

# CREATIVE EUROPE MEDIA

## GUIDE FOR APPLICANTS - DECLARATION OF ADMISSIONS

### European Film Distribution

#### Creating and finalising your technical dossier in the MEDIA database

##### 1. Introduction

The MEDIA **database** (MEDIA DB) allows you to **declare your certified paying theatrical admissions** obtained in the previous year (see the specific reference year in section 6 of the call document 'Eligibility – Eligible activities'). The **database will calculate the total *estimated* grant** accordingly. This is only an **indicative** amount based on the admissions declared. The final **total generated *eligible* grant will be determined by EACEA** (the Agency) during the evaluation process and will take the eligibility criteria of the call and the available budget into account.

When **selecting the films** for which you have **theatrical distribution rights**, please **check the film eligibility requirements** in section 6 of the call document. Potential funds generated by choosing ineligible films at the application stage will subsequently be deducted by EACEA at the evaluation stage.

Contact [EACEA-MEDIA-DB@ec.europa.eu](mailto:EACEA-MEDIA-DB@ec.europa.eu) in case of any doubts on the film's eligibility criteria. If you encounter technical issues with MEDIA DB, please contact [EACEA-MEDIA-DB-SUPPORT@ec.europa.eu](mailto:EACEA-MEDIA-DB-SUPPORT@ec.europa.eu).

##### 2. Guide to films/admissions eligibility criteria

*Please find here-below the text of the relevant part of section 6 of the call document ('Eligibility of films'), with additional notes to facilitate your understanding of how eligibility is determined when processing a film for the MEDIA database*

###### Eligibility of paying admissions tickets

A normal ticket price\* was actually paid to the relevant exhibitor (including any special offers or discounts) but explicitly excluding those admissions where no fee was paid.

*\*Normal ticket price is the average price on the territory for commercial release. This excludes special tickets for school or club screenings where the amount paid does not correspond to commercial screenings. Group or club screenings where an individual ticket price is not levied, or where the price is far below the normal ticket price, will not be eligible.*

## Eligibility of films

To generate the potential fund and to qualify for reinvestment measures, the film must comply with the following eligibility criteria:

it must be a work of fiction (including animated films) or documentary, with a minimum duration of 60 minutes

***No exceptions are made (including animations for children)***

it must have its first copyright established at the earliest in the specific year indicated in section 6 of the call document

***No exceptions for re-release of restored/remastered movies***

it must not consist of alternative content (operas, concerts, performances, etc.), advertising, pornographic or racist material or advocate violence.

it must be in majority produced by a producer or producers established in the countries participating in the MEDIA strand.

***Check the latest [list of participating countries](#)***

A minimum 50% of the financing of the total estimated production budget must come from countries participating in the MEDIA strand and the production companies must be credited as such. To be considered as the actual producers the production companies must be credited as such. Elements such as opening credits, copyright appearing on the rolling credits, creative control, ownership of exploitation rights and share of profits may also be taken into account to determine who the actual producer is.

***A detailed financing plan signed by the delegate producer must always be provided. This must include the name as well as the nationality of the producer and co-producers, the type of financing (e.g. public support, national or international distribution, producer's own contribution, etc.) and the percentage share in the total film budget. Production companies must be credited as such.***

***A template is available in the MEDIA DB (at the same location of this guide); however you may also use your own format if it details all the above information.***

it must be produced with the significant participation (as per the credits) of professionals who are nationals/residents of countries participating in the MEDIA strand and credited as such.

***In the case that a professional is declared as a MEDIA national, formal proof may be requested), nationality always prevails for the calculation of points. Therefore, only in case a non-MEDIA national is declared as resident in a MEDIA country, will residency be taken into account to determine points (formal proof of residency, such as a residency permit or similar, may be requested).***

'Significant participation' is defined as having more than 50% of the points based on the table below which also includes locations. The total can vary depending on the type of work (animation, documentary, fiction). When roles are shared, points are shared accordingly. In the event of a tie (i.e. where the points are equal for a given nationality) the nationality of the director (or the following talent in the list below) shall be decisive.

***The total number of points always applies (i.e. 19 for animations and fictions, 13 for documentaries), even if not all the points are attributed.***

***More than 9.5 points for a fiction or animation film***

***More than 6.5 points for a documentary.***

***If a role is shared between two or more individuals (and officially credited as such) the point will be calculated proportionally between those individuals (decimal points awarded accordingly).***

***Declared roles always refer to individuals (i.e. not studios), excepting shooting and post-production locations.***

Fiction	Points	Documentary	Points	Animation	Points
Director	3	Director	3	Director	3
Author/(Script)writer	3	Author/(Script)writer	3	Author/(Script)writer	3
Actor 1	2	Composer	1	Composer	1
Actor 2	2	Production Designer	1	Editor	1
Actor 3	2	Director of Photography	1	Sound	1
Composer	1	Editor	1	Storyboard Artist	2
Production Designer	1	Sound	1	Character Designer	2
Director of Photography	1	Shooting Location	1	Animation Supervisor	2
Editor	1	Post Production Location	1	Art(istic) Director	1
Sound	1			Technical Director	1
Shooting Location	1			Post Production Location	1
Post Production Location	1			Studio Location	1
<b>TOTAL</b>	<b>19</b>		<b>13</b>		<b>19</b>

- ***To determine points, the Agency reserves the right to add, delete or change credits following evaluation and the film fiche will be edited as necessary.***
- ***All information will be cross-checked against publicly available information, including, but not restricted to, the producer and sales agent websites, national repositories, IMDB PRO and similar professional websites.***
- ***Opening/ rolling credits, posters and other material may be requested.***
- ***Only the lead credits will be taken into account.***
- ***Author/(script)writer – in case of a film adaptation from a novel, the original author is not considered for calculation of points.***

- *Actors – the order of actors credited on the poster and official credits will be considered for the calculation of points.*
- *Composer: if there is no composer (i.e. the person credited with creating the original music for the film), no points will be assigned (music supervisor cannot be considered).*
- *Production designer: if there is no production designer, s/he can be replaced by the art director.*
- *If e.g. post-production and shooting locations are shared among many different countries, all countries should be listed and decimal points assigned correspondingly.*
- *If a film is in (pre-)production and not all final information is available, a written confirmation of the main producer on the cast and crew and the film financing and production structure could be accepted and a provisional qualification finalised. However, the information will be revised once final and official. If not enough information is available, the film status will be set to 'missing information' and no nationality will be specified.*

### 3. Creating your declaration of admissions form in the MEDIA database

#### 1. Select your distribution territory and year of admissions

- ➔ year of admissions is always the previous year, e.g; 2024 for applications under FILMDIST 2025).
- ➔ Do this first as it is not possible to edit these fields once you have entered one or more films.

#### 2. Click on 'add a line' for each film to add admissions for your selected territory.

- Click on 'Select the Film' and search using the original film title and/or the film director.
- Click 'select', confirm your selection, and save.
- Before selecting, please consult the call document to make sure the nationality and the year of the copyright is eligible for your application.

1. Define your criteria	2. Select your work	3. Finalize your selection														
<p><b>Step 2: Select the work in the list.</b>  <b>If you cannot find it, you can try different search criteria:</b></p> <table border="1"> <thead> <tr> <th>SELECT</th> <th>FILM ID</th> <th>TITLE</th> <th>DIRECTOR</th> <th>COUNTRY</th> <th>STATUS</th> <th>COPYRIGHT</th> </tr> </thead> <tbody> <tr> <td colspan="7">No movies found</td> </tr> </tbody> </table>			SELECT	FILM ID	TITLE	DIRECTOR	COUNTRY	STATUS	COPYRIGHT	No movies found						
SELECT	FILM ID	TITLE	DIRECTOR	COUNTRY	STATUS	COPYRIGHT										
No movies found																

The database contains films with different statuses attributed:

- **‘Processed’** – the film qualification request has been reviewed and the nationality attributed according to the MEDIA rules.
- **‘Submitted,’ ‘Under processing’ or ‘Missing information’** – the film qualification request has been already submitted, but not yet reviewed by the Agency (hence, the nationality is not final).
- **‘Criteria not met’** – the film has been reviewed by the Agency and declared ineligible, and related admissions will therefore be disregarded.

Complete all of the fields for your selected film.

Make sure that the number of admissions declared corresponds to the number certified by your national authority (as shown on the annex ‘certification of admissions by designated authority’ uploaded in the Participant Portal). In case of discrepancies, the number certified by your national authority will prevail.

You can use the ‘edit’ or ‘remove’ buttons if needed.

3. **Repeat the above steps for each film for which you are declaring admissions in your selected territory.**
4. **If you cannot find your film** (tip: carefully check the spelling of the original title and/or the director’s name to avoid creating duplicates), **you need to add it yourself to the database by creating a film qualification request.**

Could not find the work you are looking for? [Create a new work](#)

- The process of creating a new film qualification request does not provide the possibility to ‘Save as draft’. Therefore, you should fill in all the required information in one go.
  - On the ‘Select your work’ page, click on ‘Create a new work’.
  - Complete all the fields for the film and add supporting documents (financing plan), click ‘submit’ and then enter your admissions (step 3 above).
  - You should enter an **‘expected film nationality’**, to allow the database to calculate an **estimated grant**. This is strictly provisional and the final nationality will be attributed by the Agency after the film qualification is reviewed according to the MEDIA rules laid down in the call document. Consequently, the final nationality might be different from that estimated one, with a possible impact on the total eligible grant for this film.
- ➔ *It is strongly recommended to encode films in the MEDIA database as soon as possible to determine the film nationality, and have more certainty about the potential generated fund when preparing the application.*

5. **You may declare the relevant admissions by adding another territory to your application ONLY IF:**

- If you are a distributor operating on several territories under the same legal entity (= same company Participant Identification Code, or PIC) and your company is established on that territory<sup>1</sup> and/or
  - you have selected one or more 'affiliated entities' in the 'Participants' section of your application (= different PIC). The affiliated entity listed in your application must be established on that territory and hold distribution rights for the film on that territory. An affiliated entity must have a legal link with your company, in particular a legal or capital link, which is neither limited to the action nor established for the sole purpose of its implementation. In addition to a PIC number, they must meet all the eligibility and other call conditions.
- ➔ *Important: this is always subject to certification of admissions by the relevant national authority, otherwise these admissions will be rejected at evaluation stage.*
- Click on 'Add another Territory' and complete steps 1 – 5 as relevant.

**6. Once you have completed steps 1 - 5, the system generates the total grant estimate. This is strictly provisional and subject to evaluation checks by the Agency.**

- The estimated grant generated must be inserted as "Requested EU contribution" in the Budget section of Part A – Administrative forms in the Participant Portal
- Indicate in the column C3 of the Budget section (*Purchase costs – Other goods, works and services*) an amount of costs corresponding to at least 1.34 times the estimated grant generated.

3 - Budget

No.	Name of beneficiary	Country	Role	Personnel costs - without volunteers/EUR	Personnel costs volunteers/EUR	Subcontracting costs/EUR	Purchase costs - Travel and subsistence/ EUR	Purchase costs - Equipment/EUR	Purchase costs - Other goods, works and services/EUR	Financial support to third parties/ EUR	Indirect costs/EUR	Total eligible costs/EUR	Ineligible costs/ EUR	Total estimated project costs and contributions/EUR	Funding rate	Maximum EU contribution to eligible costs/EUR	Requested EU contribution to eligible costs/EUR
1	Raa International	BE	Coordinator	0	0				133 512		9 345.84	142 857.84	0	142 857.84	70	100 000.48	100 000.00
	Total			0	0	0	0	0	133 512	0	9 345.84	142 857.84	0	142 857.84		100 000.48	100 000.00

**7. Download the PDF document from the MEDIA database and attach it to your application as an annex in the Participant Portal.**

*Please note that although the declaration of admissions form appears as 'Submitted', you may continue to edit the form until the deadline of the call for proposals.*

<sup>1</sup> according to the [call document](#), section 6 'Eligibility – Eligible participants (eligible countries)'