



CREATIVE EUROPE - MEDIA

Support to
Audience
Development



Objectives and priorities

General objectives

- stimulating interest and improving access to European audiovisual works in particular through promotion, events, film literacy and festivals

Specific support measures

- support to initiatives presenting and promoting a diversity of European audiovisual works
- support to activities aimed at promoting film literacy and audiences' knowledge of, and interest in, European audiovisual works
- General focus on young audiences

Which activities can be supported?

- **Action 1: Film Literacy**

Definition of Film Literacy:

the level of understanding of a film, the ability to be conscious and curious in the choice of films; the competence to critically watch a film and to analyse its content.

- **Action 2: Audience Development events**

Events focusing on the programming of successful european films

Film Literacy activities

Who can apply?

- Organisations actives in the field of film literacy
Example: festivals, Film clubs, Film institutes, etc
- Partnership of at least three organisations from three countries

For which project?

- Projects bringing real added value
- networking, share of best practices, export of successful initiatives, exchange of material, cross-boarder initiatives, catalogues of films

Film Literacy activities

Which costs can be financed?

- costs incurred by all partners
- staff costs (up to 25% of the total budget)
- travel costs
- translations, conferences, website
- experts, trainers, tutors
- film rights and sub-titling
- 7% overheads

Audience Development events

Who can apply?

- distributors, sales agents, TV's, festivals, cinemas, online platforms, promotion organisations, etc

For which projects?

- Events based on programming on European non national films
- Promotional activities linked to this programming

Audience Development events

Criteria for the activities:

- Minimum 10 films from 5 countries
- Showing events in at least 5 territories
- 80% of the films must be selected in festivals, nominated in national, European or international awards, best national box-offices
- 80% of the films of the events must be European and 80% of the European films must be non-national

Administrative issues

- Available budget for 2014: 1,9M EUR
- Deadline for submission: 28 March 2014
- Period for the activities: 1st July 2014 – 30th June 2015
- Maximum award: 60% of the eligible costs

Questions?

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