



Information session – MEDIA 360

22nd October 2024 - 10:00-12:30 (Brussels time)

This info session will be recorded using WEBEX for the purpose of **publication on EACEA/Commission website for one year.**

Only the presentations will be recorded: the Q&A sections will not be recorded

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For more details, you can contact us: EACEA-MEDIA-360@ec.europa.eu

European
Commission



MEDIA 360°

Call: CREA-MEDIA-2025-MEDIA360

*European Education and Culture
Executive Agency*

OBJECTIVES OF THE CALL



**DEVELOP AV HUBS
WITH STRATEGIC SET OF ACTIVITIES**



**SHARED VISION AND OBJECTIVES
COHERENT APPROACH**

PACKAGE OF MIN 2 ACTIVITIES

- ✓ **DEMONSTRATE STRONG ADDED-VALUE AND STRUCTURING EFFECTS**
- ✓ **IMPACT ACROSS THE VALUE CHAIN**
- ✓ **GLOBAL INTEGRATED STRATEGY**



1. SKILLS DEVELOPMENT

**ELIGIBLE TRAINING &
MENTORING ACTIVITIES IN:**



NEW CREATIVE PROCESSES



MARKET DEVELOPMENTS



DIGITAL TECHNOLOGIES

TRAINING AND MENTORING ACTIVITIES AIMED TO:



SUPPORT
NEW CREATIVE PROCESSES

DIGITAL TOOLS
VIDEOGAMES



NEW!



NEW!

TRAININGS
DIGITAL TRANSFORMATION



NEW!

ENHANCE
IP RIGHTS EXPLOITATION

TRAINING & PROMOTION
GREEN TRANSITION



NEW!

NEW!

**NO MORE DISTINCTION BETWEEN
EUROPEAN, INTERNATIONAL & REGIONAL ACTIONS**

NOT APPLICABLE

SKILLS DEVELOPMENT

ACTIVITIES PHYSICAL, ON-LINE OR HYBRID

CERTIFICATE OF COMPETENCES



REDUCED FEES/SCHOLARSHIPS

MUST BE GRANTED TO PARTICIPANTS:

- COMING FROM LCCs GROUP A OR B
- OR COMING FROM A COUNTRY NOT PROVIDING SCHOLARSHIPS FOR THIS KIND OF TRAINING
- OR BEING IN ANY OTHER PROVEN SITUATION OF NEED FOR FINANCIAL SUPPORT



MIN
20%

OF THE TOTAL NUMBER OF PARTICIPANTS
SHOULD BENEFIT FROM REDUCED FEES

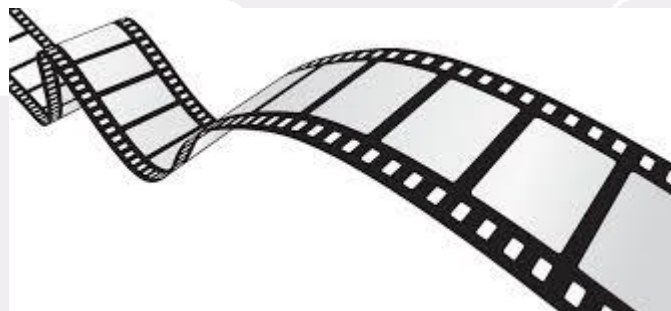
2. MARKETS, B2B & NETWORKING

- **B2B EXCHANGES THROUGH PHYSICAL, DIGITAL OR HYBRID EVENTS**
- **FACILITATING COPRODUCTIONS AND SALES**
- **WITH STRUCTURING EFFECT ON THE EUROPEAN AUDIOVISUAL ECO-SYSTEM**
- **IMPACT ON THE PROMOTION AND SALES OF EUROPEAN AUDIOVISUAL WORKS ON GLOBAL MARKETS**

3. INTERNATIONAL CO-PRODUCTION

WHAT ACTIVITIES TO BE FINANCED

PRODUCTION OF



FEATURE FILMS

TV SERIES

ANIMATION

DOCUMENTARIES

• SHORT FILMS NOT ELIGIBLE

INTERNATIONAL CO-PRODUCTION

WHAT ACTIVITIES TO BE FINANCED

DISTRIBUTION
ACTIVITIES

INTL PROMOTION
ACTIVITIES



INTERNATIONAL CO-PRODUCTION

WHO CAN APPLY?

COMPANY BASED IN A MEDIA
COUNTRY



Creative
Europe
MEDIA



AT LEAST ONE COMPANY
FROM A
NON-MEDIA COUNTRY





INTERNATIONAL CO-PRODUCTION

FINANCIAL SUPPORT TO THIRD PARTIES FOR PRODUCTION / DISTRIBUTION

CONDITIONS:

- ✓ **ONLY APPLICABLE FOR INTERNATIONAL CO-PRODUCTIONS**
- ✓ APPLICANT ENTITY IS BASED IN A MEDIA COUNTRY
- ✓ AT LEAST ONE CO-PRODUCER FROM A COUNTRY OUTSIDE MEDIA
- ✓ SHARE OF EUROPEAN PRODUCER MUST BE **MIN 20% / MAX 70%**
- ✓ MAXIMUM AMOUNT OF FINANCIAL SUPPORT TO THIRD PARTIES EUR 60,000

4. INNOVATION

ACTIVITIES THAT INCREASE

- AVAILABILITY
- VISIBILITY
- AUDIENCE
- COMPETITIVENESS
- GREENING

NEW!

INNOVATION IN
AUDIOVISUAL & GAMING



5. PRIVATE INVESTMENT

NEW!

WHAT KIND OF ACTIVITIES?

- ✓ WORKSHOPS
- ✓ SEMINARS
- ✓ TUTORIALS

ON FINANCIAL INVESTMENTS

- ➔ IMPORTANCE
- ➔ OPPORTUNITIES
- ➔ BENEFITS



AWARD CRITERIA

RELEVANCE OF THE ACTIVITIES

30 PTS

(VS 40 PTS IN 2022)

20

RELEVANCE & COMPLEMENTARITY OF ACTIVITIES

- EUROPEAN DIMENSION
- NEEDS OF THE ONDUSTRY
- COMPETITIVENESS OF THE APPLICANT

STRATEGIES FOR **SUSTAINABLE AND ECO-FRIENDLY** ACTIVITIES WITHIN THE PROJECT IMPLEMENTATION

5

STRATEGIES FOR **GENDER BALANCE, INCLUSION, DIVERSITY AND REPRESENTATIVENESS**

5

AWARD CRITERIA

QUALITY OF CONTENT AND ACTIVITIES (35 PTS)

15

METHODOLOGY AND **STRATEGY** TO
ACHIEVE THE OBJECTIVES:

- MARKET ANALYSIS
- GLOBAL INTEGRATED STRATEGY
- FORMAT OF ACTIVITIES
- TARGET GROUP
- SELECTION & FOLLOW-UP PROCESSES

INTEGRATION OF **INNOVATIVE ASPECTS**

10

- USE OF LATEST DIGITAL TECHNOLOGY
- INNOVATION IN CONTENT DEVELOPMENT
& STORYTELLING
- TALENT DEVELOPMENT
- ACCESS TO FINANCE
- PROMOTION & DISTRIBUTION

10

COST-EFFECTIVENESS OF THE
PROPOSED ACTION

AWARD CRITERIA

PROJECT MANAGEMENT (10 PTS)

10

DISTRIBUTION OF THE
ROLES AND RESPONSIBILITIES
OF THE TEAM

DISSEMINATION 25 PTS (VS 15 PTS IN 2022)

SYSTEMIC IMPACT:

- GAINED EXPERTISE / CAREER DEVELOPMENT
- ACCESS TO INTL MARKETS & NETWORKS
- CO-PRODUCTION, FINANCING, VISIBILITY
- INTERNATIONAL CIRCULATION
- GLOBAL AUDIENCE REACH

THE STRUCTURING EFFECT AND ADDED VALUE
FOR EU AV VALUE CHAIN

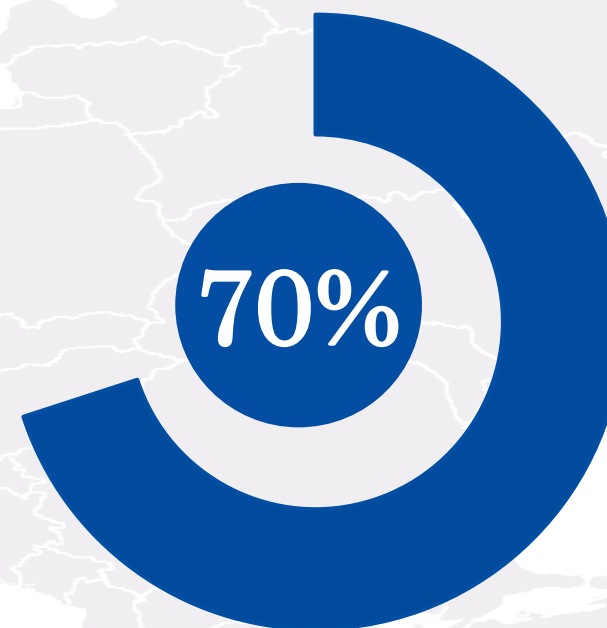
10

15

QUALITY THRESHOLD

70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA



THIS IS NOT THE SELECTION THRESHOLD!!

PROJECT DURATION

36 MONTHS





21M EUR




FUNDING RATE:

**COSTS WILL BE
REIMBURSED UP TO
70%**

Please see the [EU Funding & Tenders Portal](#)
for details of the timetable.

APPLICATION FORM


 Topic and type of action can only be changed by creating a new proposal.

Proposal data

Acronym: **MEDIA360 RELOADED**

Draft ID: **SEP-211087699**


Download Part B templates

 [Download part B templates](#)


Support & Helpdesk



[Online Manual](#) [IT How To](#)



Administrative forms (Part A)

[Edit forms](#) [Edit Part C \(KPI\)](#) [View history](#) [Print preview](#) 

Part B and Annexes

In this section you may upload the technical annex of the proposal (in PDF format only) and any other requested attachments. 

Part B*  [Upload](#) 

Other annexes  [Upload](#) 

[< BACK TO PARTICIPANTS LIST](#) [VALIDATE](#) [SUBMIT](#)

PART A

SIMPLIFIED BUDGET
MUST BE BALANCED (COST/INCOME)
BREAKDOWN PER WORK-PACKAGE IN PART B

Application forms

Proposal ID SEP-210833587

Acronym LAST360

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 | Max grant amount/ EUR | Income generated by the project/ EUR | In kind contributions/ EUR | Financial contributions/ EUR | Own resources/ EUR | Total estimated project income/ EUR |
|-------|----------------------|---------|-------------|---|-----------------------------------|---------------------------|--|---------------------------------|---|---|---------------------|---------------------------|-----------------------|--|--------------|--|--|-----------------------|--------------------------------------|----------------------------|------------------------------|--------------------|-------------------------------------|
| 1 | Balrd Consulting Scs | BE | Coordinator | 123 333 | 0 | 34 000 | 10 000 | 26 000 | 130 000 | 2 000 | 22 773.31 | 348 106.31 | 0 | 348 106.31 | 70 | 243 674.41 | 240 000.00 | 240 000.00 | 10 000.00 | 0.00 | 18 000.00 | 80 106.31 | 348 106.31 |
| Total | | | | 123 333 | 0 | 34 000 | 10 000 | 26 000 | 130 000 | 2 000 | 22 773.31 | 348 106.31 | 0 | 348 106.31 | | 243 674.41 | 240 000.00 | 240 000.00 | 10 000.00 | 0.00 | 18 000.00 | 80 106.31 | 348 106.31 |

PART A

SIMPLIFIED BUDGET

MUST BE BALANCED (COST/INCOME)

| Total estimated project costs and contributions/ EUR | Funding rate | Maximum EU contribution to eligible costs/ EUR | Requested EU contribution to eligible costs/ EUR | Max grant amount/ EUR | Income generated by the project/ EUR | In kind contributions/ EUR | Financial contributions/ EUR | Own resources/ EUR | Total estimated project income/ EUR |
|---|--------------|---|---|--------------------------|---|-------------------------------|---------------------------------|-----------------------|--|
| 1 656 360.00 | 80 | 1 325 088.00 | 1 325 000.00 | 1 325 000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1 325 000.00 |
| 1 656 360.00 | | 1 325 088.00 | 1 325 000.00 | 1 325 000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1 325 000.00 |

PART B

DETAILED **DESCRIPTION** OF
PROJECT FOR EVALUATION

CHECK THE CORRECT
QUESTIONS BASED ON THE
ACTION/CALL

1. RELEVANCE

1.1 Background and general objectives

Background and general objectives

For 'European Co-development', 'European Slate development', 'European Mini-Slate development', 'TV and Online content' and 'Video games and immersive content development':

- Provide a presentation of the applicant company (and partners for the European Co-Development and TV and Online actions), its management, its activities, its present position in the national and European markets and its editorial line in terms of development and production.
- For European Slate and Mini-Slate development, also describe the company's development plans and its present and forecast financial status (this must include the company's total turnover and total development expenditure in the last two financial years in €).

For 'Fostering European media talents and skills', 'Markets & networking', 'Innovative tools and business models', 'MEDIA360', 'Networks of European cinemas', 'Networks of European festivals', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Creative Innovation Lab', 'Media Literacy', 'Defending media freedom and pluralism' and 'Journalism Partnership': Define the objectives of your proposal and explain their relevance to this call for proposals.

1. RELEVANCE

1.1 BACKGROUND AND GENERAL OBJECTIVES

DEFINE THE OBJECTIVES OF YOUR PROPOSAL AND EXPLAIN THEIR RELEVANCE TO THIS CALL FOR PROPOSALS.

1.2 NEEDS ANALYSIS AND SPECIFIC OBJECTIVES

DESCRIBE HOW YOUR ACTIVITY MEETS THE NEEDS OF THE INDUSTRY/SECTORS.

1.3 EUROPEAN ADDED VALUE

EXPLAIN THE EUROPEAN DIMENSION OF YOUR PROJECT (INCLUDING, IF APPLICABLE: ORIGIN OF CONTENT OR AUDIOVISUAL WORKS; CROSS-BORDER AND CROSS-LANGUAGE DIMENSION; POTENTIAL FOR EUROPEAN EXPANSION; NATURE OF THE PARTNERSHIP; SCOPE AND SIZE OF PARTNERS).

1.4 ENVIRONMENT AND SUSTAINABILITY

DESCRIBE THE STRATEGIES TO ENSURE A MORE SUSTAINABLE AND ENVIRONMENTALLY-RESPECTFUL INDUSTRY.

1.5 GENDER BALANCE, INCLUSION AND DIVERSITY

DESCRIBE THE STRATEGIES TO ENSURE GENDER BALANCE, INCLUSION, DIVERSITY AND REPRESENTATIVENESS, EITHER IN THE PROJECT/CONTENT OR IN THE WAY OF MANAGING THE ACTIVITIES.

2. QUALITY

2.1 CONCEPT AND METHODOLOGY

EXPLAIN WHICH ACTIVITIES ARE INCLUDED IN YOUR PROGRAMME OF ACTIVITIES AND WHY THE PROPOSED METHODOLOGY(IES) /STRATEGY(IES) ARE APPROPRIATE TO MEET THE OBJECTIVES OF THE CALL.

2.2 FORMAT

N/A

2.3 POTENTIAL

DESCRIBE THE INNOVATIVE ASPECTS OF YOUR ACTION WITH REGARD TO THE USE OF A) THE LATEST DIGITAL TECHNOLOGIES, ESPECIALLY DIGITAL PROMOTION TOOLS AND DATA ANALYTICS; B) CONTENT DEVELOPMENT AND STORYTELLING; C) TALENT DEVELOPMENT; D) ACCESS TO FINANCE; E) PROMOTION AND DISTRIBUTION. FOR EACH, EXPLAIN HOW YOU WILL INTEGRATE THESE INTO THE CONTENT, FORMAT, AND METHODOLOGY OF YOUR ACTION.

2.4 COST EFFECTIVENESS AND FINANCIAL MANAGEMENT

DEMONSTRATE THE COST EFFECTIVENESS OF YOUR ACTION AND EXPLAIN HOW THE ESTIMATED BUDGET IS CONCEIVED IN THE MOST ECONOMICAL WAY. PLEASE ALSO EXPLAIN YOUR CO-FINANCING STRATEGY (IF APPLICABLE).

2.5 RISK MANAGEMENT

DESCRIBE CRITICAL RISKS, UNCERTAINTIES OR DIFFICULTIES RELATED TO THE IMPLEMENTATION OF YOUR PROJECT, AND YOUR MEASURES/STRATEGY FOR ADDRESSING THEM.

3. PROJECT MANAGEMENT

3.1 PARTNERSHIP AND CONSORTIUM (IF APPLICABLE), ROLES AND TASKS DIVISION

EXPLAIN THE COHERENCE, ADDED VALUE AND COMPLEMENTARITY OF THE PROJECT TEAMS AND/OR THE CONSORTIUM REGARDING THE WORK COORDINATION, TASK DIVISION, DECISION MAKING PROCESSES, EXCHANGE OF KNOWLEDGE VIS-À-VIS THE OBJECTIVES OF THE PROJECT.

3.2 PROJECT TEAMS

DESCRIBE THE PROJECT TEAMS AND HOW THEY WILL WORK TOGETHER TO IMPLEMENT THE PROJECT. LIST THE MAIN STAFF INCLUDED IN THE PROJECT BY FUNCTION/PROFILE AND DESCRIBE BRIEFLY THEIR TASKS. ADD ALSO INFORMATION ON TUTORS, EXPERTS AND COACHES.

3.3 DEVELOPMENT STRATEGY

N/A

3.4 FINANCING STRATEGY

N/A

4. DISSEMINATION

4.1 COMMUNICATION, PROMOTION AND MARKETING

N/A

4.2 DISSEMINATION AND DISTRIBUTION

N/A

4.3 IMPACT

EXPLAIN THE **IMPACT** OF YOUR ACTION ON THE TARGETED PROJECTS AND PARTICIPANTS. GIVE DETAILS ON THE WAYS IN WHICH YOU WILL PROVIDE ASSISTANCE AND FOLLOW-UP AFTER THE EVENTS PLANNED. EXPLAIN THE **STRUCTURING EFFECT** AND GREENING PROCESS ON THE EUROPEAN AUDIOVISUAL INDUSTRY; HOW THIS WILL ADD VALUE FOR THE ACTIONS AND PARTICIPANTS ENTERING THE TARGETED MARKETS; AND HOW IT WILL REINFORCE THE CO-PRODUCTION AND INTERNATIONAL CIRCULATION OF EUROPEAN AUDIOVISUAL WORKS.

PART B

PROJECT ACTIVITIES MUST BE ORGANISED IN THE FOLLOWING **WORK PACKAGES (WP)**:

QUESTION 5.2 : **WORK PACKAGES**
(REFER TO THE CALL DOCUMENT)

- WP1 -> **PROJECT MANAGEMENT** (MANDATORY)
- WP 2 -> ACTIVITIES OF **FIRST YEAR** IMPLEMENTATION (MANDATORY)
- WP3 -> ACTIVITIES OF **SECOND YEAR** IMPLEMENTATION (MANDATORY)
- WP4 -> ACTIVITIES OF **THIRD YEAR** IMPLEMENTATION (MANDATORY)

Revisit your proposal

You can edit your proposal and re-submit at any time before the deadline 09 January 2025 17:00:00 (Brussels Local Time).

[Update proposal](#)

The time-stamped and digitally signed PDF version of your proposal is not yet available (and may still take some time). Please contact the Helpdesk if it is not available within 24 hours after the deadline.

[Download](#)

You may withdraw your proposal at any time before call closure. When withdrawing, your proposal will not be considered in the evaluation stage.

[Withdraw proposal](#)

GET SUPPORT

Contact your local Creative Europe desk

Contact EACEA EACEA-MEDIA-360@ec.europa.eu



For technical issues contact [IT Helpdesk](#)

WHAT CAN I DO IN CASE OF REJECTION?

READ CAREFULLY YOUR EVALUATION SUMMARY REPORT!

IF YOU WANT FURTHER INFORMATION contact EACEA-MEDIA-360@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!**

