TV and Online Content



2027 Call for proposals

Info session

European Education and Culture Executive Agency

12 October 2026

Agenda

1. Objectives and eligibility criteria
2. Q&A
4. Assessment of proposals
5. How to apply – common errors
6. Q&A

Budget

Budget: 23 300 000 – Min. 25% for animation, min. 8% for documentary

40% for the 1st cut-off date (indicative)

60% for the 2nd cut-off date



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Objectives

- **Increase** the **capacity** of audiovisual producers to develop and produce strong projects with significant potential to circulate throughout Europe and beyond
- **Facilitate** European and international **co-productions** within the television and online sector

Aims – Funded activities

- Strengthen the **independence** of producers in relation to broadcasters and digital platforms
- Enhance **collaboration** between operators from different MEDIA countries
- Support the **production of high-quality works** aimed at
  - wide international distribution (linear and non-linear broadcasting)
  - promotion to a wide audience
- Particular attention to projects with **innovative aspects in contents and financing**, showing a **clear link** with the **distribution strategy**

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Eligible participants

- Application by a single applicant or a consortium
  - Main applicant = **coordinator**
  - Other applicants = **partners** or **affiliated entities** of coordinator/partners
- All applicants: Independent European audiovisual production companies

Eligible participants – Associated Partners (New)

- Supported projects can also have **Associated Partners** from countries not participating in the MEDIA Strand, though these cannot be beneficiaries.
- These partners can come from non-European countries to foster wider international cooperation and market access: a case in point is **Korea** pursuant to the audiovisual entitlement appended to the Protocol on Cultural Cooperation between the EU and Korea.
- Costs incurred by associated partners, if any, cannot be covered by the EU grant.

Eligible participants

- **Independent**: no majority control by an audiovisual media service provider, either in shareholding or commercial terms
  - Majority control: more than 25% of share capital held by a single audiovisual media service provider (50% in case of several AVMS providers)
- **European**: established in one of the countries participating fully in the MEDIA strand
  - and owned directly or indirectly, wholly or by majority participation, by nationals from such countries
  - for publicly listed companies: location of the stock exchange determines the nationality
- **Audiovisual production companies**: the company's main objective and activity is audiovisual production

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Eligible activities

- Production activities for both one-off or series
- Intended primarily for TV or online exploitation
- Works designed to be a series must be submitted as a series
- Minimum length:
  - Drama films: 90 minutes
  - Animation: 24 minutes
  - Creative documentary: 50 minutes

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Eligible activities

- First day of principal photography: at the earliest on the day of **submission** of the application
- Duration of projects: max. 36 months (extensions possible, if justified and after amendment)
  - Default: after signature of the Grant Agreement
  - Retroactivity to date of submission with justification + approval
- Produced with the significant participation of professionals who are nationals and/or residents of MEDIA countries

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Eligible activities

Fiction		**Documentary**		**Animation**	
Director/Project leader	3	Director/Project leader	3	Director	3
Author/(Script)writer/Creator	3	Author/(Script)writer/Creator	3	Author/(Script)writer/Creator	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			Studio location	1
Post production location	1			Post production location	1
Total	**19**	**Total**	**13**	**Total**	**19**

Eligible activities

- Confirmed involvement of min. 2 broadcasting (linear and non-linear) companies established in 2 different MEDIA countries
  - Licence period:
    - Pre-sale: max. 7 years
    - Co-production: max. 10 years
  - Co-production: only if
    - financial investment higher than average investment of other partners
    - involved in organisation and economic handling

Must be respected by ALL broadcasters

Frequent errors related to eligibility criteria

- **Not accepted** as binding LOC: Documents entitled ‘letter of commitment’ or ‘deal memo’ but where the text clearly only states an intent to acquire
  - « We confirm our (preliminary) interest … »
  - « We are interested in the possibility of acquiring … »
  - « The participation of XYZ in the project is subject to the approval of … »
  - « We reserve the right not to conclude …until we have screened and approved the final version »
  - « XYZ confirms their commitment to license the series, once the series has been fully financed, completed to a good technical standard … XYZ’s contribution to the financing is estimated at XXX EUR and is subject to … »
  - « we confirm that – subject to general approval and financial negotiation – the ABC is interested in developing and co-producing … »
  - « this letter of interest may in no way be considered to be a contract for the anticipated acquisition of rights … »

It is the content of the document that counts, NOT the title

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Frequent errors related to eligibility criteria

- Also **not accepted** as signed binding LOC:
  - E-mails
  - Letters with an expiration date that has passed
  - Letters without an amount
  - Letters that do not stipulate the duration of the exploitation rights
- These ‘potential’ sources of financing should **NOT** be mentioned in the Production Financing Structure, and documents should **NOT** be provided in the annex ‘Confirmed sources of financing …’ but **CAN** go in the annex ‘Letters of intent for distribution’
- **Accepted:** signed binding LOC with required elements **only** subject to signature of a full agreement

The better this is respected, the quicker the evaluation, the quicker the decision!

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Frequent errors related to eligibility criteria

- **Maximum licence period for all broadcasters involved in the production**
  - **Not accepted:**
    - « XYZ shall have the option to relicense the contractual rights for further 10 years against payment of XXX EUR »
    - « XYZ shall own the exploitation rights exclusively for 5 years and non-exclusively for 7 years »
    - «the exploitation rights are granted for an indefinite period »
    - «the linear broadcasting rights will be acquired for 5 years as a minimum » (without stating the maximum)

Eligible activities

- Min. 40% of financing guaranteed from third party sources:
  - Supported by signed **binding** LOC, mentioning:
    - amount of financial contribution
    - nature of the rights sold
    - licence period
  - Broadcasters, distributors, funds and equity investors
  - Tax shelter: acccepted if confirmed by supporting documents from the competent bodies
  - NOT: producer's and co-producers' own investment
  - NOT: MEDIA grant

If any aspect is missing → removed from financing plan

Eligible activities

- Min. 50% of total estimated financing must come from MEDIA countries

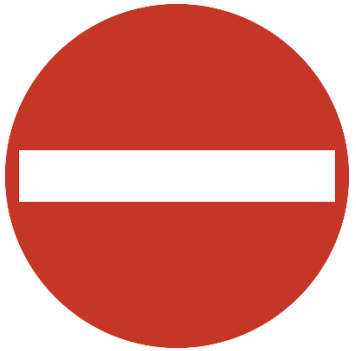
If any aspect is missing → removed from financing plan

- Co-production with other production companies: contract or deal-memo required, indicating:
  - share of financing
  - share of rights
  - share of costs
  - share of revenues

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Ineligible activities

- Ineligible projects
  - Live recordings, TV games, talk shows, cooking shows, magazines, TV-shows, reality shows, educational, teaching and « how to » programmes
  - Documentaries promoting tourism, « making-of », reports, animal reportages, news programmes and « docu-soaps »
  - Projects including pornographic or racist material or advocating violence
  - Works of a promotional nature
  - Institutional productions to promote a specific organisation or its activities
  - Music videos and video-clips
  - **Projects already financed by Eurimages (**other than the Pilot Programme for Series**)**
  - **Productions originally intended as cinema works**



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Financing

- The grant will be a fixed lump sum grant (New since 2026)
- The lump sum depends on the total production budget of the project:

Total production budget (in EUR)	Lump sum (in EUR)
> 20M	2M
> 10M and < or = 20M	1M
> 3M and < or = 10M	500 000
> 2M and > or = 3M	400 000
> 1.5M and < or = 2M	300 000
> 1M and < or = 1.5M	220 000
> 800 000 and < or = 1M	150 000
> 500 000 and < or = 800 000	100 000
< or = 500 000	70 000

Do not inflate your production budget as it will be assessed under the award criteria!

How are proposals assessed?



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How are the proposals assessed?

ADMISSIBILITY CRITERIA

- Submission requirements

ELIGIBILITY CRITERIA

- Eligible participants
- Eligible activities

FINANCIAL AND OPERATIONAL CAPACITY AND EXCLUSION

- Expertise and solvency
- Situations of exclusion (eg bankruptcy)

AWARD CRITERIA

- Evaluation of the quality of the proposal

Admissibility criteria

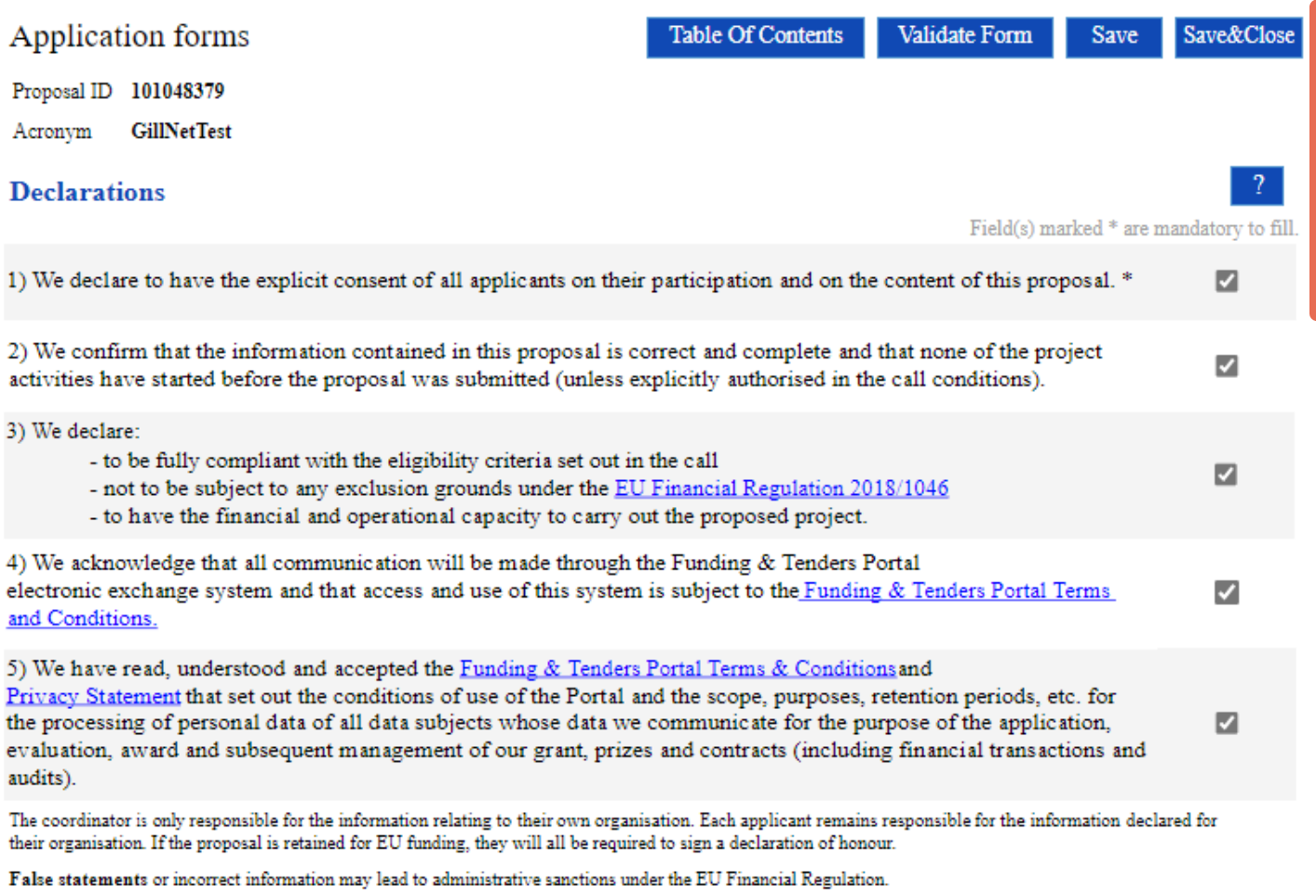
- Submit **before** the deadline (No late submissions)
  - BUT: you can resubmit revised versions up till the deadline
- Submit **electronically** via the Funding & Tenders Portal Electronic Submission System (No applications by email/on paper)
- Submit using the **templates** provided in the Submission System (Not the templates on the topic page -> for info only.
- Submission only possible when **complete** (all mandatory parts and mandatory annexes)
- Respect the page limitations (Part B max. 70 pages – does not include the other annexes)

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Financial and operational capacity

- Financial capacity: have stable and sufficient resources to implement the project and contribute their share
  - Based on annual accounts (to be uploaded in Participant Portal in case of selection)
- Operational capacity: have the know-how, qualifications and resources to implement the project
  - evaluated based on ‘project management’ criterion

Exclusion - declaration



Application forms

Table Of Contents | Validate Form | Save | Save&Close

Proposal ID 101048379

Acronym GillNetTest

Declarations ?

Field(s) marked * are mandatory to fill.

1) We declare to have the explicit consent of all applicants on their participation and on the content of this proposal. * ☑

2) We confirm that the information contained in this proposal is correct and complete and that none of the project activities have started before the proposal was submitted (unless explicitly authorised in the call conditions). ☑

3) We declare:
- to be fully compliant with the eligibility criteria set out in the call
- not to be subject to any exclusion grounds under the EU Financial Regulation 2018/1046
- to have the financial and operational capacity to carry out the proposed project. ☑

4) We acknowledge that all communication will be made through the Funding & Tenders Portal electronic exchange system and that access and use of this system is subject to the Funding & Tenders Portal Terms and Conditions. ☑

5) We have read, understood and accepted the Funding & Tenders Portal Terms & Conditions and Privacy Statement that set out the conditions of use of the Portal and the scope, purposes, retention periods, etc. for the processing of personal data of all data subjects whose data we communicate for the purpose of the application, evaluation, award and subsequent management of our grant, prizes and contracts (including financial transactions and audits). ☑

The coordinator is only responsible for the information relating to their own organisation. Each applicant remains responsible for the information declared for their organisation. If the proposal is retained for EU funding, they will all be required to sign a declaration of honour.

False statements or incorrect information may lead to administrative sanctions under the EU Financial Regulation.

Exclusion criteria are based on a declaration in Part A of the application.
Read each declaration carefully

Amongst others: if the applicants misrepresented information required as a condition for participating or failed to supply that information

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Award criteria

- Common structure
    1. **Relevance (30 points)**
    2. **Quality of content and activities (35 points)**
    3. **Project management (5 points)**
    4. **Dissemination (30 points)**
- Overall threshold: 70/100



Consult breakdown of the criteria in the Call and keep all elements in mind when preparing your application

Award criteria

1. Relevance (30 points)

a) European dimension of the **financing** of the project (15 points)

b) European **co-production** (5 points)

c) Adequacy of the strategies presented to ensure **a more sustainable and environmentally-respectful industry** (5 points)

d) Adequacy of the strategies to **ensure gender balance, inclusion, diversity and representativeness**, either in the project/content or in the way of managing the activity (5 points)





Award criteria

2. Quality of content and activities (35 points)

a) **Artistic quality** of the project (15 points)

b) **Overall quality and financing of the project** (5 points)

c) Potential to reach **audiences** at European and international level (15 points)

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Award criteria

3. Project management (5 points)

- The distribution of the roles and responsibilities of the production and creative team, including the adequacy of the collaboration in relation to the objectives of the project
- For animation projects, the location of the animation work will be assessed to encourage the use of European studios

Award criteria

4. Dissemination (30 points)

a) Quality of the **distributor's involvement** (10 points)

b) Quality of the **distribution strategy** (15 points)

c) Quality of the **promotion and marketing strategy** (5 points)

How to apply?







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How to apply

- Applications must consist of:
  - Part A: Administrative information (but also duration and max. EU grant)
  - Part B: 'Technical' description of the project (information that allows to assess the award criteria) + definition of work package and deliverables (mandatory template)
  - Part C: Key Performance Indicator (KPI) collection tool
  - 8 mandatory annexes:
    - ✓ Lump sum calculator (mandatory template) (New since 2026)
    - ✓ PDF with information about film(s)/work(s) to be submitted for funding: to be generated via the MEDIA Database

How to apply

- ✓ Creative presentation of the project, including link to trailer/teaser
- ✓ Production Financing Structure (mandatory template)
- ✓ Confirmed sources of financing and (if applicable) co-production contract(s) ENSURE COHERENCE WITH PRODUCTION FINANCING STRUCTURE
- ✓ Letters of intent for distribution
- ✓ Declaration on independence and ownership (mandatory template)
- ✓ Declaration on language of the submitted materials (mandatory template)

Mandatory templates are available in the Submission System. Not using them may result in inadmissibility/ineligibility

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How to apply

The project activities must be organised in **one single mandatory work package** (New since 2026) covering the pre-production , production, post-production, delivery and communication and dissemination activities related to the submitted project.

The following deliverables must be provided:

- Updated Production Financing Structure
- Copy of the contract signed with the main broadcaster
- Acceptance letter of the material from the main broadcaster
- Link to produced material
- Promotional material (trailer, poster, stills, etc.)
- Most recent royalty statement from the sales agent
- Interoperable standard identifier
- Declaration on independence and ownership

The exact titles and order of the above deliverables must be respected.

Common errors in applications

- **Acronym and short summary** (to be encoded when starting the application)
  - Acronym: helpful if it refers to the company/project (i.e. not TV2026 for example)
  - Short summary (abstract): must deal with objectives, activities, type and number of persons benefiting from the project, expected results, type and number of outputs to be produced.
  - **Do not include confidential info**. The **synopsis** of the **project** goes into the **MEDIA Database**

Common errors in Part A

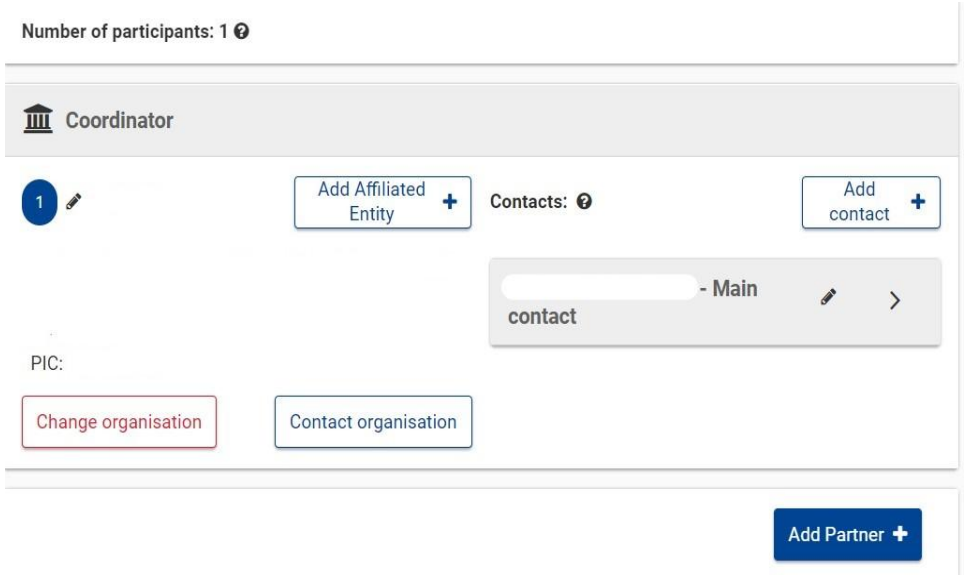
- **Partners missing or incorrectly encoded in Part A**
  - Only COO encoded in Part A, whilst in production financing structure and Part B a co-production partner is identified as co-beneficiary
  - Partner encoded as affiliated entity whilst it is not an AE of the COO or identified partners
  - Partner encoded in Part A but with 0 EUR grant (is it a co-beneficiary?)

Ensure coherence between Part A and Part B at all times!

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Key actors in the application

- Coordinator (COO): main applicant
- Partner (PA): co-beneficiary of the grant
- Affiliated entity: entity linked to one of the applicants (COO or PA) and taking part in the action – to be encoded at the level of either the COO or the PA (the linked entity)
- Submission: only by main contact and other contact with full access right of the COO



For both COO and PA, a main contact (intermediary with our services) needs to be identified. Other contacts (either with full access or read-only access) can be added

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Common errors in Part A

- **Budget (EU grant requested) incorrectly encoded in Part A**
  - Entire production budget instead of EU grant requested
  - Different amount than the applicable lump sum (incoherence with lump sum calculator)
  - Entire EU grant requested for COO, 0 EUR for PA

Application forms

Proposal ID **101048440**

Acronym **Test TV application**

3 - Budget

No	Name of Beneficiary	Country	Requested grant amount
1		FR	,0
2		RO	0,00
	Total		,00

Ensure that the indicated budget is split between partners (if any) in Part A

Common errors in Part B

- Use the template!!! (goes for all **mandatory** templates)
- Do NOT put it in another format
- Do NOT add other types of documents such as CVs
- Do NOT leave mandatory sections blank (no info = 0)
- Provide information in the correct section
- Ensure that the info is coherent with the rest of the documents in the application
- Ensure that it is readable

Common errors in info on shareholding

- First encode all the applicant **companies** (i.e. not natural persons) in the 'Instructions' sheet, also affiliated entities (must respect eligibility conditions!)
- Encode the entire shareholding of the different companies and make sure that it is coherent!
  - If the shareholder is a **company** → Legal person
  - If the shareholder is an **individual** → Physical person
- Do not forget to encode the nationality, i.e. either country where the company is registered or nationality of the physical person

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Common errors in info on shareholding

- Main activity: **only** to be filled in for legal persons, i.e. companies!
- If the shareholder is a legal person, provide the **full chain** of shareholding as requested, with **all the necessary elements** (nationality!), until the level of physical persons (or stock market) is reached

%	If any of the listed shareholders is a legal person/company, please describe below the full chain of its own shareholders, including percentage of sharesand nationalities. If the company if publicy listed, provide the location of the stock exchange

Frequent errors in Production Financing Structure

ONLY INCLUDE CONFIRMED FINANCING, i.e. binding LOC or contracts that include ALL mandatory elements

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Frequent errors in Production Financing Structure

- See explanation of rules in the eligibility section
- All sources of financing must be documented in the annex ‘Confirmed sources of financing and (if applicable) co-production contract(s)’ → Use the same order!
- If documents are non-binding/incomplete, the source of financing will be **removed** from the Production Financing Structure and the eligibility criteria (and later on the application) will be evaluated based on this revised version

Frequent errors in applications - Other

- Do not forget to **encode the work submitted for funding in the MEDIA Database**
- Do not forget to **upload** the **PDF generated** from the MEDIA Database in the application
- Do not forget to complete Key Performance Indicator (KPI) collection tool (and detail the languages used in the application correctly) – only the KPIs on Country, Type of project and Types of Participant are required at application stage.
- **Make sure to upload each annex in the right slot!!!**

If mandatory documents are not all there, the application may be considered inadmissible

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Frequent errors in applications - Other

- Annex ‘Confirmed sources of financing and co-production contracts’ should be just that → ONLY **confirmed**, i.e. **binding** → a document per entry in the ‘Production Financing Structure’
- All other (i.e. no **firm** commitment) documents that relate to distribution go in ‘Letters of intent for distribution’
- Do not add documents that are not requested
- Submit on time!

The better applications are structured, the quicker the evaluation, the quicker the decision!

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What can I do in case of rejection?

READ YOUR EVALUATION SUMMARY REPORT CAREFULLY!

IF YOU WANT FURTHER INFORMATION contact EACEA-MEDIA-TV@ec.europa.eu

ONLY INTRODUCE A REQUEST FOR REVIEW IN RARE CASES OF CLEARLY IDENTIFIABLE MISTAKES IN THE EVALUATION

Mere disagreement with comments or scores is not a valid reason for requesting a review!

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Work with us as an independent Expert!

Register Here!

We’re looking for industry professionals to evaluate applications for our MEDIA calls

Once registered in our expert database, we may check your availability to work for the European Commission as an independent expert

And you may be invited for calls related to your field of expertise.

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Content questions?

Creative Europe desks:
https://ec.europa.eu/culture/resources/creative-europe-desks

EACEA functional mailbox:

EACEA-MEDIA-TV@ec.europa.eu

Technical (IT) questions?

IT related individual questions regarding the Portal Submission System: https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/helpdesks/contact-form

F&TP support section: https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/support

MEDIA and Cross-Sectoral 2027 presentations

Online Info Sessions: Creative Europe-MEDIA and Cross sectoral 2027 - European Education and Culture Executive Agency

Q&A



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Thank you



Creative Europe
2021-2027

PUSH BOUNDARIES

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