



FUNDING OPPORTUNITIES FOR PRODUCERS



MEDIA umbrella stand
at the European Film
Market in Berlin.



INTRODUCTION

Creative Europe's MEDIA sub-programme is the European Union's support programme for Europe's film, television and new media industries. With a budget of € 1.46 billion, the current programme runs from 2014-2020 and aims to improve the quality of European content and help European films, programmes and projects perform better internationally. Your local MEDIA desk will inform you about the future programming period 2021-2027.

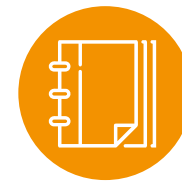
Creative Europe supports a wide range of audiovisual professionals, including producers, distributors, VOD services, festivals and exhibitors.

In this publication we highlight how Creative Europe supports audiovisual producers by:

- providing development funding for film, television and digital platform projects
- supporting the production and wider distribution of television programmes
- co-funding training courses and networking events which directly target the audiovisual community
- facilitating European and international co-productions through support for co-production funds



Award winning
featurefilm *The Favourite*
(Ireland) by Yorgos
Lanthimos received
Single Project funding
and premiered at The
Venice Film Festival 2018.



DEVELOPMENT: SINGLE PROJECT

What does this funding support?

European independent production companies looking to develop a project with international potential for cinema, television or digital platforms.

Who is this funding for?

Applicant companies must:

- Be established in one of the countries participating in the MEDIA sub-programme and be majority owned by nationals from those countries
- Be registered for a minimum of 12 months and have audiovisual production as their main business activity
- Be independent – no more than 25% of the share capital can be held by a single broadcaster (50% when several broadcasters are involved)
- Own the majority of the rights to the project for which support is being sought

Track record: Applicants must also be able to demonstrate that they were either the sole production company (or the majority producer in a co-production) on an eligible project.

This project must:

- have been produced in the last five years
- have been commercially released or broadcast in at least one country outside of the applicant country in the last two calendar years

If the company doesn't have the required track record, then the personal on screen credit of the Chief Executive or one of the shareholders can be used.

What types of projects are eligible?

Projects must be intended for cinema release, television broadcast or commercial exploitation on digital platforms (e.g. multiple screen-based devices, interactive, linear and non-linear web-series and narrative virtual reality projects).

- Projects intended for theatrical release (feature films, animations and creative documentaries) must meet a minimum length of 60 minutes.
- Projects intended for television (one-off or series) or digital platforms (total user experience) must meet a minimum length of:
 - 90 minutes for fiction
 - 50 minutes for creative documentary
 - 24 minutes for animation

These minimums do not apply to non-linear digital platform projects (e.g. Virtual Reality).

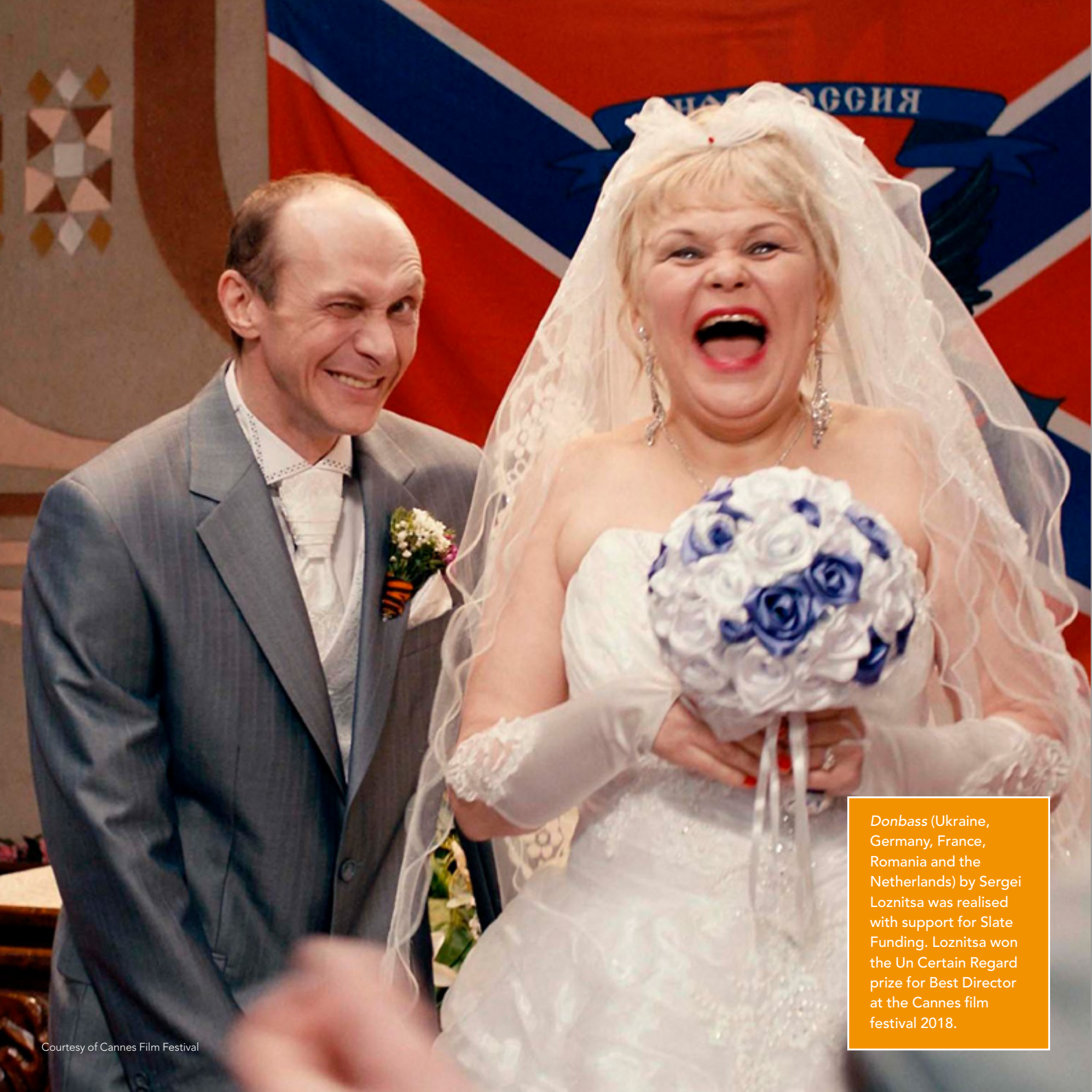
The first day of principal photography of the submitted project must not be scheduled to occur within 8 months from the date of application.

How much can you apply for?

Single Project grants are non-repayable and are awarded in lump sums:

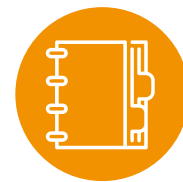
- €30,000 for fiction projects with a budget below €1.5 million
- €50,000 for fiction projects with a budget equal to or above €1.5 million
- €25,000 for creative documentary projects
- €60,000 for animation projects.

- A company that has an on-going Slate Funding grant cannot apply for support for a Single Project.
- Creative Europe MEDIA publishes calls for Single Projects and Slate Funding annually. Applicants may make only one application either for Slate Funding or for one of the two deadlines of the Single Project call.



Courtesy of Cannes Film Festival

Donbass (Ukraine, Germany, France, Romania and the Netherlands) by Sergei Loznitsa was realised with support for Slate Funding. Loznitsa won the Un Certain Regard prize for Best Director at the Cannes film festival 2018.



DEVELOPMENT: SLATE FUNDING

What does this funding support?

European independent production companies looking to develop 3 to 5 fiction, animation or creative documentary projects with international potential.

Who is this funding for?

Applicant companies must:

- Be established in one of the countries participating in the MEDIA sub-programme and be majority owned by nationals from those countries
- Be registered for a minimum of 36 months and have audiovisual production as their main business activity
- Be independent – no more than 25% of the share capital can be held by a single broadcaster (50% when several broadcasters are involved)
- Own the majority of the rights to the project for which support is being sought
- Be able to demonstrate two eligible track record projects

If the company doesn't have the required track record, then the personal on screen credit of the Chief Executive or one of the shareholders can be used.

What types of projects are eligible?

Projects must be intended for cinema release, television broadcast or commercial exploitation on digital platforms (e.g. multiple screen-based devices, interactive, linear and non-linear web-series and narrative virtual reality projects).

- Projects intended for theatrical release (feature films, animations and creative documentaries) must meet a minimum length of 60 minutes.

Projects intended for television (one-off or series) or digital platforms (total user experience) must meet a minimum length of:

- 90 minutes for fiction
- 50 minutes for creative documentary
- 24 minutes for animation

In addition to the 3-5 projects submitted for development, companies can also receive support for the production of a short film (up to 20 minutes) involving emerging talent. The first day of principal photography of the submitted project must not be scheduled to occur within 8 months from the date of application.

How much can you apply for?

Applicants can apply for a grant of between €70,000 and €200,000 to develop a slate of 3 to 5 projects covering up to 50% of their eligible development costs.


- This capped at €150,000 for slates that are only made up of documentaries.
- Each project on the slate can receive between €10,000 to €60,000.

In addition, companies can also apply for €10,000 to cover up to 80% of the costs of a short film that involves emerging talent.

- Creative Europe MEDIA publishes calls for Single Projects and Slate Funding annually. Applicants may make only one application either for Slate Funding or for one of the two deadlines of the Single Project call.



The TV-series *Heirs of the Night* (Netherlands, Germany, Norway) by Diederik van Rooijen, based on the much acclaimed German book series *Die Erben der Nacht* by Ulrike Schweikert, received support for TV Programming.



The TV series *L'amica geniale* (Italy/Belgium) by Saverio Costanzo, based on Elena Ferrante's bestselling books, received support for TV Programming.



TV PROGRAMMING

What does this funding support?

European independent production companies looking to produce fiction, animation or creative documentary television programmes with the potential to circulate within the European Union and beyond.

Who is this funding for?

Applicant companies must:

- Be established in one of the countries participating in the MEDIA sub-programme and be majority owned by nationals from those countries
- Be independent – no more than 25% of the share capital can be held by a single broadcaster (50% when several broadcasters are involved)
- Have audiovisual production as their main business activity
- Own the majority of the rights to the project

What types of projects are eligible?

Programmes (one-off or series) must be intended primarily for the purposes of television exploitation and meet the following minimum durations:

- 90 minutes for fiction
- 24 minutes for animation
- 50 minutes for creative documentaries

For drama series only, sequels or second and third seasons are eligible.

The programme must be majority produced by companies established in countries participating in the MEDIA sub-programme and with a significant number of cast and crew who are nationals and/or residents of those countries.

The exploitation rights licensed to the broadcaster have to revert to the producer after a maximum period of 7 years for a pre-sale or 10 years for a co-production.

How much can you apply for?

The non-repayable grants available depend on the type of production:

- 12.5% of the production budget (capped at € 500,000) for fiction or animation projects
- 20% of the production budget (capped at € 300,000) for creative documentary projects
- Co-produced TV drama series (minimum duration 6 x 45 minutes) with a minimum production budget of € 10 million can apply for a maximum grant of € 1 million.

When should you apply?

- Applicants should have at least 50% of the estimated total financing of the production budget guaranteed from third party sources of finance (either through direct financing or by advance rights sales) at the time of submission.
- 50% of the total financing must come from European sources.
- At least three broadcasting companies from three countries participating in the MEDIA sub-programme must be committed.
- Applications can be submitted on the first day of principal photography at the latest.

Kabul, City in the Wind (Netherlands, Afghanistan, Japan, Germany) by Aboozar Amini was realised with the support of the IDFA Bertha Fund Europe - International Co-production grant and was the opening film at IDFA 2018.



INTERNATIONAL CO-PRODUCTION FUNDS

Creative Europe funds a selection of international co-production funds that accept applications from European professionals. Applications are made directly to the fund rather than through Creative Europe.

IDFA BERTHA FUND EUROPE

The only fund in the world dedicated solely to stimulating and empowering the creative documentary sector in Africa, Asia, Latin America, the Middle East and parts of Eastern Europe. The goal is to stimulate European audiovisual operators to co-produce documentaries with independent producers from these countries. In addition, the program supports the distribution of documentaries from developing countries with international potential.

✎ More information

HBF+ EUROPE

The programme provides substantial financial support to European producers serving as minority co-producers in feature films with theatrical potential. In addition to providing financial support to co-productions from Africa, Asia, Latin America and certain countries in Eastern Europe, HBF+Europe is committed to helping shepherd films through to release providing a financial framework for distribution.

✎ More information

WORLD CINEMA FUND EUROPE

Support for artistic and innovative films (feature-length fiction and creative documentaries) from the WCF regions (Latin America, Central America, the Caribbean, Africa, the Middle East, Central Asia, Southeast Asia and countries of the former USSR excl. the Baltic Region and Russia) in advanced production stage, as well as the distribution of other or the same films from those regions in and outside Europe.

✎ More information

TORINO FILM LAB PRODUCTION FUND AND AUDIENCE DESIGN FUND

The audience design fund is aimed at supporting innovative audience engagement and outreach strategies at the moment of distribution – specifically to accompany the release of selected film projects in three territories.

✎ More information

ACM DISTRIBUTION

Support is available to European companies that offer innovative international distribution and promotional strategies for one or several films in the ACM production catalogue. Distribution must cover at least three territories, one of which must be European (excluding France), and one from outside of Europe.

✎ More information



CineMart, IFFR's international co-production market, received Access to Markets support in 2018.



TRAINING, FESTIVALS AND MARKETS

Creative Europe's MEDIA sub-programme supports a wide range of training, festivals, markets and initiatives that promote European films, television programmes and video games. These events provide important opportunities for networking with professionals from across Europe and the rest of the world. Supported initiatives for film, TV and new media producers fall into five categories:

Training

Over 50 courses taking place across Europe and beyond are supported. The courses offer unique opportunities for participants to develop their skills while also broadening their professional networks. From development to exhibition, all aspects of the production cycle are covered, with many courses choosing to specialise in a specific field such as TV drama series or digital and multimedia projects. Examples of supported courses relevant to producers include the *EAVE Producer Workshop*, *Documentary Campus Masterschool* and *Animation Sans Frontières*.

AV markets

Over 45 industry events are supported with the aim of facilitating both European and international co-productions and helping producers raise the finance to get their projects made. These include co-production forums and pitching events, financing initiatives, as well as trade events and markets for finished works. Each event has its own specialist focus, for example *CineMart* is intended for independent art-house films, *Cartoon Forum* focuses on animated TV projects and *MeetMarket* and *Alternate Realities Market* at

Sheffield Doc/Fest cover both film and TV projects as well as interactive, immersive and Virtual Reality projects respectively.

Online tools

MEDIA supports online tools with the aim of improving access for European professionals, projects and works to audiovisual markets. Examples include *Festival Scope Pro*, which allows the films programmed at selected festivals around the world to be viewed online and *Cinando*, an interactive database and social networking platform for the film industry.

Promotional activities

MEDIA supports pan European networks and organisations with the aim of facilitating the worldwide distribution and circulation of European films and TV programmes and encouraging the networking and exchanging of information and good practices between European professionals. Examples of supported organisations include *European Film Promotion*, *Europa Distribution* and *Europa International*.

Film festivals

Over 80 film festivals that place a strong emphasis on European films are supported each year. These festivals play an important role in expanding audiences for European films and can act as a launch pad for a film release in a specific territory. Some examples of funded festivals in the Netherlands: International Documentary Festival Amsterdam (IDFA), International Film Festival Rotterdam (IFFR) and Cinekid festival.

- For more information and to find the right initiative for you, visit: www.creative-europe-media.eu
- You can also sign up to our MEDIA sub-programme newsletter and follow us on Facebook and Twitter for up-to-date information and deadline reminders for these funded projects.

GET IN TOUCH

Creative Europe Desk NL is based in Amsterdam and hosted by DutchCulture. We offer free advice and organize workshops, events and seminars throughout the year. Find out about the latest news, opportunities, funding announcements and events via our website www.creativeeuropedesk.nl.

Follow us on Twitter: @CEDMEDIANL

Like us on Facebook: /CreativeEuropeNL

Subscribe to our newsletter: bit.ly/nieuwsbriefCED

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If you're looking for additional information about the MEDIA sub-programme, or if you have specific questions or want to apply for funding, please contact your local Creative Europe Desk or go to ec.europa.eu/programmes/creative-europe.



Creative
Europe
Desk NL

DutchCulture
centre for international
cooperation

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Image: Bert Nijman



Feature film *My Extraordinary Summer with Tess* (Netherlands, Germany) by Steven Wouterlood received Single Project funding and got a Special Mention from the Generation Kplus International Jury at the Berlinale 2019.