

## **5) SUPPORT TO TELEVISION PROGRAMMING OF AUDIOVISUAL EUROPEAN WORKS (CALL EACEA 25/2018)**

### **1. INTRODUCTION – BACKGROUND**

See Part A.

### **2. OBJECTIVES – THEMES – 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 shall be to:

- increase the capacity of audiovisual operators to develop European audiovisual works with a potential to circulate in the EU and beyond and to facilitate European and international co-production, including with television broadcasters.

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

- activities aiming at supporting 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.

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

The scheme aims to strengthen the independence of television producers in relation to broadcasters, who tend to retain all rights and revenues, by providing funds to produce strong, competitive content with wide circulation potential in international markets and to encourage broadcasters to be involved in high quality programming aimed at wide international distribution and promoted to a wide audience. Particular attention will be given to projects presenting innovative aspects in the content and in the financing.

#### **Expected results:**

- Increased production of high quality European works for the television market.
- Enhanced cooperation between operators from different countries participating in the MEDIA Sub-programme as well as between broadcasters.
- Increase co-productions and circulation of high profile European television drama series.
- Increased audience for European works through linear and non-linear broadcasting.

#### **2.2 Targeted projects**

The TV Programming scheme supports television works presenting:

- high creative/artistic value and wide cross-border exploitation potential able to reach audiences at European and international level;
- enhanced cooperation between operators from different countries participating in the MEDIA Sub-programme as well as between broadcasters;

- innovative aspects in terms of content and financing;
- increased co-production and circulation for high-profile European television drama series.

These works can be Dramas, Animations or Creative Documentaries.

### 3. TIMETABLE

Stages	Date and time or indicative period	
Deadline for submitting applications	18 December 2018 - 12:00 (noon, Brussels Time)	28 May 2019 - 12:00 (noon, Brussels Time)
Evaluation period	January 2019 – April 2019	June-September 2019
Information to applicants	May 2019	October 2019
Signature of grant agreement	June 2019	November 2019
Starting date of the action	Date of signature of grant agreement <sup>17</sup>	Date of signature of grant agreement <sup>18</sup>
Duration of the action / Period of eligibility	24 months (or 36 months for series)	24 months (or 36 months for series)

### 4. BUDGET AVAILABLE

The total budget earmarked for the co-financing of projects is estimated at EUR 13,5 M.

For drama and animation works the financial contribution awarded may not exceed EUR 500.000 or 12.50% of the total eligible costs, whichever is the lower.

For first and second seasons of Drama Series (co-produced by production companies from different countries participating in the MEDIA sub-programme, consisting of at least 6 episodes and with a total eligible production budget of minimum EUR 10.000.000), an amount of maximum of EUR 1.000.000 or 10% of total eligible costs, whichever is the lower, can be requested.

The Agency reserves the right not to grant the full requested amount based on the budget availabilities, in particular when a EUR 1.000.000 € grant is requested for second seasons of existing drama series.

For creative documentary, the financial contribution awarded may not exceed EUR 300.000 or 20% of the total eligible costs whichever is the lower.

The indicative split of the available budget between the different genres (animation, creative documentary and drama) will be established according to the proportional share of the support requested by the eligible applications.

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<sup>17</sup> The period of eligibility can start from the date of submission when justified and requested in the eForm. See section 11.1. b) of Part A.

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An indicative amount of 6M€ is available for the first of the two deadlines and 7.5M€ for the second.

## 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

**Applicants shall be independent European audiovisual production companies.**

A **European company** is a company owned, whether directly or by majority participation (i.e. majority of shares), by nationals of Member 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.

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 objective and activity is audiovisual production.

**The applicant must be the majority producer of the work, in terms of rights.** In case of a 50%-50% co-production, the applicant should be designated by the partners as delegate producer.

### 6.2 Eligible activities

**Only the activities for the following projects are eligible:**

Drama films (one-off or series) of a total duration of minimum 90 minutes intended primarily for the purposes of television exploitation on both linear and non-linear services. Sequels or second and third seasons of an existing drama series are eligible. Fourth and further seasons of an existing drama series are not eligible.

Animation (one-off or series) of a total duration of minimum 24 minutes intended primarily for the purposes of television exploitation on both linear and non-linear services. Sequels or second, third and further seasons of an existing animation series are not eligible.

Creative documentaries (one-off or series) of a total duration of minimum 50 minutes intended primarily for the purposes of television exploitation on both linear and non-linear services. Sequels second, third and further seasons of an existing documentary series are not eligible.

Works which are designed to be a series with a joint marketing strategy have to be submitted as a series. Single episodes of a series cannot be split into separate applications.

In order to qualify for a grant of EUR 1.000.000 the project must meet the following criteria:

- the work must be the first or second season of drama series consisting of at least 6 episodes
- the total eligible production budget must be at least EUR 10.000.000
- the series must be co-produced between two production companies from different countries participating in the MEDIA Sub-programme.

**The application must be submitted at the latest on the first day of principal photography (or start of animation for animation projects).**

**The work must be produced with the significant participation of professionals who are nationals and/or 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 tables below:

<b>Drama / Documentary</b>	<b>Points</b>	<b>Animation</b>	<b>Points</b>
Director	3	Director	3
Scriptwriter	3	Scriptwriter	3
Composer	1	Composer	1
Actor 1/ Voice over artist	2	Storyboard Artist	2
Actor 2/ Voice over artist	2	Character Designer	2
Actor 3/ Voice over artist	2	Animation Supervisor	2
Artistic Director	1	Artistic Director	1
Director of Photography	1	Technical Director	1
Editor	1	Editor	1
Sound	1	Sound	1
Shooting location	1	Studio Location	1
Laboratory/ Post-Production	1	Laboratory/ Post-Production	1
<b>Total</b>	<b>19</b>	<b>Total</b>	<b>19</b>

If the work has 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 period.

**The work must involve the participation of at least three broadcasting companies from three countries participating in the MEDIA Sub-programme.**

Within the meaning of these Guidelines, 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).

**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. In this case, the contract between the producer and the broadcaster must clearly specify the price and licence term for the pre-sale of the exploitation rights and the conditions for the co-production. A co-production between a broadcaster and a TV producer is accepted only if the broadcaster makes a financial investment higher than the average investment of the other partners and is involved in the organisation and economic handling of the production. **In any case, the broadcaster cannot be the majority co-producer of the work in term of rights and its contribution cannot exceed 70% of the total financing of the production.**

The broadcasters' involvement must be supported by contracts or recent signed binding letters of commitment. These contracts or letters of commitment must clearly specify the licence price and licence period.

**A minimum of 50% of the financing of the total estimated production budget must be guaranteed from third party sources (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 licence period. Contributions from broadcasters, distributors, funds, equity investors or co-producers are considered as third party sources of financing. Tax shelter might be accepted as third party source of finance only if confirmed by supporting documents from the competent bodies. The 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 50% of the 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 production budget must come from countries participating in the MEDIA sub-programme.**

**The maximum duration of projects is 24 months** (or 36 months for series of more than 2 episodes).

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 30 months (or 42 months for series of more than 2 episodes).

**The following projects are ineligible:**

- live recordings, TV games, talk shows, cooking shows, magazines, tv-shows, reality-shows, school and "how-to" programmes;
- documentaries promoting tourism, "making-of", reports, wild-life 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;
- projects that are fully financed and/or already financed by Eurimages;
- productions originally intended as cinema works (e.g. several theatrical distributors and/or an international cinema sales agent involved).

## **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 presentation of the activities of the company.
- a description of the experience and curriculum of the producer and director of the work.

## 9. AWARD CRITERIA

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

	<b>Criteria</b>	<b>Definitions</b>	<b>Max. Weighting</b>
1	Relevance and European added-value	European dimension of the financing of the project	20
2	Quality of the content and activities	Quality of the project and quality of the distribution and promotion strategies	55
3	Dissemination of project results	Broadcaster's involvement and potential for international circulation on both linear and non-linear services	20
4	Organisation of the project team	Distribution of the roles and responsibilities of the production and creative team	5

Detailed description of the award criteria and breakdown of points:

### **Relevance and European added value (20 points)**

This criterion evaluates the European dimension of the financing of the project.

This criterion will take into account:

#### European dimension of the financing of the project: 0-15 points

- percentage of non-national financing;
- strategies of the producer and efforts made to reach the confirmed financing;
- originality and innovation of the financing structure.

#### European co-production: 0-5 points;

- existence of European co-production between two production companies from different countries;
- level of cooperation on creative aspects;
- level of cooperation between countries with different market sizes, including distribution of MEDIA grant among co-producers.

### **Quality of the content and activities (55 points)**

This criterion evaluates the quality of the project and quality of the distribution and promotion strategies.

This criterion will take into account:

#### **Artistic quality of the project: 0-15 points.**

- innovation, relevance, originality, overall quality and appeal of the subject/format/treatment;
- quality of the pitch/trailer;
- for second and third seasons of series: quality of the new developments in the stories and characters.

#### **Overall quality and financing of the project: 0-5 points**

- feasibility of the project;
- adequacy of the budget towards the type of project;
- coherence between the budget and the financing.

#### **Quality of the distributor's involvement: 0-15 points**

- Experience and track record of the distributor involved with similar projects;
- Financial involvement and risk taken by the distributor (i.e. amount of the MG);
- If applicable and if the production company is acting as distributor: experience and track record of the producer as distributor.

#### **Quality of the distribution strategy: 0-10 points**

- coherence and relevance of the distribution strategy;
- coherence of the sales estimates.

#### **Quality of the promotion and marketing strategy: 0-10 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 and promotion strategies developed with the broadcasters.

### **Dissemination of project results (20 points)**

This criterion evaluates the broadcaster's involvement and potential for international circulation on both linear and non-linear services

The scores have to respect the following structure<sup>19</sup>:

<b>For works from France, Germany, Italy, Spain and United Kingdom</b>	<b>For works from Austria, Belgium, Denmark, Finland, Ireland, Norway, Netherlands, Poland, Sweden, Switzerland</b>	<b>For works from Albania, Bosnia-Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, FYROM, Greece, Hungary, Iceland, Latvia, Lithuania, Luxembourg, Malta, Montenegro, Portugal, Romania, Republic of Serbia, Slovakia, Slovenia<sup>20</sup></b>
1-20 points	5 - 20 points	10 - 20 points

This criterion will take into account:

- the number of European and non-European broadcasters involved;
- the financial involvement of the broadcasters (strong financial involvement increases the score / small amounts would be less considered than high amounts);
- the geographic and linguistic diversity of the broadcasters involved.
- the strength of the commitment of the involved broadcasters (contracts, letters of commitment, letters of intent)
- the potential audience reach

#### **Organisation of the project team (5 points)**

This criterion evaluates 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.

#### **Additional "automatic" points**

<b>Description</b>	<b>Extra points</b>
A project specifically targeted for young audience <sup>21</sup>	5
An applicant company established in a country with a medium or low production capacity <sup>22</sup>	5

## **10. LEGAL COMMITMENTS**

**See Part A.**

<sup>19</sup> The application of this grid is subject to the condition of fulfilment of the conditions set out in section 6.1 Eligible applicants.

<sup>20</sup> And any other participating country not listed but fulfilling the conditions set out in section 6.1 Eligible applicants.

<sup>21</sup> Young audience is intended up to 16 years old.

<sup>22</sup> All MEDIA countries with the exception of France, Germany, Italy, Spain and the United Kingdom.



## 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 TV Programming 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:

- 12.50% of the total eligible costs or EUR 500.000, whichever is the lower, for drama and animation works;
- 10% of the eligible costs or EUR 1.000.000, whichever is the lower for high budget co-produced TV drama series (see section 6.2);
- 20% of the total eligible costs or EUR 300.000, whichever is the lower, for documentaries.

➤ **Eligible costs (See Part A)**

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

The scales approved annually by the Commission do not apply for subsistence and travel costs.

The applicant company has to indicate in the application form if in the framework of a co-production contract, costs linked to the action are incurred and/or invoiced to a co-producer and if these costs have to be included in the eligible budget. In this case, the information about the co-producer will have to be submitted by adding the co-producer's PIC in the application form and in case of selection the co-producer will be part of the agreement as a co-beneficiary. Only European independent production companies (see section 6.1) may be co-beneficiaries and therefore bring eligible costs to the action.

➤ **Ineligible costs (in addition to the ineligible costs specified in Part A)**

Applicants are invited to pay particular attention to the following ineligible costs, which must not figure on the eligible cost column of the budget:

- Costs incurred before the start of the eligibility period;
- Development costs that have been co-financed by MEDIA Development (The total development budget presented to MEDIA Development is ineligible);
- Costs incurred by a co-producer who will not be a co-beneficiary of an agreement in case of selection;
- Indirect producers' fees and contingencies;
- Contributions in kind (such as professional/industry credits and deferred salaries). Production services offered by the broadcasters are not considered as being in kind.

➤ **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 60% of the grant amount will be transferred to the beneficiary within 30 days counting from the written confirmation of the start of principal photography/production, 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 the part A, the following specific rules shall apply:

For a grant equal to or above EUR 300.000 and/or for a grant equal to or above 10% of the eligible budget, the wording "*with the support of Creative Europe – MEDIA Programme of the European Union*", shall be present in the opening and end credits of the work.

### **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/tv-programming-2019\\_en/](https://eacea.ec.europa.eu/creative-europe/funding/tv-programming-2019_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/tools/creative-desks\\_en.htm](http://ec.europa.eu/culture/tools/creative-desks_en.htm)

If you encounter a technical problem in relation to the eForm, 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)

Contact within the Agency: [EACEA-MEDIA-TV@ec.europa.eu](mailto:EACEA-MEDIA-TV@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/tv-programming-2019\\_en/](https://eacea.ec.europa.eu/creative-europe/funding/tv-programming-2019_en/)

### **Annexes to be included in the application form:**

- Annex 1: Detailed description of the action  
(a free word or pdf document containing the artistic material related to the project 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 and Financing Plan Form on the standard template must be attached to the E-Form)
- Annex 4 – Proofs of financing  
(letters of commitment, agreements, other financial commitments from financing partners must be attached to the E-Form)
- Annex 5 – Track record of the applicant company  
  
(the track record of the applicant company must be attached to the E-Form)

**Additional annexes published with the call:**

Expert Guide

Sample of grant agreement