



Creative
Europe
MEDIA

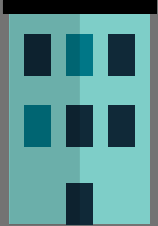
CED – MEDIA Office Croatia

Support for
TV Programming
of European
Audiovisual Works

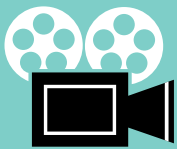
**CREATIVE
EUROPE
MEDIA**

Short guide for
Applicants
2019

ELIGIBLE APPLICANTS



A legally constituted company which has been founded by a legal act compliant with the relevant legislation.
Natural persons are ineligible.



Audiovisual production company whose main object and activity is audiovisual production (as indicated in the official national registration documents).



European company
- established in one of the countries participating in the MEDIA Sub-programme

- owned, whether directly or by majority participation by nationals from countries participating in the MEDIA Sub-programme



Independent company does not have majority control by a television broadcaster, either in shareholding or commercial terms.

[Majority control is considered to occur when more than 25% of the share capital of a production company is held by a single broadcaster (50% when several broadcasters are involved).]

ELIGIBLE ACTIVITIES



Audiovisual works (one-off or series) intended primarily for the purposes of television exploitation on both linear and non-linear services.

Fiction



total duration
minimum 90 minutes

Sequels or second and
third seasons are also
eligible ✓

Animation



total duration
minimum 24 minutes

Sequels or second and
further seasons are NOT
eligible ✗

Creative documentaries



total duration
minimum 50 minutes

Sequels or second and
further seasons are NOT
eligible ✗



The applicant must be the majority producer of the work, in terms of rights. In case of a 50%- 50% co-production, the applicant should be designated as delegate producer.

ELIGIBLE ACTIVITIES



The work must be produced with the significant participation of professionals who are nationals and/or residents of countries participating in the MEDIA Sub-programme.

‘Significant participation’ is defined as having more than 50% of the points on the basis of the tables below:

Drama / Documentary	Points	Animation	Points
Director	3	Director	3
Scriptwriter	3	Scriptwriter	3
Composer	1	Composer	1
Actor 1/ Voice over artist	2	Storyboard Artist	2
Actor 2/ Voice over artist	2	Character Designer	2
Actor 3/ Voice over artist	2	Animation Supervisor	2
Artistic Director	1	Artistic Director	1
Director of Photography	1	Technical Director	1
Editor	1	Editor	1
Sound	1	Sound	1
Shooting location	1	Studio location	1
Laboratory/ Post-Production	1	Laboratory/ Post-Production	1
Total	19	Total	19

PRODUCTION



The application must be submitted at the latest on the first day of principal photography (or start of animation for animation projects).

The work must involve the participation of at least **three** broadcasting companies from **three** countries participating in the MEDIA Sub-programme.



The exploitation rights licensed to the broadcasters have to revert to the producer after a maximum license period of:

7 years

if the broadcaster's participation takes the form of a pre-sale

10 years

if the broadcaster's participation also takes the form of a co-production.

ELIGIBLE COSTS



RIGHTS AND PRE-PRODUCTION COSTS

- Rights acquisition
- Music & archive rights
- Travel & recce
- Translations
- Research, consultations
- Casting
- Storyboard...



PRODUCTION COSTS

- Company production staff
- Technical staff
- Cast
- Director
- Set
- Props
- Camera
- Sound
- Lighting
- Electrical equipment
- Special effects
- Costume/Make-up/Hair
- Animation, modeling...

OTHER COSTS

- Travel (staff, crew & cast)
- Advertising & promotion
- Bank credit costs
- Legal costs
- Insurance
- Accounting costs



POST-PRODUCTION AND PRINTS

- Editing
- Mixing
- Mastering
- Dubbing & Subtitling
- Raw stock & laboratories

FINANCIAL CONTRIBUTION

FICTION DRAMA & ANIMATION

may not exceed
EUR 500.000 or 12.50%
of the total eligible costs,
whichever is the lower

CREATIVE DOCUMENTARIES

may not exceed
EUR 300.000 or 20%
of the total eligible costs,
whichever is the lower

DRAMA SERIES

with budget > EUR 10M
can apply for EUR 1M or 10% of the
budget contribution,
whichever is the lower

- only 1st and 2nd season
- at least 6 episodes
- co-produced between two production companies from different countries participating in the MEDIA Sub-programme

A minimum of 50% of the financing of the total estimated production budget **must be guaranteed from third party sources and must come from countries participating in the MEDIA.**

Contributions from broadcasters, distributors, funds, equity investors or coproducers

The producer's own investment and the requested MEDIA grant are not considered as a third party source of finance!

AWARD CRITERIA

RELEVANCE AND EUROPEAN ADDED VALUE

European dimension
of the financing of
the project

European co-
production

(20 points)

QUALITY OF THE CONTENT AND ACTIVITIES

Artistic quality of the
project

Overall quality and
financing of the project

Quality of the
distributor's
involvement

Quality of the
distribution strategy

Quality of the
promotion and
marketing strategy

(55 points)

DISSEMINATION OF PROJECT RESULTS

The broadcaster's
involvement

Potential for
international
circulation on both
linear and non-linear
services

(20 points)

ORGANISATION OF THE PROJECT TEAM

The roles and
responsibilities of the
production and
creative team

(5 points)

ADDITIONAL "AUTOMATIC" POINTS

A project specifically targeted for
young audience (5 points)

An applicant company established in
a country with a medium or low
production capacity (5 points)

TIMELINE

1st deadline

1st deadline for
submitting
applications
18 DECEMBER 2018

Information
to applicants
(May)

Signature of
grant
agreement
(June)

Evaluation period
January-April 2019

Starting date
of the action

DATE OF SIGNATURE
OF GRANT AGREEMENT

Duration of the action /
Period of eligibility

24 months
(or 36 months for series)

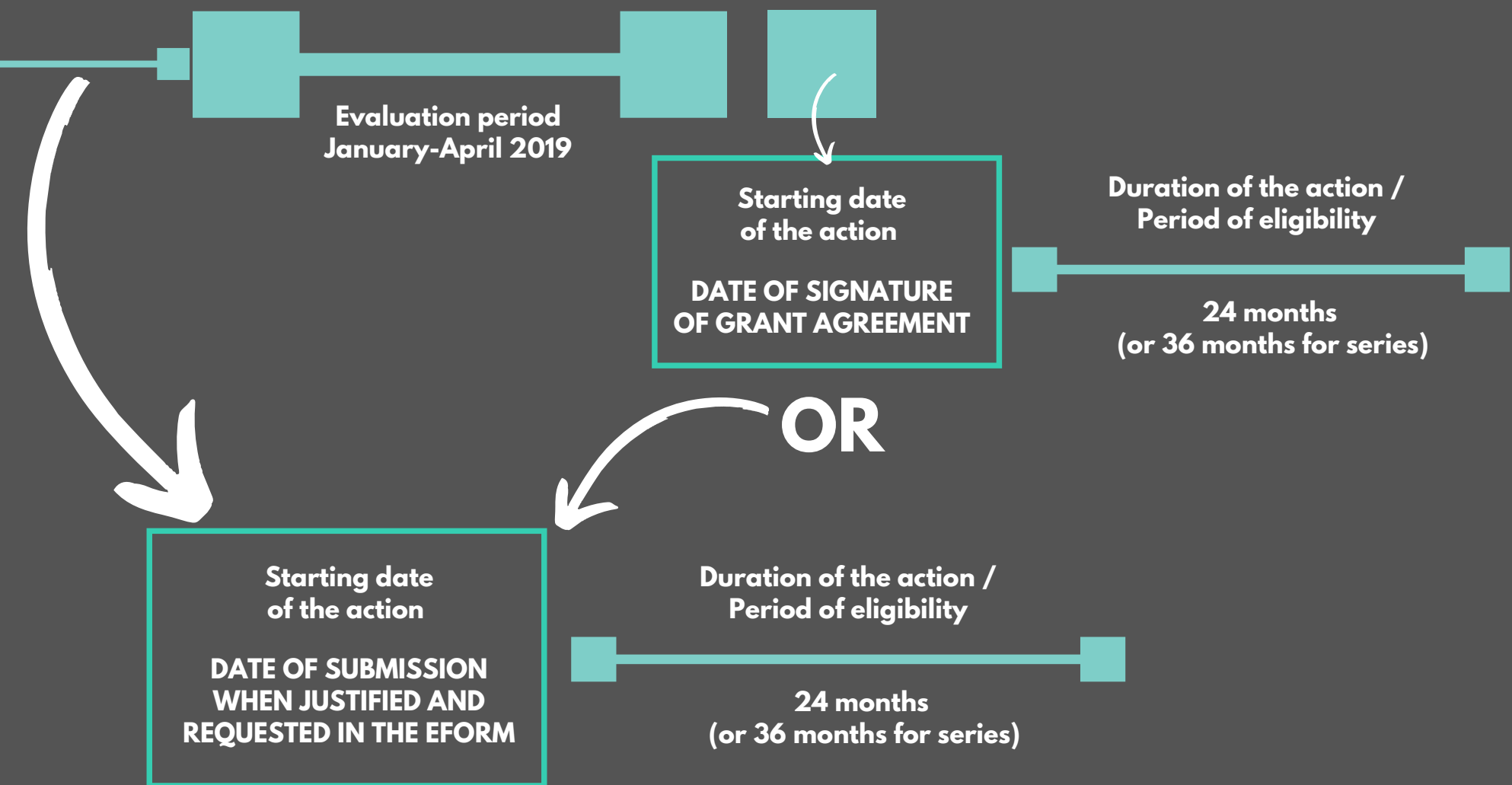
OR

Starting date
of the action

DATE OF SUBMISSION
WHEN JUSTIFIED AND
REQUESTED IN THE EFORM

Duration of the action /
Period of eligibility

24 months
(or 36 months for series)



TIMELINE

2nd deadline

2nd deadline
for submitting
applications

28 MAY 2019

Information
to applicants
(October)

Signature of
grant
agreement
(November)

Evaluation period
June-September 2019

Starting date
of the action

**DATE OF SIGNATURE
OF GRANT AGREEMENT**

Duration of the action /
Period of eligibility

24 months
(or 36 months for series)

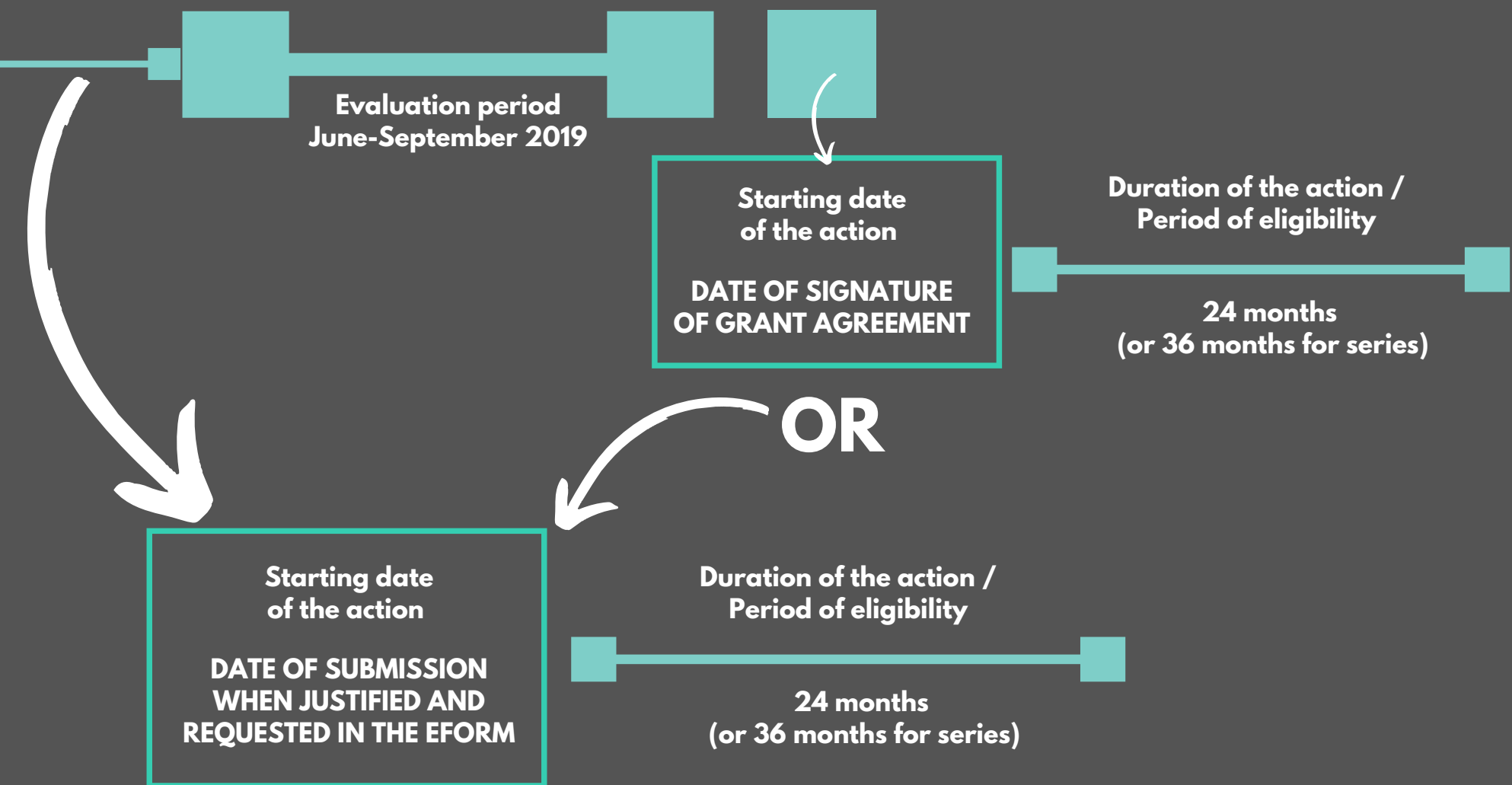
OR

Starting date
of the action

**DATE OF SUBMISSION
WHEN JUSTIFIED AND
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24 months
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ADDITIONAL INFORMATION



Creative
Europe

MEDIA

CED – MEDIA Office Croatia

Support for TV Programming - EACEA 25/2018

Before starting your application:

1. Read the specific guidelines, the call for proposals and Annexes carefully.
2. Register in the Participant Portal and receive a Participant Identification Code (PIC). The PIC will be requested in the application form. To access the Participants' portal, you will need an EULogin username and password.
3. Use the official eForm.

Completing your application:

1. Don't forget to also complete the compulsory annexes to the eForm.
2. Once you have completed the eForm and the annexes, validate it. This triggers an automatic check that informs you your application form is complete. If it is, you can submit it online.
3. When you have submitted your application online, you should receive a confirmation email and reference number.

Contact:

Creative Europe Desk - MEDIA Office Croatia
martina.petrovic@mediadesk.hr
mediadesk.hr

*Information available in this guide are extracted from the official Guidelines and FAQ document. The Guidelines explain how to submit a proposal. Please read them carefully before filling in the application form.