

CREATIVE EUROPE (2014-2020)

MEDIA SUB-PROGRAMME

CALL FOR PROPOSALS

EACEA 16/2014: Support for Online Distribution

1. OBJECTIVES AND DESCRIPTION

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

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

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

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

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

2. ELIGIBLE APPLICANTS

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

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

- EU Member States:

- Acceding countries, candidate countries and potential candidates benefiting from a pre-accession strategy, in accordance with the general principles and general terms and conditions for the participation of those countries in Union programmes established in the respective Framework Agreements, Association Council Decisions or similar agreements;
- EFTA countries which are members of the EEA, in accordance with the provisions of the EEA Agreement;
- Countries of the European neighbourhood area in accordance with the procedures defined with those countries following the framework agreements providing for their participation in European Union programmes.

The Agency may select proposals from applicants in non EU countries, 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.

For applications submitted under the Action 1: any applicant or group of applicants must not have majority control (either in shareholding or commercial terms) by a broadcaster and/or telecommunications company. Majority control is considered to occur when more than 25% of the company's share capital is held by a single broadcaster or telecommunications company (50% when several broadcasters or telecommunications companies are involved). In case the activity consists of facilitating the launch of VOD services in countries where the European VOD offer is limited the rule does not apply to non-coordinating partners in a group of applicants.

Natural persons may **not** apply for a grant.

3. ELIGIBLE ACTIONS

The Online Distribution scheme shall provide support to:

- Action 1: European VOD services aiming at improving the presence, the visibility and the global audience of European audiovisual works;
- Action 2: the assembling and delivering of digital packages facilitating the commercialisation of European audiovisual works on VOD services provided in countries where those works are not available;
- Action 3: projects experimenting with simultaneous or quasi-simultaneous releases of European films on a wide range of distribution platforms (festivals, cinemas, DVD, VOD services, television channels, etc.) and in a number of European territories.

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

The supported actions will be divided as follows:

- Framework Partnership Agreements (FPA) for three years (limited to Action 1)
- Single year agreements (Action 2 and Action 3)

The action must start on 01/01/2015 (or on 01/09/2014 for the launch of new VOD services under the Action 1) and end on 31/12/2015.

The maximum duration of the action is 12 months or 16 months (for the launch of new VOD services under the Action 1).

4. AWARD CRITERIA

Eligible applications/projects will be assessed on the basis of the following criteria

	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 a vis the objectives of the call for proposals.	30
2	Quality of the activities	This criterion evaluates the adequacy of the methodology to the objectives including the target group, selection methods, the marketing strategy, the feasibility and cost-efficiency.	40
3	Dissemination of project results, impact and sustainability	This criterion assesses the impact of the support on the availability, the visibility and the potential audience of European audiovisual works.	20
4	Quality of the project team and the grouping	This criterion will take into account the extent of the partnership and the exchange of knowledge within the partnership vis a vis the objectives of the action	10

5. BUDGET

The total budget earmarked for the co-financing of projects is estimated at EUR 5.15 M.

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

- Action 1: an indicative amount of EUR 3.65 M.
- Action 2: an indicative amount of EUR 0.5 M.
- Action 3: an indicative amount of EUR 1 M.

6. DEADLINE FOR SUBMISSION OF APPLICATIONS

Proposals must be submitted not later than 11/07/2014 at 12.00 noon (midday Brussels time) using the online application form (eForm). No other method of submission of an application will be accepted.

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

In addition, a set of compulsory annexes that cannot be submitted online have to be sent to the Agency by post. The package must include the copy of the acknowledgment of receipt of the application, the paper annexes and a CD-Rom or USB stick containing all these documents.

Address to which the documents must be sent:

Education, Audiovisual & Culture Executive Agency
Creative Europe Programme (2014–2020)
MEDIA Sub-programme
Avenue du Bourget 1
BOUR 3/50
BE – 1049 Brussels

Belgium

7. FULL DETAILS

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

 $\underline{http://eacea.ec.europa.eu/creative-europe/funding/support-for-online-distribution-eacea-\underline{162014_en}}$

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