**PROJECT DESCRIPTION**

**Applicant:** …

**Film original title:** …

**Film international title:** …

**Film nationality:** …

**Synopsis of the film:** …

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**1. Activities for which a third party will receive financial support:**

The support to third parties is dedicated solely for the promotion and theatrical release, outside its country of origin[[1]](#footnote-2), of the film for which a support is sought.

The release by third parties will take place *(please check)*

* Between 1/03/2020 and 1/09/2021 (for first deadline ONLY)
* Between 1/09/2020 and 1/03/2022 (for second deadline ONLY)

**2. Persons or categories of persons which may receive financial support**

The third parties will fulfil the following criteria:

* be a European company as per the criteria set out under section 6.1 of the guidelines
* be the holder of the theatrical distribution rights for the film in the country concerned;
* carry out the theatrical distribution of the film in the country (determines the release date, plans, controls and executes the distribution and promotion campaign);
* pay directly the associated distribution costs;

The criteria used to select third parties are

* experience in release of European non-national films
* release strategy and associated budget
* acquisition of the film
* commitment to report on costs and results
* commitment to respect the applicable rules regarding the visibility of the programme

These elements are integrated in a Letter of Intent to be signed by all confirmed third parties and submitted along with their budget.

Third parties confirmed at the time of application are listed in the eForm.

In absence of Letter of Intent and/or detailed budget for a specific territory, the third party is considered as unconfirmed. The costs and revenues of each unconfirmed territory must be included in the forecast general budget.

A maximum of 15% of the global budget can be foreseen for unconfirmed third parties with whom no agreement has been reached at the time of submission.

**Within the limit of 15% of the global budget, the applicant plans to include the following territories:**

…

**If any, please explain the state of discussion with these territories:**

...

*Please note that this is intended to foresee pending deals that are not secured at the time of application. The information will* ***not*** *be taken into account in the award criteria as the partnership is not secured at the time of submission.*

The beneficiary will be requested to confirm the name of all third parties before the end of the evaluation process and to update the budget form accordingly.

**3. Maximum amount to be granted to each third party and the criteria for determining it**

The support per third party is limited to 50% of the P&A incurred by each third party.

Within the following limits:

 Max 150.000€ for FR, UK, ES, IT and DE

 Max 60.000€ for AT, BE, NL, PL

 Max 30.000€ for CZ, DK, FI, EL, HU, NO, PT, SE

 Max 10.000€ for all the other territories.

The P&A costs and maximum support allocated to third parties are indicated in the budget form.

The support will not be considered as revenue for the film or be used to reduce recoupable distribution costs.

The language versions obtained with the MEDIA support in the frame of this scheme should be available for use by all potentially interested platforms of distribution (cinema, VOD, TV, etc. ) and put at their disposal upon request irrespective of the territory where they are offering their services.

**4. Profile of the applicant**

Please briefly describe the experience of the legal representative and head of international sales (CV) (max 10 lines)

**...**

**5. Action plan**

5.1 Please describe promotion activities that have already been carried out ahead of the application. You can paste a link if promotion materials have already been produced.

…

5.2 Has an international trailer been produced ? If yes, please provide link. If not, please explain whether and when its production is planned.

…

5.3 Overall distribution strategy put in place in collaboration with the national distributors:

…

5.4 Coordination activities foreseen in order to foster the involvement of national distributors:

…

5.5 National promotion strategies (brief description per territory):

…

5.6 Potential of the film for a European audience and expected results per territory (it is highly recommended to substantiate these figures with results on similar films/campaigns):

…

5.7 If any promotion/communication strategy has been decided with production company, please explain:

…

5.8 Are there any **other** theatrical releases and/or partnerships **confirmed** with distributors/online platforms/festivals that are and will remain outside the support to third parties of the presented project?

Do **not** include here the third parties that you have planned to include as part of the support (within the limit of 15% of the budget) and already detailed above.

…

5.9 In order to assess the impact and sustainability of the project, applicants are invited to describe other activities that could bring additional revenues for the film and strategy to reach markets that are not part of the project, whether European or non-European, in theatres or online

Do not include confirmed partnerships/releases detailed under 5.8

…

**6. Management of the grant**

Sales agents must report to the Agency on third parties output (strategy and results) and costs. The funds have to be allocated according to the rules set out under section 11.4 of the guidelines.

**DISSEMINATION OF RESULTS**

Results need to be followed up in order to assess the efficiency and effectiveness of the scheme. Please explain how you will gather results from third parties and how you will ensure that these results are duly disseminated within the group of third parties and to the programme

…

**MONITORING OF COSTS**

In order to ensure the follow-up of third parties costs, the sale agent will put in place the following methodology.

…

**THIRD PARTIES**

Please explain how distributors were selected to be part of the project, how they have been involved in the design of the project and application process:

…

**TRANSPARENCY**

Please confirm whether the following information submitted to the EACEA has been/will be shared with any or all third parties (please be specific):

**Application stage:**

Did you share the following with the third parties:

Sales agent methodology to manage the grant: **YES/NO**

Global SA promotion strategy: **YES/NO**

Sales agent budget form: **YES/NO**

If not, please explain:

**Monitoring stage:**

Do you commit to share the following information to third parties:

* SA activity report: **YES/NO**
* SA costs: **YES/NO**
* Overall distribution results: **YES/NO**

If not, please explain: …

**COST EFFICIENCY**

To ensure cost-efficiency, it is expected that co-financed promotional material is made available to distributors free of charge. If some co-financed costs are nevertheless invoiced to the distributors, please explain. In such case, this is the responsibility of the applicant to ensure that these costs are not declared by distributors as costs cannot be declared twice.

…

**VISIBILITY**

In case of selection of your project, please explain how you plan to ensure that visibility requirements of the MEDIA Creative Europe support are duly respected by third parties:

…

**MANAGEMENT OF THE GRANT**

The pre-financing payment is supposed to provide a float to start the activities. Please explain how it will be managed and whether you will pay the pre-financing to third parties. If you decide to put any condition to the payment of the pre-financing to limit your risk, this needs to be explained here. You must ensure that the same conditions apply to all parties.

…

**The final payment will be paid to the SA as soon as the interim report or the final report is accepted. These costs are final and the payment is aimed at reimbursing third parties final costs.**

As these costs are final, there shall be no condition imposed. Third parties support that are not actually paid to third parties (proof of bank transfer) will be recovered. The support cannot be offset with any debt or claim towards the third party.

Please indicate the maximum delay that you commit to respect between receiving the EU fund and paying the support to the third parties: **… days**

If the delay exceeds 7 working days, please explain the reason.

…

*Please note that in case of selection the project description will become part of the contract and will therefore be binding*.

1. see section 6.2 [↑](#footnote-ref-2)