Creative Europe MEDIA

Support to
Promotion of European works
Online

2017

Berlin 2017

Policy background

Objectives of the Creative Europe MEDIA programme

Evolution of the programme

On-going reflection
- Mid term review
- Preparation for the future programme after 2020

History of MEDIA support to new technologies and online distribution

Support to Pilot Projects - new technologies developments applied to audiovisual industry (2007-2013)

Support to independent European VOD platforms (2007-2016)

Preparatory action for day-and-date support (2011-2013)

Development support to Video Games (since 2014)

Global call for "online distribution" since 2014

Support to Promotion of European works online

Total budget in 2017: 9,49M €

Three types of actions can be supported:

Action 1*: marketing of attractive offers of VOD services: digital promotion, marketing, branding, tagging and development of new offers by existing VOD services offering a majority of European films:* ***4 M €***

Action 2: *Ready to offer catalogues of European works:* ***2,14 M €***

Action 3: *Innovative strategies for promotion & distribution <u>(incl. audience development)</u>: new modes of distribution & foster new business models:* ***3,35 M €***

Promotion of European works online - 2017

Action 1 - Promotion and marketing of VOD services

Eligible activities are actions such as digital promotion, marketing, branding, tagging and development of new offers by existing VOD services offering a majority of European films.

Objective: improve visibility, discoverability and audience of European audiovisual works.

Projects: should present innovative, coherent and focused promotion and marketing strategies in order to increase the global audience of the platforms and valorise their European catalogue.

Costs: related to promotion, branding, tagging and/or marketing campaigns; personnel and technology development costs can be supported only if related to these promotional activities.

Transparency: plans for the full publication of the inputs and results of the action.

Promotion of European works online - 2017

Action 2 - Development of "Online Ready" packages

Eligible activities: assembling and delivering digital packages of European audiovisual works foreseen for online releases in countries where those works are not available on any distribution platform.

Objective: extending the availability and visibility of the films on VOD services in the targeted countries.

Projects: focus on European works with commercial potential / clear editorial line / accompanied by a specific marketing strategy.

Costs: encoding, the subtitling, the provision of metadata, marketing

Transparency: plans for the full publication of the inputs and results of the action.

Promotion of European works online - 2017

Action 3 – Innovative distribution strategies

Eligible activities: innovative strategies for distribution and promotion of European audiovisual works, including audience development initiatives focusing on innovative and participatory strategies reaching out to wider audiences with European films.

Objective: encouraging innovative strategies for distributing and promoting European audiovisual works. Develop new business models or tools in order to improve the potential audience of European audiovisual works.

Projects shall focus on:

- the convergence/complementarity between off-line and online and/or

- the transnational availability of works in the digital environment and/or -
- new approaches to audience development in the digital age beyond traditional distribution practices

Transparency: plans for the full publication of the inputs and results of the action.

Action 3 – Innovative distribution strategies

Examples of supported projects:

ECVI (European Film and VOD initiative):

3 partners in 3 countries testing a model of VOD player embedded in theater/cinema's websites.

Objective: - allow cinemas to offer their local audiences a selection of films as Video on Demand for home viewing;

- involve cinemas and exhibitors in the VOD business

ICEX/Eyelet:

Film sales agent developping a plateform allowing films to be available worlwide without geo-blocking and distributed by a multiplicity of "hosts".

Objective: - facilitate the online worldwide distribution of European films

- offer an user-friendly system to right holders for onlin distribution

- multiply the possible platforms reaching the audience through the host system.

Action 3 – Innovative distribution strategies

Exemples of supported projects:

FestivalScope:
Platform offering films on VOD during their festival exposure.
Objective: - *use the promotion offered by festivals in order to increase the audience of European films*

- *experiment the models allowig to develop the festival to date offer*

Vodeville:
Search tool allowing to find where to watch films online on legal platforms.

Objective: - increase the promotion of European films on such search tools by special curation

- create partnerships with festivals or independent distributors in order to increase the visibility and curation of the European offer.

Call for proposals – Guidelines

2017 call: closed (deadline was 6 April 2017)

2018 call: unchanged

Publication November 2017

Deadline for applications: April 2018

Application procedure:

- **Publication page: eacea.ec.europa.eu/funding**
- **Eforms to be downloaded – Annexes to attach**
- **Annex 1- template for project description: give precise and synthetized answers to the questions**

Questions?

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THANK YOU !