



CREATIVE EUROPE (2014-2020)

MEDIA SUB-PROGRAMME

CALL FOR PROPOSALS

EACEA 30/2018: Promotion of European Audiovisual Works Online

1. OBJECTIVES AND DESCRIPTION

This notice is based on the Regulation No 1295/2013 of the European Parliament and of the Council of 11/12/2013 concerning the implementation of a programme of support for the European cultural and creative sector (CREATIVE EUROPE) and the corrigendum of the 27/06/2014¹.

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 development of new business models.

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:

- EU Member States and overseas countries and territories which are eligible to participate in the Programme pursuant to Article 58 of Council Decision 2001/822/EC;
- Accessing countries, candidate countries and potential candidates benefiting from a pre-accession strategy, in accordance with the general principles and general terms and

¹ Regulation No 1295/2013, published in the Official Journal of the European Union on the 20/12/2013 (OJ L 347/221) and 27/06/2014 (OJ L 189/260).

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;
- The Swiss Confederation, on the basis of a bilateral agreement to be concluded with that country;
- Countries covered by the European Neighbourhood Policy in accordance with the procedures established with those countries following the framework agreements providing for their participation in Union programmes.

The Programme shall also be open for bilateral or multilateral cooperation actions targeted at selected countries or regions on the basis of additional appropriations paid by, and specific arrangements to be agreed upon with, those countries or regions.

The Programme shall permit cooperation and joint actions with countries not participating in the Programme and with international organisations which are active in the cultural and creative sectors such as UNESCO, the Council of Europe, the Organisation for Economic Co-operation and Development or the World Intellectual Property Organisation on the basis of joint contributions for the realisation of the Programme's objectives.

Proposals from applicants in non EU countries may be selected, 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.

3. ELIGIBLE ACTIONS

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

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 European² 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: 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.

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.

² '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

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

The action must start between the 01/09/2019 and the 01/01/2020.

The duration of the action is 12 months.

4. 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

Action 2: Support to the development of "Online 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
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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.

	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 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 partnership and the distribution of the roles and responsibilities 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 10.11 M.

The indicative split between the two 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 4.05 M.

The Agency reserves the right not to distribute all the funds available.

6. DEADLINE FOR SUBMISSION OF APPLICATIONS

Proposals must be submitted not later than **05/04/2019 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.

7. FULL DETAILS

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

https://eacea.ec.europa.eu/creative-europe/funding/promotion-european-works-online-eacea-302018_en

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