

CREATIVE EUROPE MEDIA



Development

Berlinale 2014

OVERVIEW of OPPORTUNITIES

PREVISION 2014

**1200
applications**



**260
selected**



**17,5 M
+
2,5 M =**

20 M €

CREATIVITY



Coproductions

HIGH QUALITY

**International
DISTRIBUTION
POTENTIAL**

**European Added
Value**

SIMPLIFICATION

**AUDIENCE
REACH**

WHO CAN APPLY?

- ✓ **Independent European audiovisual production companies holding majority rights to the project**
- ✓ **Eligible countries**
- ✓ **PIC Code (Participant Identification Code)**

WHAT KIND OF FILMS?

- **Animation**
- **Creative documentary**
- **Fiction**
 - **intended for cinema release**
 - **intended for TV**
 - **intended for digital platforms**
- ❖ **Principle photo -> earliest 8 months from the submission**

GO for SINGLE?

GO for SLATE?

**Company registered
at least for**

➤ **12 months**

➤ **36 months**

Track record of a previous work

GO for SINGLE?

- **officially released or broadcast**
- **after 1/01/2011**

- **1 work for all applicants**

GO for SLATE?

- **Produced in last 5 years and**
- **officially released or broadcast**
- **after 1/01/2011**
- **in 3 foreign countries**

- **2 works for big countries (DE, ES, IT, FR, UK)**

SINGLE PROJECT

- **LUMPSUMS**

- **Animation 60.000 €**
- **Documentary 25.000€**
- **Fiction**
 - **Production budget < 1,5 M €**
30.000
 - **Production budget > 1,5 M €**
50.000 €

SLATE FUNDING

- **BUDGET BASED**

- **3 – 5 projects**
- **70.000 – 200.000 €**
- **Max 150.000€ for documentary slates**
- **EU co-financing rate maximum 50%**

WHY LUMP SUMS ? **SIMPLIFICATION !**

Advantages for the beneficiary:

- **Certainty of amount at the moment of selection**
- **Certainty of amount at the moment of the final payment**
- **Simplified monitoring (i.e. no more amendment related to budget variations)**
- **Simplified reporting requirements (no certification by an independent auditor)**
- **No need to keep a specific accountancy for Media**

Reporting obligations:

- **Focus is on the results of the development process rather than on accountancy and administrative compliance from the applicant**

AWARD Criteria SINGLE PROJECT

1) Relevance and European added-value:

Quality of the project and the potential for European distribution 50

2) Quality of the content and activities:

Quality of the development strategy 10

3) Dissemination of project results:

Quality of the European and international distribution and marketing strategy 20

4) Quality of the project team:

Experience, potential and adequacy of the team 10

5) Impact and sustainability:

Quality of the financing strategy and feasibility potential of the project 10

Automatic points **SINGLE PROJECT**

- ✓ **An applicant company established in a country with low production capacity** 10
- ✓ **A project targeted for young audience** 10
- ✓ **A project intended for co-production with a company established in a participating country which does not have a common official language** 5

AWARD Criteria SLATE FUNDING (1/2)

1) Relevance and European added-value:

Capacity of the company to develop and produce at a European and international level 20

2) Quality of the content and activities:

Quality of the slate, the development strategy, the financing strategy and its European dimension 20

3) Dissemination of project results:

Quality of the European and international distribution and marketing strategy 20

4) Quality of the project team:

Experience, potential and adequacy of the team 10

AWARD Criteria SLATE FUNDING (2/2)

5) Impact and sustainability:

Quality of the financing strategy and feasibility potential of the project 10

6) Innovative character:

Capacity of the company to be innovative in its activities 20

Automatic points

✓ **An applicant company established in a country with low production capacity** 10

VIDEO GAMES – NEW SCHEME

- **The link with a "traditional" audiovisual work has been removed and stand-alone games can be supported**
- **Two levels of contribution depending on the stage of the project and the co-financing capacity of the applicant:**
 - **€ 10.000 - 50.000 for concept development: support for activities up to a game concept**
 - **€ 10.000 - 150.000 for project development: support for activities up to a playable prototype**



European
Commission

Not to be missed! Single Projects

12h00 Brussels time!!





European
Commission

Not to be missed! Slate and Video Games



12h00 Brussels time!!



WHO TO CONTACT

❖ Your local Creative Europe Desk

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PRESENT TODAY

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