



European
Commission

Creative Europe



Education
and Culture



European
Commission

The objectives

General objectives

- Promote European cultural and linguistic diversity, Europe's cultural heritage
- Strengthen the competitiveness of the European cultural and creative sectors, in particular the av sector

Specific objectives

Support CCS capacity to operate transnationally and internationally

Promote transnational circulation and reach new audiences

strengthen the financial capacity of CCS

Foster policy development, innovation, new business models

CULTURE / MEDIA
Sub-programmes

Cross-sectoral Strand
incl. Guarantee Fund

The Main Challenges

- Fragmented cultural space and market
- Digital shift in production, distribution, dissemination of cultural goods and services
- Reach out for the audience
- Facilitate access to finance



The Outlook

- Continuous adaptation of all action lines to increase structuring effect
- Analysis of schemes in 2014, progressive introduction of new/revised actions
- Implementing management simplifications (online submission, lumpsums,...)

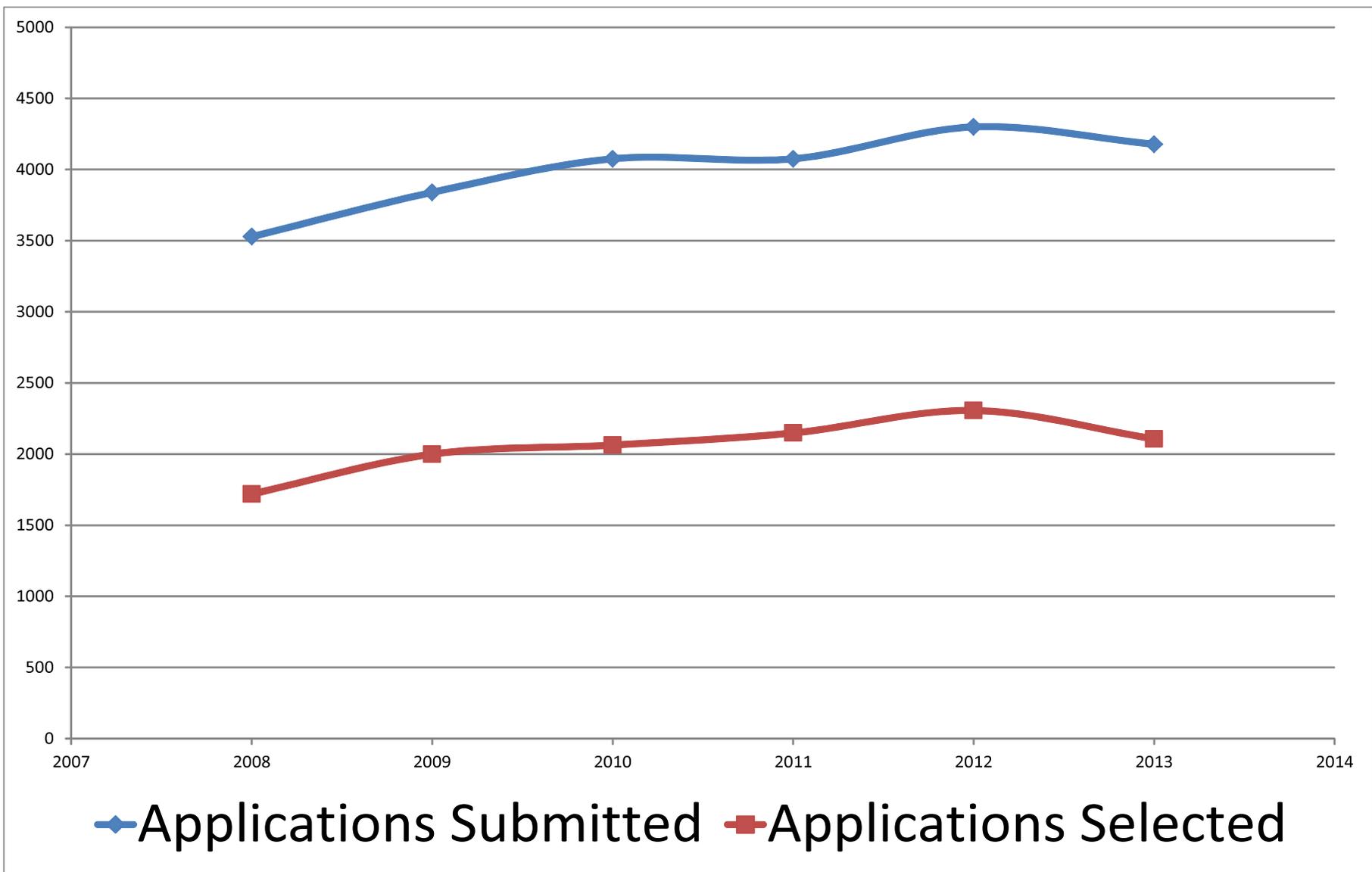


MEDIA 2007

**Applications and Selection
in numbers.....**



European
Commission

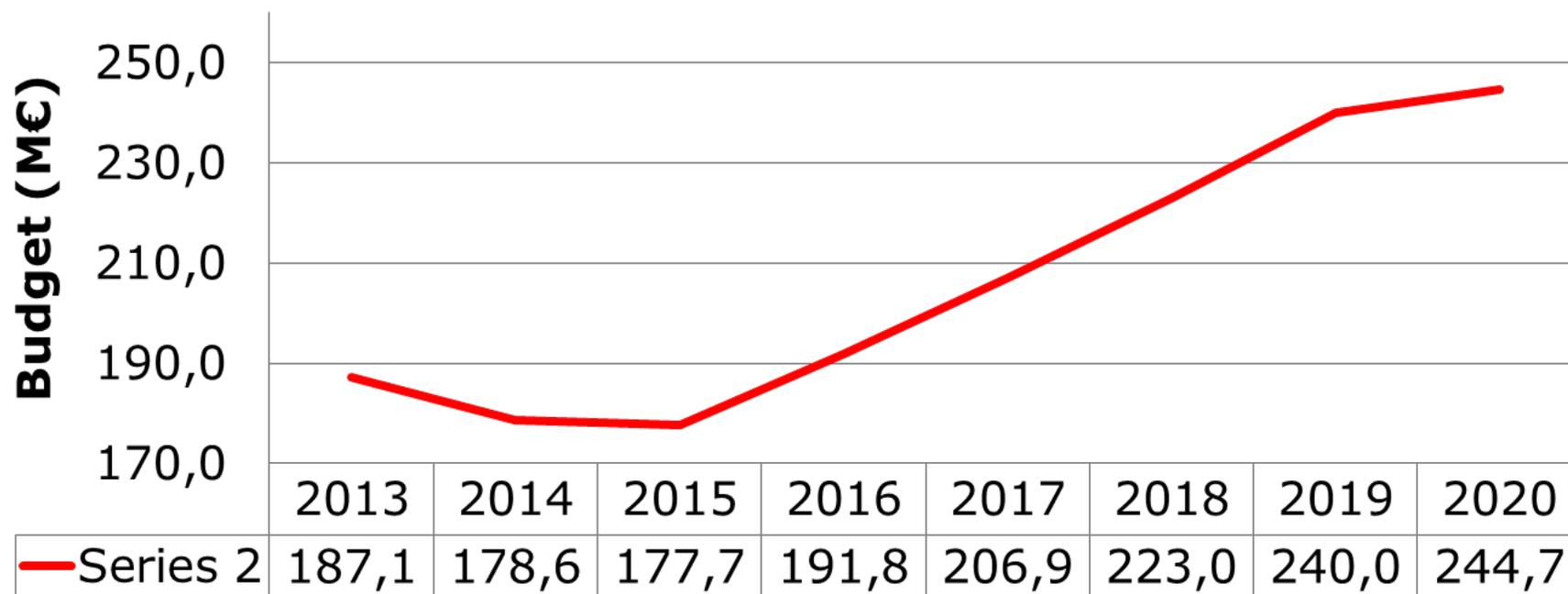


Education
and Culture

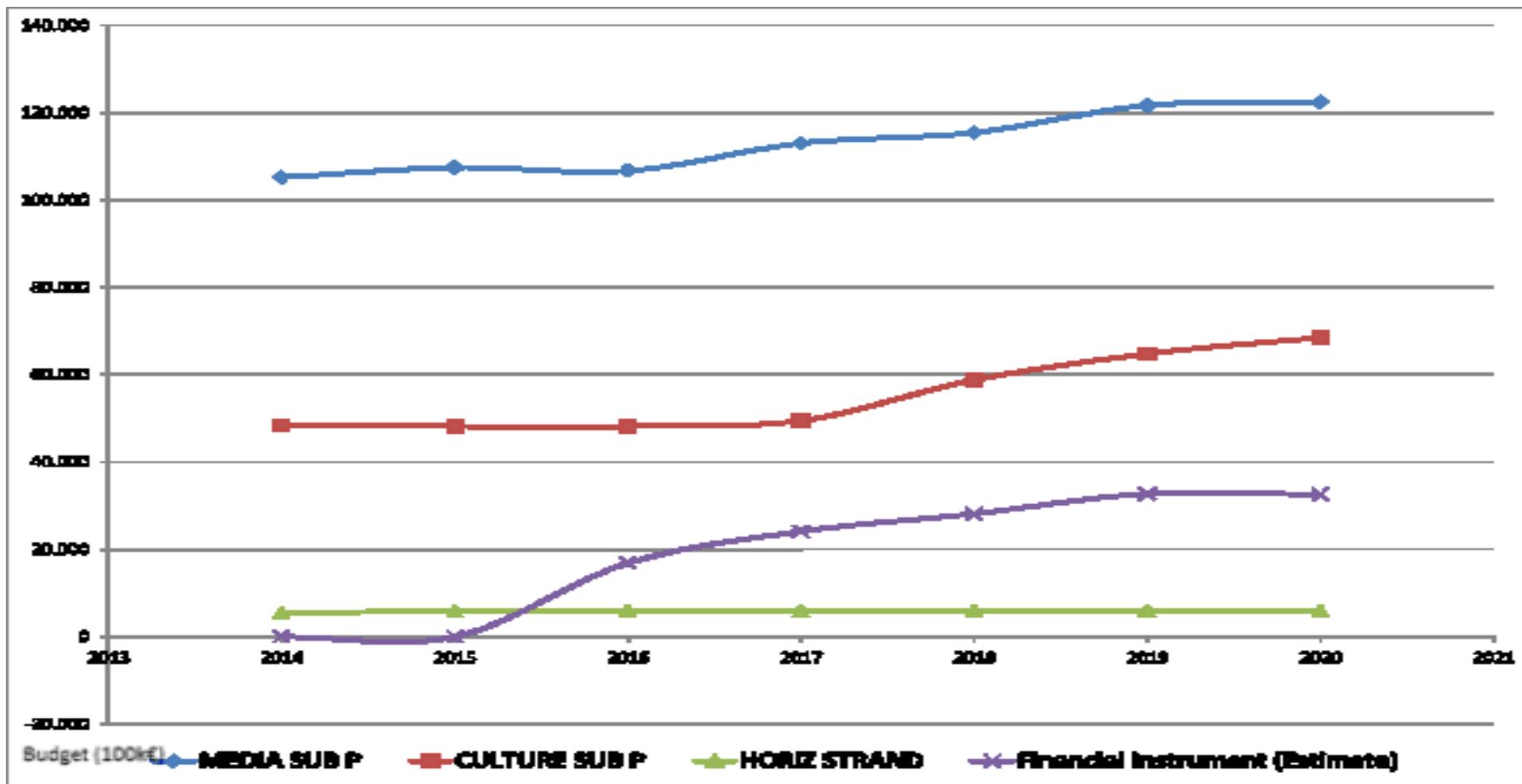
The available budget 2014-2020

in total €1.462 M.

Years



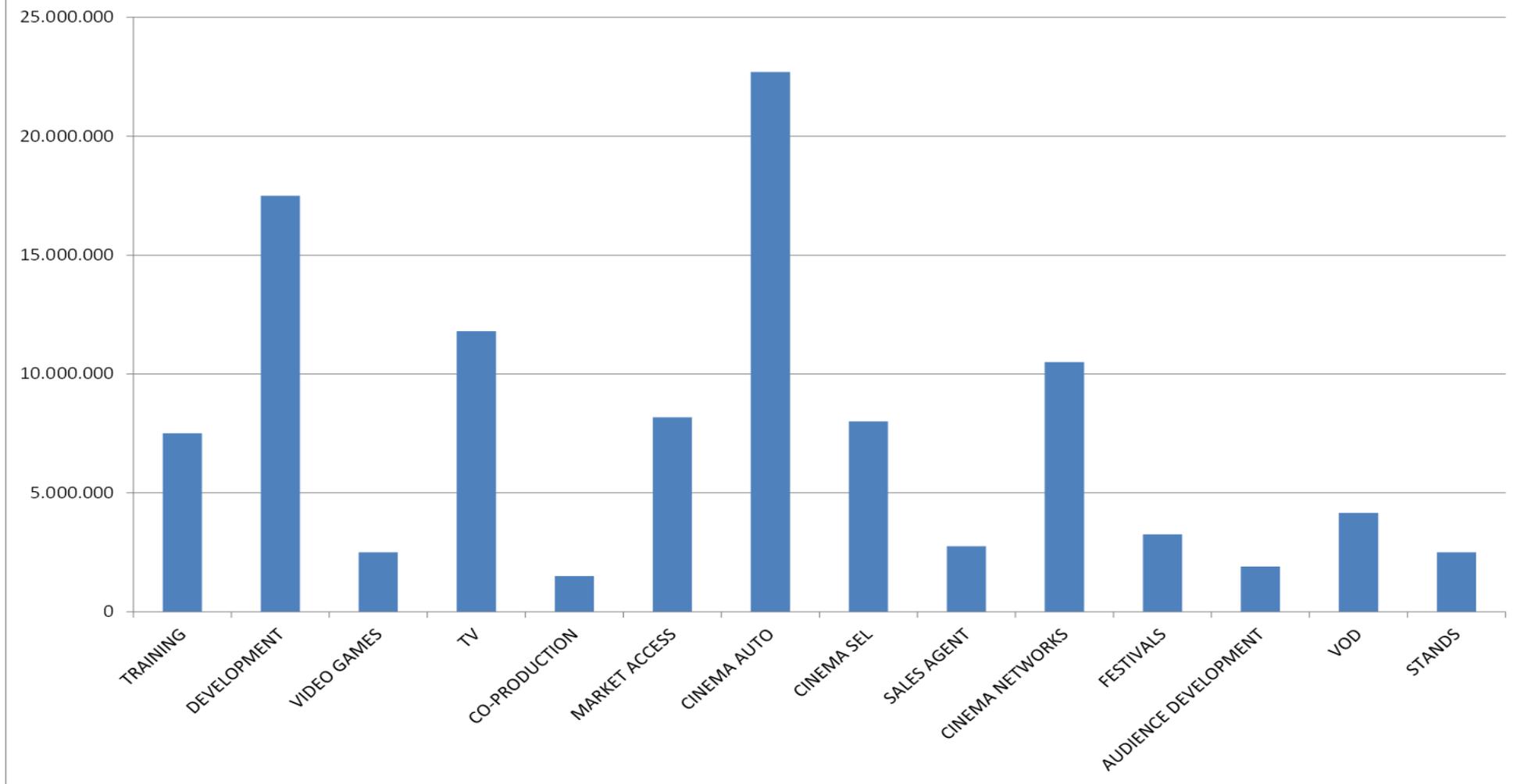
The available budget 2014-2020





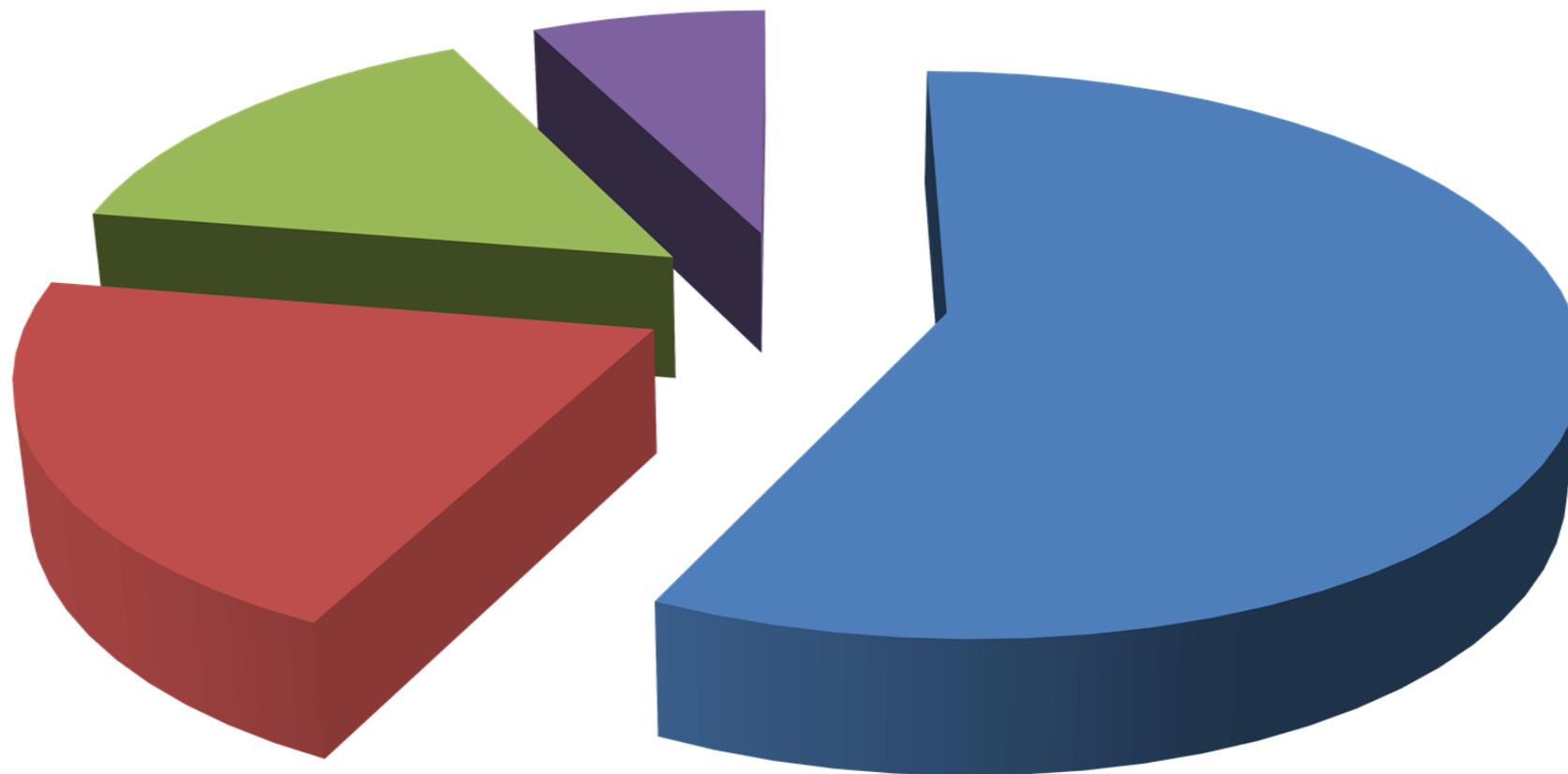
European
Commission

2014 MEDIA SUB PROGRAMME BREAKDOWN





European
Commission



■ DISTRIBUTION ■ DEVELOPMENT ■ MARKET ACCESS ■ TRAINING

Education
and Culture



MEDIA

Sub-programme

**Training for audiovisual
professionals**



KEY ELEMENTS -TRAINING

+/- 80 initiatives for the training of more than 1500 professionals per year, budget 2014: €7.5 M

Training subjects:

- Audience development, marketing, distribution and exploitation
- Financial and commercial management
- Project development and production
- Challenges of the Digital Shift

What are the major changes? - TRAINING

- The Mundus legacy – participation of nationals from non- MEDIA countries
- Up to 20% of "non – MEDIA" professionals in the "normal" case (80% of the supported projects)
- Up to 50% in "international" training courses (maximum 20% of the supported projects) aimed at collaboration between MEDIA and non- MEDIA professionals
- End of the initial training scheme (opportunities in E+)



MEDIA

Sub-programme

- **Development (single, slate, games)**
- **TV Programming**
- **Co-production funds**



KEY ELEMENTS

Development (+/- 160 single, 80 slate, 20 game projects)

Single Projects and Slate Funding (3 to 5 projects) to increase the capacity of producers to develop projects with a potential for European circulation

- **€17.5 M** for animation, creative documentary and fiction intended for cinema, TV, web platforms
- **€2.5 M** for a specific call for **Video Games**

TV Programming (+/- 50 TV projects)

- **€11.8 M** to encourage the production and distribution of high quality TV works for the European and international markets



WHAT ARE THE MAJOR CHANGES?

- clearer submission stage: 8 months before entering into production
- Open for projects developed for digital platforms (linear and/or interactive)
- **Single Projects:** Lump sum according to category/size of project
- **Slate Funding:** Maximum support € 200.000 but limited to € 150.000 for creative documentary slates, only one deadline
- **NEW development scheme for Video games**
 - **link with a "traditional" audiovisual work removed**
 - **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

WHAT ARE THE MAJOR CHANGES?

TELEVISION PROGRAMMING

- Reinforce support to ambitious and high quality co-produced European drama series
 - maximum support €1 M
 - sequels, 2nd and 3rd seasons of an existing drama series are eligible
- Clarification that focus is on independent production companies and their positioning in the market
 - broadcaster cannot be majority co-producer and its share cannot exceed 70% of the total financing



NEW CO-PRODUCTION FUNDS

Support for international co-production funds to:

- Facilitate the production and the circulation of diverse international film projects (animation, creative documentary and fiction)
- Increase the European dimension of the funds and their access for companies from all countries participating in the MEDIA sub-programme

The goal is to support 4-7 international co-production funds providing support to European producers for the production and circulation of a total of 25 film projects per year.

Budget 2014: €1.5 M



MEDIA

Sub-programme

Market access



KEY ELEMENTS – MARKET ACCESS

Support for major professional's markets, and pan European professional databases

- Business to Business events and online tools providing platforms for professionals
- Events facilitating the financing, co-production and the sales of European works across all genres

**Annual support for 50-60 Market Access actions.
Budget 2014: €8.17 M.**



MEDIA

Sub-programme

Support for distributors and sales agents

- **Distribution selective and automatic scheme**
- **Sales Agents scheme**

Automatic, Sales agents, Cinema Selective

Calculation of the potential fund:

- **Automatic:** based on the admissions achieved by European films the previous year
- **Sales agents:** based on sales activities for European films over the last 4 years
- **Cinema Selective:** focus on quality of grouping and smaller budget films

BUDGET 2014 (automatic, selective and sales agents): €33.45 M.



MEDIA

Sub-programme

- **festivals**
- **audience development**
- **cinema networks**



NEW AUDIENCE DEVELOPMENT

Stimulating the appetite of the European audience (especially young people and children) for European films by:

- **Audience Development Events** - Multi-territory marketing or promotional events showing non-national European films on various distribution platforms;
- **Film Literacy Projects** - Cooperation projects between Film Literacy initiatives across Europe in order to increase their European dimension and foster best practices

**The goal is to fund 10 projects of each type per annum,
Budget 2014: € 1.9 M**



KEY ELEMENTS – FESTIVALS

Support for European Film Festivals focused on the audience that:

- Are committed to promoting European film, especially from countries with less established filmmaking industries
- Contribute to promoting diversity by screening a substantial number of productions from at least 15 participating European countries
- Include film literacy activities
- Have a clear audience development strategy before, during and after the festival

Annual support for +/- 80 Festivals, budget 2014: €3.25 M.



KEY ELEMENTS – Cinema networks

- Increase the screening of non-national European films on the European market and build up new audiences for European films
- Available budget 2014: **€ 10.5 M**



Roadmap for Serbian participation in Creative Europe - MEDIA

- June 19th: Creative Europe agreement signed
- Autumn 2014: Alignment with AVMSD confirmed by the Commission?
- Autumn 2014: New calls for CE MEDIA. Based on status of the above, might be opened for Serbian applicants
- Membership from 2015?
- Remember: Take MFN exemptions in the WTO!