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CREATIVE EUROPE MEDIA SUPPORTS TV WORKS!

Presented by **Matteo Solaro**, MEDIA Programme (EACEA)

Matteo presented the new EACEA call for proposals for TV support for 2018. Normally MEDIA support focuses on pre-production, development, distribution and training, while leaving production support to member states. The exception is TV production. TV support is intended to increase collaboration at the European level among producers, broadcasters and distributors. The goal is to push producers to work together and increase co-production and direct collaboration with broadcasters. In this sense it is not straightforward production support but more linked to distribution and circulation. The objective is not only to support quality productions but also to push producers to access European market for finance. Matteo outlined the terms of the call and explained some differences from past years.

- Objective of call are to:
 - Enhance cooperation between producers, broadcasters and sales agents at European level in order to raise financing and produce high-quality works;
 - Allow independent producers to exploit their works at international level;
 - Increase circulation and competitiveness of European television works.
- The TV Programming support is not a simple co-production support, but a support to projects with international distribution potential.
- Animation, fiction and documentary projects are supported.
- Available Budget in 2018: 12,5 M €
 - Documentary: max. 300.000 €/project (max 20% of eligible production budget)
 - Fiction/Animation: max. 500.000 €/project (max 12,5% of eligible production budget)
 - Co-produced drama series with budget > 10 M €: max. 1.000.000 €/project (max 10% of eligible production budget)
- Application criteria:
 - Independent European production companies
 - Based in countries participating to the MEDIA sub-programme
 - Owned by citizens from MEDIA countries
 - Majority producer of the work
 - No need to prove previous experience (different than Development); threshold is high enough that it is not necessary
- You must apply at the latest on the day of principal photography and by the relevant deadline of the call. It is recommended to apply three months before shooting begins.
 - Deadline 1: 16 November 2017
 - Deadline 2: 24 May 2018
- Main eligibility criteria:
 - At least 3 broadcasters from 3 countries participating in the MEDIA Sub-programme have to be involved (coproduction or pre-buy). Non-linear as well as linear are eligible. A multi-territory broadcaster still counts as 1 broadcaster.
 - Minimum 50% of the financing confirmed by third parties with contract of letters of commitment (broadcasters, sales agents, public funds, etc)
 - Minimum 50% of prod. budget financed by European sources

- Rights of the project have to revert to the producer after a licence period of 7 years for presales, or a licence period of 10 years for co-productions
- Award criteria are:
 - Relevance & European added-value (20%)
 - Takes into account European dimension of the financing of the project; how much effort is put into this.
 - Emphasis on organic co-productions, not just tax shelter partnerships.
 - Quality of the content & activities (45%)
 - Takes into account the quality of the financing, the artistic quality, the quality of the distributor's involvement and the quality of the marketing and distribution strategies
 - Dissemination of project results (30%)
 - Takes into account the broadcaster's involvement and the potential for international circulation
 - Quality of the project team (5%)
 - Takes into account the track record of the production company and the creative team
- Automatic points are given for:
 - Works for young audience (up to 16)
 - Projects from countries with medium and low production capacity (all but "big 5": UK, France, Germany, Spain, Italy)
- Tips, tricks and Important elements for producers:
 - Fully (or nearly fully) national financed projects have few chances to be selected
 - Co-produced projects have more chances, but projects need to have an international distribution potential
 - Rights and licence period have to be negotiated with broadcasters (max 7 or 10 years)
 - Importance of presenting/pitching the projects to European coproduction markets (example Cartoon for animation, IDFA for Documentaries, Series Mania for series, etc)
 - Importance of the involvement of a distributor/sales agent
- Statistics related 2016:
 - Number of applications/year: 143
 - Number of selected projects/year: 57
 - Split between groups of countries (submitted/ selected/selection rate):
 - High production capacity (FR, IT, DE, ES, UK): 77/32 : 41%
 - Medium production capacity: 39/19 : 47%
 - Low production capacity: 8/6 : 75%
 - Average split between genres:
 - Doc: 34projects/year
 - Animation: 10 projects/year
 - Fiction: 13 projects/year
 - Average number of broadcasters involved in selected projects:
 - Doc: 9-10 broadcasters
 - Animation: 10-11 broadcaster
 - Fiction: 8 broadcasters

- Changes for 2018 mostly concern award criteria – most have remained the same but there has been an increase in points on European dimension of financing and level of cooperation within a co-production in order to prioritise real creative collaboration.
- For more info or questions, feel free to write Matteo at EACEA-MEDIA-TV@ec.europa.eu