GUIDE FOR APPLICANTS

SUPPORT FOR THE DISTRIBUTION OF NON-NATIONAL FILMS

The Distribution Automatic Scheme

Call for Proposals EACEA/27/2018

CREATIVE EUROPE (2014 - 2020)
MEDIA Sub-programme

Disclaimer:

The present guide intends to provide useful information for applicants. It does not replace or overrule the official Guidelines.
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INTRODUCTION

This Guide for applicants provides practical guidance on how to apply to the Call for proposals of the Distribution Automatic Scheme launched under the Creative Europe MEDIA Sub-programme.

Before making an application, please ensure that you have carefully read the Call Guidelines of the Distribution Automatic Scheme. We also recommend reading the eForm User Guide: https://eacea.ec.europa.eu/creative-europe/funding/distribution-automatic-support-2019_en

Section 1 of this guide gives specific advice and instructions on how to generate and complete the eForm and its attachments.

Section 2 "Contact with agency" relates to the submission of the eForm and gives some tips on how to communicate with the Agency. It also deals with what to do in case technical problems are encountered.
SECTION 1 – GENERATING AND COMPLETING THE EFORM

1.1 Register your company in the participant portal


At the end of the registration process you will receive the Participant Identification Code (PIC, 9-digit number), serving as the unique identifier of your company in the Participant Register. This code is unique for each company and will be requested in the application form.

Upon communication of the applicant's PIC, the EU Validation Services (Research Executive Agency Validation Services) will contact the applicant (via the messaging system embedded in the Participant Register) and request the latter to provide the supporting documents necessary to prove the legal existence and status and the financial capacity of the company. All necessary details and instructions will be provided via this separate notification.

If you have additional queries regarding the Participant Portal, please consult the following FAQ: http://ec.europa.eu/education/participants/portal/desktop/en/support/faq.html or https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/faq.

FAQ : What to do if your organization has already created a PIC?

You only need to create a PIC once. If your organization already created a PIC in order to apply for a previous Call for Proposals, the same PIC has to be used. However, please verify that all documents listed above are duly uploaded on the Participant Register (there is no need to upload them again) and that the information declared in the documents is still accurate. If any information related to your company changes (e.g. change in address, bank account n°, etc.) after your registration, you must update your company details in the Participant Register and upload the relevant new documents.

1.2 Generating the electronic application form (eForm)

Once you have your PIC, the eForm can be generated by going to the Participant Partnership Management Tool: https://eacea.ec.europa.eu/PPMT/. Applications can only be submitted through an eForm.

Ensure that Adobe Reader 9 or higher is installed on your computer.

You must submit one eForm application per country. This also applies for the territories linked for distribution purposes: i.e. Belgium and Luxembourg; Greece and Cyprus; UK and Ireland.
The eForm must be saved on your computer (or local network drive) before you can start filling it in.

For assistance, please refer to the eForm User Guide on the Call website.

1.3 Testing the eForm

On the top of the eForm, you will find instructions on how to test the eForm. Ensure that you test the eForm before submission!

1.4 Completing the eForm

This section provides specific advice and instructions on some fields in the eForm, it does not comment on each and every field in the eForm.

Every year, applicants miss the deadline due to a technical issue at their end and do not get the support.

We strongly recommend applicants to try and apply the day before the deadline and contact the helpdesk for assistance if necessary.

This will avoid undue stress and decrease the risk of having your application declared inadmissible.

Part A - Identification of the applicant

A.1. Organisation

The greyed-out areas in this section will be pre-filled with information coming from the Participant Portal.

A.2./A.3. Contact person & Legal representative

For each application, a contact person (i.e. the person responsible for the management of the application) and a legal representative (i.e. the person authorized to represent the organization in legally binding agreements) must be indicated. By default, these are the same in the eForm. If the contact person is a different person from the legal representative, please click on 'Check this box if the legal representative is different from the person responsible for the management of the application' and you will be able to encode details for the legal representative.

For the address of the Contact person & legal representative, check the box only if they have a different address from the registered address in section A.1. Please note that you should not enter a personal home address in this section.
Should the contact person or legal representative change during the selection procedure, please communicate this immediately, clearly indicating your application reference number, to the following address: EACEA-DISTRIBUTION-AUTOMATIC@ec.europa.eu

**Part B – Organisation and activities**

No comment.

**Part C. - Description of the project**

**C.2. Declaration of admissions**

The maximum number of film declarations that can be entered in Part C.2.1 is 120, for films already qualified, and 20 in Part C.2.2, for films to be qualified.

When you add an admissions declaration for a film in Part C.2.1 or Part C.2.2, the form automatically generates a film declaration number. If you delete a film declaration, the form automatically performs a re-numbering of the remaining film declarations, so that the numbering remains sequential.

**C.2.1.2/C.2.2.2. FILM PERFORMANCE during the reference year**

- **Release date**: always indicate the theatrical release date in the national territory. If the declared admissions relate to previews in the reference year, please indicate the date(s) of preview(s) in the comment box at the beginning of the section concerned.

- **Total n° of running weeks for the reference year**: Please indicate the number of weeks in which there has been at least one release.

- **Box office receipts incl. VAT**: in EUR, please round down or up.

For the conversion of local currency into EUR, please use the exchange rate published on the InforEuro website: [http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/inforeuro_en.cfm](http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/inforeuro_en.cfm)

Be sure to use the exchange rate that is applicable on the [month of the submission of the application](http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/inforeuro_en.cfm).

**C.2.1.3/C.2.2.3 Distribution contract**

The information on the Distribution contract in sections C.2.1.3. and C.2.2.3. must be filled in, even if this information has already been supplied to the MEDIA Sub-programme.

Applicants are strongly invited to check their applications. Incorrect and incomplete data will prevent the calculation of the grant and might lead to rejection of the application or a reduction of the grant.

- **Licensor**: if the film is not directly acquired from the sales agent and/or producer, please indicate the relevant chain of rights (company names only) as follows: name(s) of SA or Producer/Licensor/Licensee/Sub licensee, etc.

- **Licensee**: the applicant company. In case of co-distribution, please indicate the names of all companies concerned.

- **Date of signature**: The date of contract must be on or before 31/12/18.
**Territory(ies) acquired:** please indicate the ISO country codes.

**License period:** please indicate either the starting and ending dates of the license period, or the number of years applicable from signature, from NOA and/or NOD, from payment of the minimum guarantee, etc.

**Rights:** theatrical rights must be declared. For other rights, please indicate video rights, pay TV, free TV, Internet, VOD etc.

**IMPORTANT**

In the event that distribution activities are shared between several companies, the contracts/agreements between these companies must be disclosed to the Agency at the following email address: EACEA-DISTRIBUTION-AUTOMATIC@ec.europa.eu with the reference number of the application in “subject”.

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**C.2.2.4 Film information**

To check if a film has already been qualified, please consult its status in the MEDIA Film database: [https://eacea.ec.europa.eu/mediaPgm](https://eacea.ec.europa.eu/mediaPgm).

OK = the film is qualified as European and can be declared.

NOT OK = the film is not European and should not be declared.

If the status is “UNDER PROCESSING” or “MISSING INFORMATION”, the admissions declared will **not** be validated unless the applicants complete the film information in section C.2.2. of the application and submit the film financing plan.

If, for confidential reasons, the film financing plan cannot be disclosed to the applicant, the document can be sent directly by the producer to the Distribution Film Qualification functional mailbox: EACEA-DISTRIBUTION-FILM-QUALIFICATION@ec.europa.eu

In this case, please attach a declaration to the application, signed by the legal representative, confirming that the film financing plan will be sent directly by the film delegate producer. In the section "Cost of production in EURO" of the eForm, please enter a zero to indicate your null value. In any case, the film financing plan has to be sent no later than the call deadline for its admissions to be validated.

**IMPORTANT**

If a film cannot be qualified, its admissions will not be taken into account for the calculation of the grant.

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**C.2.3 Summary of the project**

Please provide a brief outline of your project/foreseen activities. This information is compulsory and will be used for public dissemination purposes in the framework of the European Commission project database for the Creative Europe Project Results platform: [http://ec.europa.eu/programmes/creative-europe/projects/](http://ec.europa.eu/programmes/creative-europe/projects/).
The Creative Europe Project Results platform is the Dissemination and Exploitation platform that offers a comprehensive overview of projects funded under the Creative Europe programmes as well as some projects funded under the previous programmes. In case of selection of your project, information about your project, such as project summary, duration, budget and partnership structure will be shared on the platform. You will also be able to update your project summary and add some results on the platform.

C.7. Budget

Verify that the amounts that you enter under C.7. Budget correspond to the amounts in the headings of the Estimated Distribution budget (xls file) which must be attached to the eForm (see 1.5 attachments).

It is recommended to first prepare the Estimated Distribution budget (xls file), using the mandatory template, and then to copy/paste the amounts of the headings in Part C.7 of the eForm.

The total Expenses and the total Income (grey fields) must be balanced. If not, the submission of the application will not be possible.

In case of discrepancy between the amounts encoded in Part C.7 of the eForm and the Estimated Distribution budget (xls file), the amounts encoded in Part C.7 of the eForm will prevail.

C.8. Additional conditions

Retroactivity

The action and the period of eligibility of costs start at the date of signature of the grant agreement with the Agency. However, if for duly justified reasons inherent to the action’s process the eligibility period must start on the date of submission of the application, the retroactivity box must be ticked.

1.5 Attachments

The annexes mentioned below are mandatory and must be attached to the eForm. Failure to comply with this requirement will lead to the rejection of the application.

1. Declaration on the applicant's honour
2. Financing plan for the films to be qualified for the generation phase
3. Certification of the admissions by the national correspondents designated by the Member States (pdf)
4. Estimated Distribution Budget (xls)
5. Distribution strategy (doc)
6. CVs Legal representative/Head of Distribution (if they are not the same)

Templates for the above mentioned documents can be found on the call website: https://eacea.ec.europa.eu/creative-europe/funding/distribution-automatic-support-2019_en
There is a limit to the total combined size of your attachments of 10MB, so make sure to scan documents in low resolution (but ensure that they are legible).

If you receive a message advising you that the total size of the documents exceeds the maximum allowed, please reduce the size as this will block submission.

The information to be provided in the Annexes cannot be provided in the form of downloadable documents (WeTransfer, Dropbox, etc.).

**Declaration on the applicant's honour**

Please make sure that the Declaration on the applicant's honour is filled out correctly.

Please pay attention to the following:

- On the first line, after "I, the undersigned, representing the following legal person/company" please fill in the legal name of the company (and not the name of the legal representative).
- The EU grant requested should be the same amount as the amount encoded under the contribution requested from the MEDIA Sub-programme in section C.7 of the eForm and in the Estimated Distribution Budget (xls file).
- At the bottom of the form: the name and the signature of the legal representative of the company should be the same as identified in Part A.3 of the eForm. If there is a proxy given to another person, this person can sign in place of the legal representative, but in this case we would need either:
  a) an official document (ex: organisation's legal statutes, notarial act, etc) stating the proxy information or
  b) a proxy signed and dated by the legal representative.

**Financing plan for films to be qualified**

For all films not yet qualified (see C.2.2.4 above) by the MEDIA Sub-programme, please provide a film financing plan, including the Total Production costs, certified by the lead producer and clearly identifying the (co) producer(s) (as officially credited), their nationality and their share in the (co)production. The template can also be found on the call website: https://eacea.ec.europa.eu/creative-europe/funding/distribution-automatic-support-2019_en

In absence of the film financing plan, a film will not be qualified and its admissions will not be validated.

**Certification of the admissions by the national correspondent**

All admissions must be certified by the responsible national correspondent designated by the Member States. The list of the responsible national correspondents can be found on the call website under section Guidelines

It is the responsibility of the distributor to have the certification of admission document signed by the responsible national correspondent by the submission date.

In absence of signed certification, admissions will be ineligible and no support will be awarded.
Please also note that the admissions will be published on the website of the Agency.

**Budget form**

1) 1<sup>st</sup> Step - Calculate the potential grant

When drafting their budget, applicants must calculate the amount of the potential grant based on the parameters and thresholds set out under section 9 – Award criteria of the call guidelines.

The following rules need to be taken into account:
1. Maximum admission thresholds per country of distribution;
2. Fixed amount per eligible admission per country of distribution, depending on the film nationality;
3. Films with less than 200 eligible admissions will not be taken into account in the calculation of the fund;
4. Availability thresholds of the potential fund per country of distribution.

"Admissions thresholds" define the maximum number of admissions you can declare per film, depending on the country category in which you are. Admissions on a same film declared the previous year must be deducted from the threshold.

"Availability thresholds of the fund" define the minimum fund you need to generate in total in order to be supported.

<table>
<thead>
<tr>
<th>FAQ : What happens if the distributor makes a mistake when calculating the amount of the potential fund?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The amount of the grant the applicant has requested is a maximum.</td>
</tr>
<tr>
<td>However, following the evaluation, the amount of the grant may be reduced, for example:</td>
</tr>
<tr>
<td>- some eligibility or award criteria are not fulfilled,</td>
</tr>
<tr>
<td>- miscalculation by the applicant,</td>
</tr>
<tr>
<td>- the final potential grant is subject to the availability of the budget for the call (24,35 Mio).</td>
</tr>
</tbody>
</table>

2) 2<sup>nd</sup> Step - Fill in the budget form

The estimated distribution budget (.xls) must be balanced and correspond to the budget filled in the eForm.

**FINANCING PLAN:**

Contribution requested for the MEDIA programme = generated fund.

Other support must be declared.

The distributor’s contribution = the investment of the distributor in the project (co-financing)

**ELIGIBLE COSTS:**

This part details how the fund will be spent during the action.
Each film-project must be carried out within the implementation period of the action. The relevant date to take into account depends on the type of action:

- Co-production: date of signature of the co-production agreement.
- Acquisition of rights: date of signature of the distribution agreement (long form agreement or deal memo, whichever was signed first).
- Theatrical release: date of first theatrical release in the territory of distribution.

The budget details the costs to be incurred during the implementation period of the action. These costs are justified by:

- Sub-heading 1.1: invoices related to the investment of the distributor in the co-production as set out in the co-production agreement.
- Sub-heading 1.2: invoices for the instalments (deposit, delivery …), foreseen in the distribution agreement. When the acquisition is made for multiple territories, beneficiaries must apply the relevant deductions as set out in section 11.2 of the guidelines.
  - Any inconsistencies with the co-production / distribution agreement must be duly justified.
- Heading 2: invoices related to eligible distribution costs declared.
- Heading 3: invoices related to the auditing of the report and to booking and billing services (if applicable)

Reinvestment can be made on a maximum of 10 different eligible non-national films (i.e Film 1 to 10. Please do not insert new lines in the budget form!)

Reinvestment on the same film in different categories of costs is allowed.

However, reinvestment on the same film for the same category of costs under different Calls for proposals is not possible.

At application stage, film titles cannot be filled in. Film titles will be added at reporting stage(s).

Amounts can only be filled in at item level and must be given in € (euro). Subtotals and totals will be calculated automatically.

For reinvestment in Film financing/Minimum guarantee and in case of multiple territory acquisition, please indicate only the share of the minimum guarantee corresponding to your national territory of distribution. For more details about the MG repartition, please refer to section 11.2 Funding Forms, Eligible costs of the call guidelines.

Reinvestment in release costs cannot be cumulated with a support under the MEDIA Sub-programme Selective Scheme for the same film. However, it is possible to cover MG costs with a support under the Automatic Scheme and to cover the release costs for the same film with a support under the Selective.

Audit costs are eligible if the MEDIA contribution is higher than 60.000EUR.

Booking & billing costs relate to the sub-contracting of services for the booking of cinemas and invoicing to the cinemas. These costs are eligible only if costs have been forecasted under...
The Release costs category of the budget, as these costs must be incurred in connection with the action and are necessary for the implementation of the action.

Distribution strategy

The distribution strategy is a compulsory document that will be assessed by the Evaluation Committee.

The template must be used and all questions must be answered.

In absence of a duly filled-in distribution strategy, the Evaluation Committee may declare an application inadmissible.

Please note that – contrary to the 'Summary of the project for publication' (section C.2.3 Summary of the project) – the distribution strategy will not be made public.

SECTION 2 – CONTACT WITH THE AGENCY

2.1. Help with preparing the application

The Agency cannot help you in preparing your application. All queries related to the preparation of an application should be addressed to the Creative Europe Desk in your country. A list of contacts to the Creative Europe Desks is available at: https://ec.europa.eu/programmes/creative-europe/contact_en.

2.2. Submitting the eForm

Once your eForm is complete and all mandatory documents have been attached, you must validate and submit it.

Before submitting the application, ensure that the e-mail address of the contact person is correct, as the submission confirmation (Acknowledgement of receipt) will be sent to this address immediately after a successful electronic submission.

If you have not received the submission confirmation, please first check that you have provided a correct e-mail address for the contact person in the eForm. If this is not the case, please notify EACEA-DISTRIBUTION-AUTOMATIC@ec.europa.eu quoting the reference number of the application, the name of the company and the correct email address of the contact person. If the e-mail address in the eForm is correct, immediately send a message to EACEA-DISTRIBUTION-AUTOMATIC@ec.europa.eu before the deadline, together with the complete and validated eForm in attachment.
2.3 Technical problems during the submission

For technical problems related to the eForm, please consult the eForm User Guide: https://eacea.ec.europa.eu/creative-europe/funding/distribution-automatic-support-2019_en

In case of a technical problem before the deadline (e.g. you are not able to create the eForm, the eForm crashes or freezes, you encounter problems during submission, etc.), first consult the Known issues' on the following page: https://eacea.ec.europa.eu/documents/eforms_en. It explains, amongst others, what to do in case your submission is unsuccessful due to a 'Network Error'.

After referring to these documents, if you still have questions or the technical problem has not been resolved, you may contact the EACEA Technical HelpDesk by e-mail (eacea-helpdesk@ec.europa.eu) so that there is a written trace of your question. When doing so, attach your eForm and clearly describe the technical problem. It is advisable to attach print screens (showing the date and time) to illustrate the problem. This must be done before the deadline.

eacea-helpdesk@ec.europa.eu

and

EACEA-DISTRIBUTION-AUTOMATIC@ec.europa.eu

Validated eforms sent after the deadline will be rejected.

FAQ: I have tested the connection, my eForm is fully valid and all documents are attached, yet I cannot submit my application. I receive a warning message stating a "submission error" mentioning that due to a technical problem, the submission process has failed.

This type of message often appears when your security settings do not enable the sending of the eForm. You should first check your security settings and disable them by following the instructions to be found in the 'Known issues' section of the following webpage; https://eacea.ec.europa.eu/documents/eforms_en

If the problem persists contact the EACEA Technical HelpDesk, as explained above.

IMPORTANT

It is the responsibility of the applicant to prepare its application sufficiently in advance and to test its IT security settings beforehand.