>Definitions</b>	<b>Max. points</b>
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 and the business model, innovative aspects, 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, the impact of the action on the potential audience of European audiovisual works and the strategies for developing the sustainability of the action.	20
4	Organisation of the project team and/or the grouping	This criterion will take into account the extent of the partnership, the exchange of knowledge within the	10

	partnership and the distribution of the roles and responsibilities vis a vis the objectives of the action.	
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### 1. Relevance and European added value (30 points)

This criterion evaluates the relevance of the content of the action including European dimension vis-à-vis the objectives of the call for proposals.

This criterion will take into account:

- The added-value of the project compared to the current situation of the audiovisual markets **(15 points)**,
- European dimension of the audiovisual works and/or of the partnership, the cross-border and cross-language distribution **(15 points)**.

### 2. Quality of the activities (40 points)

This criterion evaluates the adequacy of the methodology to the objectives and the business model, innovative aspects, the marketing strategy, the feasibility and cost- efficiency.

This criterion will take into account:

- The adequacy of the methodology to the objectives pursued by the project, including: the market analysis, the choice of distribution platforms and/or characteristics of the tools to be used, the target audience and target territories, the choice of audiovisual works, the timing of activities **(15 points)**,
- The quality, complementarities and innovative aspects of the project, including: promotion and marketing activities, new approaches to audience development, strategies to reach audiences on different distribution platforms and/or territories covered, strategies to build new synergies within the audiovisual industry, as well as the techniques and tools deployed **(15 points)**,
- The coherence of the Business model, the feasibility and cost-efficiency of the project **(10 points)**.

### 3. Dissemination of project results, impact and sustainability (20 points)

This criterion assesses the dissemination of the project's results in view of ensuring the share of information / transparency, the impact of the action on the potential audience of European audiovisual works and the strategies for developing the sustainability of the action.

This criterion will take into account:

- The impact of the project on the potential audience and/or the potential circulation's level of European audiovisual works **(5 points)**,
- The capacity to improve the efficiency of relationships between the various sectors of the European audiovisual industry (producers, distributors, sales agents, festivals, cinemas, VOD services...) **(5 points)**,
- 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 and best practices and to optimise the visibility of the EU support **(10 points)**.

#### **4. Organisation of the project team and/or the grouping (10 points)**

This criterion will take into account the extent of the partnership, the exchange of knowledge within the partnership and the distribution of the roles and responsibilities vis -à-vis the objectives of the action.

This criterion will take into account:

- the coherence and complementarity's of the project team and/or the grouping including tasks division, decision making process and the exchange of knowledge (**10 points**).

#### **10. LEGAL COMMITMENTS**

**See Part A.**

#### **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**

In relation to the options described in Part A, the Promotion of European Audiovisual works online scheme applies the grants financed through reimbursement of eligible costs in combination with flat rate covering overheads. In addition to the rules described in part A, the following specific rules shall apply:

- **Maximum amount requested**

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

➤ **Eligible costs (See Part A.)**

In addition to the rules described in Part A, the following specific rules shall apply:

- Personnel costs cannot exceed 30% of the total eligible costs.

➤ **Ineligible costs**

In addition to the ineligible costs specified in Part A, the following costs shall not be eligible:

- any costs incurred by the beneficiary but re-invoiced to third parties;
- Acquisition of film rights.

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

**See Part A.**

### **11.3 Payment arrangements**

In addition to the rules described in Part A., the following specific rules shall apply:

If specified in the grant agreement, a pre-financing payment corresponding to a percentage between 50% and 80% of the grant amount will be transferred to the beneficiary within 30 days of the date when the last of the two parties signs the agreement, provided all requested guarantees have been received.

### **11.4 Pre-financing guarantee**

**See Part A.**

## **12. PUBLICITY**

### **12.1 By the beneficiaries**

In addition to the rules described in part A, the following specific rules shall apply:

For Action 2 projects, all films of the catalogue should include the animated logo of the MEDIA Sub-programme. The animated logo must appear before the film.

For Action 3 projects, when the screening of film(s) is the core of the project, the animated logo of the MEDIA Sub-programme must appear before the film.

### **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/promotion-european-works-online-eacea-302018\\_en](https://eacea.ec.europa.eu/creative-europe/funding/promotion-european-works-online-eacea-302018_en)

#### **14.2 Registration in the Participant Portal**

**See Part A.**

#### **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/creative-europe/creative-europe-desks\\_en.htm](http://ec.europa.eu/culture/creative-europe/creative-europe-desks_en.htm)

Contact within the Agency: [EACEA-MEDIA-ONLINE@ec.europa.eu](mailto:EACEA-MEDIA-ONLINE@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](mailto:eacea-helpdesk@ec.europa.eu)

#### **Annexes:**

All the annexes are available on the EACEA/MEDIA website: [https://eacea.ec.europa.eu/creative-europe/funding/promotion-european-works-online-eacea-302018\\_en](https://eacea.ec.europa.eu/creative-europe/funding/promotion-european-works-online-eacea-302018_en)

Annexes to be included in the application form:

- Annex 1: Application Form / Detailed description of the action  
(The Application form on the standard template must be attached to the E-Form)
- Annex 2 – Declaration on applicant's honour  
(The declaration on the applicant's honour must be attached to the E-Form)
- Annex 3 – Detailed budget and sources of financing  
(The Budget Form on the standard template must be attached to the E-Form)

Additional annexes published with the call:

Expert Guide

Sample of Grant Agreement