

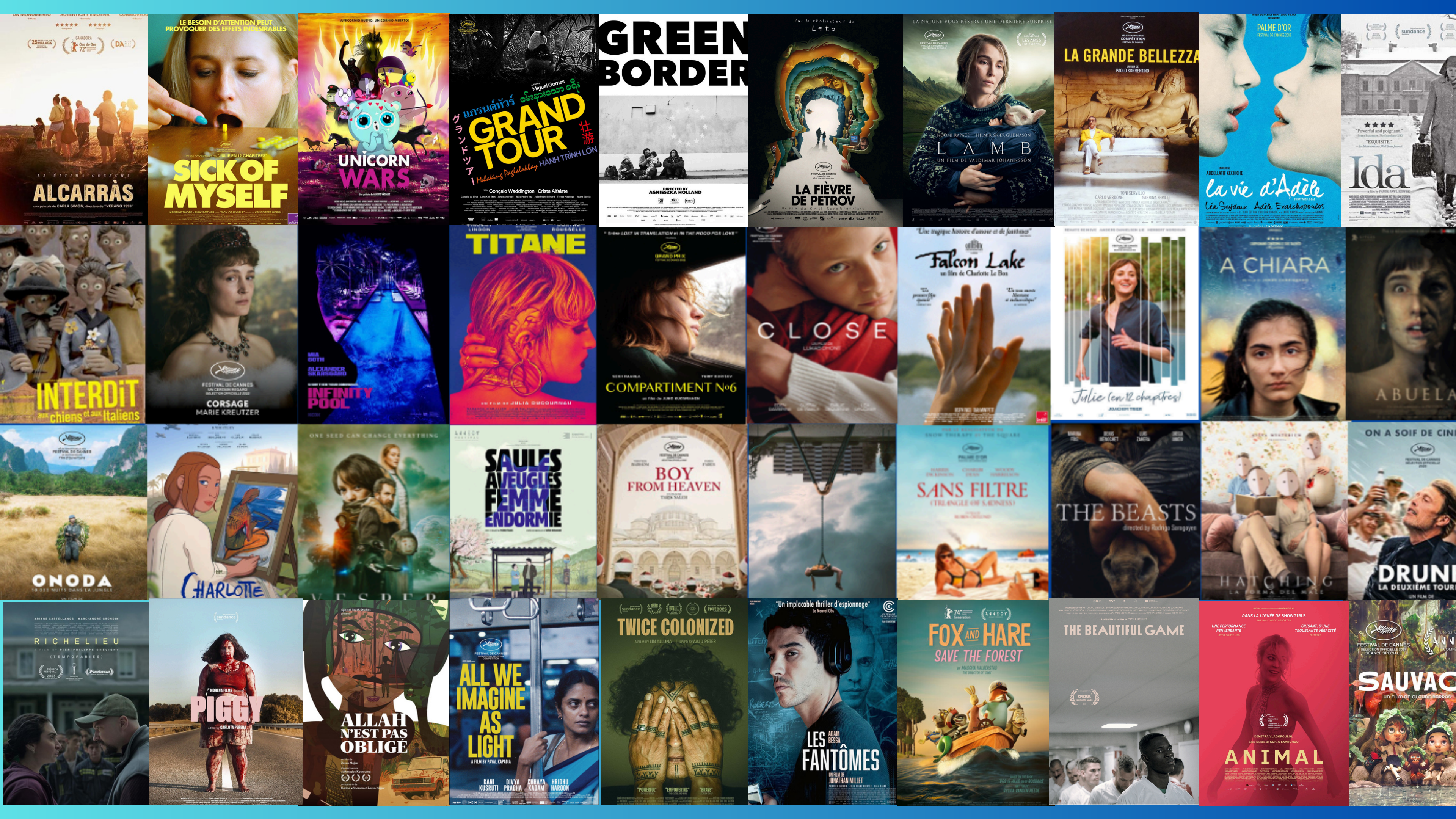
eurimages



New Film Marketing & Audience Development Support Programme

Improving circulation and visibility
of Eurimages-supported films

September 2024



UN TRUQUERIU AUTÈNTIC I EMOTIVA CONTROVERSA
★★★★★
25 HALKADA
CANADORA
Oro de Oro
72
DA
LA ULTIMA COSECHA
ALCARRÀS
una pel·lícula de CARLA SIMÓN, directora de "VERANO 1993"

LE BESOIN D'ATTENTION PEUT PROVOQUER DES EFFETS INMENSURABLES
JULIE EN 12 CHAPITRES
SICK OF MYSELF
KRISTINE THOMP, ERIK SETHNER "SICK OF MYSELF" - KRISTOFFER BORGU

UNICORNO BIENO UNICORNO MUERTO
UNICORN WARS
Realizado por ANTONIO MORALES

แกรนด์ทัวร์ องค์พระแก้วมรกต
Grand Tour
HÀNH TRÌNH LỚN
Miguel Gomes
Gonçalo Waddington Crista Alfaiaite

GREEN BORDER
DIRECTOR AGNIESZKA HOLLAND

Par le réalisateur de Leto
LA FIEVRE DE PETROV
un film de Kirill Serebrennikov

LA NATURE VOUS RESERVE UNE DERNIERE SURPRISE
FESTIVAL DE CANNES
LAMB
UN FILM DE VALDIMAR JOHANNSSON

UN FILM DE PAOLO SORRENTINO
LA GRANDE BELLEZZA
TONI SERVILLO CARLO VERDONE SABBINA FERULLI

PALME D'OR
FESTIVAL DE CANNES 2023
ABDELATIIF KECHICHE
la vie d'Adèle
Cécile de France Adèle Exarchopoulos

★★★★★
"Powerful and poignant."
"Exquisite."
Ida
A film by PAVEL LIPOVSKÝ

INTERDIT
avec chiens et Italiens

FESTIVAL DE CANNES
UN CANNES REVELATION
DIRECTEUR MARIE KREUTZER
CORSAGE
MARIE KREUTZER

MIKA OSTEN
ALEXANDER
SUR DES ESCALES
INFINITY POOL

LINDOR ROUBESILLE
TITANE
EN FILM DE JULIA DUCOURNAU

"EITHER LOST IN TRANSLATION OR IN THE WOOD FOR LOVE"
GRAND PRIX
NERRI NANKA TONY ROSSOV
COMPARTIMENT N°6
un film de JURIJ EKHOVANSKI

CLOSE
UN FILM DE LEONARDO DI CAPRIO

"Une unique histoire d'amour et de justines"
Falcon Lake
un film de Charlotte Le Bon
BYRON BARRIS

RENATY BENEVE ANNE D'AMICO LUCY WOODS
Julie (en 12 chapitres)
JACQUES TRÉPO

A CHIARA

ABUELA

FESTIVAL DE CANNES
PREMIER PRIX
ONODA
19.332 NUITS DANS LA JUNGLE

CHARLOTTE

ONE SEED CAN CHANGE EVERYTHING
SAULES AVEUGLES FEMME ENDORMIE

SAULES AVEUGLES FEMME ENDORMIE
TUNA SAZEH

BOY FROM HEAVEN
TUNA SAZEH

SANS FILTRE
(TRIANGLE OF SAINES)
MARCUS THILLING

THE BEASTS
directed by Rodrigo Sorogoyen

HATCHING
LA FORMA DEL MATE

ON A SOIF DE CINEMA
FESTIVAL DE CANNES
PREMIER PRIX

DRUNK
LA DEUXIEME TOUR

ARIANE CASTELLANDS MARC-ANDRÉ GRONDIN
RICHHELIEU
A FILM DE PIER-Philippe CHEVIGNY
(TEMPORAIRES)

MORENA FILMS
PIGGY
CHARLOTTA PERERA

Special Touch Studios
ALLAH N'EST PAS OBLIGÉ
Karin Schreiner et Zoran Naor

FESTIVAL DE CANNES
ALL WE IMAGINE AS LIGHT
A FILM BY PAYAL KAPADIA
KANI KURUTI DIVYA PRAGHA CHHAYA KADAM HRIDHU HARDON

(sundance) (FESTIVAL DE CANNES) (CANNES) (CANNES)
TWICE COLONIZED
A FILM BY LIN ALLUNA - LOVED BY AAJU PETER

"Un implacable thriller d'espionnage"
Le Nouvel Obs
LES FANTÔMES
UN FILM DE JONATHAN MILLET
ADAM BESSA

K74 Generation (VEEDY)
FOX AND HARE
SAVE THE FOREST
BY MASHA HALICRSTAD
THE DIRECTOR OF "ONE"

BY FRÉDÉRIC ATTHY DOD BIGNON
THE BEAUTIFUL GAME
CIPROUX

DANS LA LIGNÉE DE SHOWGIRLS
THE HOLLWOOD REPORTER
UNE PERFORMANCE RENVERSANTE
LITTLE WHITE LIE
GRILLANT D'UNE TROUBANTE VÉRACITÉ
MUSICALE
ANIMAL
BIMBITRA VEGASPOULOS
d'après le film de SOPHIA EXARCHOU

SAUVAGE
UN FILM DE CLAUDE BARRAS
FESTIVAL DE CANNES
SÉLECTION OFFICIELLE 2023
SÉANCE SPÉCIALE

Starting points



Only films supported within the Eurimages co-production support programme are eligible for this new support



Available budget remains similar to previous Distribution support programme (0.75M€ for 2024)



Films co-produced by all member States are eligible



Consultations & inputs from

- Professional organisations
- Public organisations
- Private actors

Objectives of the programme



General objective

To promote innovative marketing solutions aimed at developing audiences for a selection of films supported by Eurimages



Expected outcome

Eurimages supported films reach a wider audience in the territories where they are released

A film marketing support

- **For producers of Eurimages-supported co-productions**

to design from an early stage of the project innovative marketing solutions to develop an audience

- **In coordination with marketing professionals**

Sales agents, distributors, marketing and communication agencies...
that benefit the whole value chain and international & national distribution

- **For a selection of films**

that could maximise their audience and circulation potential with an additional push

Eligibility criteria

- already received Eurimages co-production support
- before first market presentation or festival screening
- sales agent attached to the project

applicant & beneficiary



delegate producer

in association with sales agent, distributor(s) & marketing agencies

nb of films



max. 15 films per year

a film can only be supported once

amount of support



up to max. €50,000 per film

non-refundable grant

timing of application



**after co-production support
before first festival or market screening**

deadline



one per year, in October

different timetable than co-production

second deadline could be considered at a later stage

Which expenses?



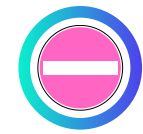
Use of third-party service providers (Communication, marketing agencies & other providers)



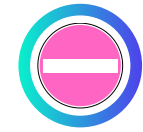
On the basis of quotes for activities directly linked to the film

- Audience design activities
- Audience & market insight
- Digital marketing campaign
- Creation of media assets & stills photography
- Press & PR (until and including the first market presentation or festival screening)
- Outreach & networking events (with an emphasis on audience or community building)
- Language versioning outside co-production countries (as part of a consistent marketing package in the territories concerned)

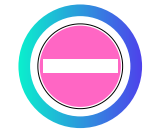
**This support
shall not finance:**



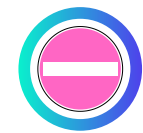
Sales or distribution expenses other than those listed on previous page (for example, standard P&A expenses)



Publicity, promotion and marketing costs already included in the production budget



Sales or distribution advances/minimum guarantees



In-house services provided directly by the producers, the sales agents, or the distributors



Double funding is not allowed and will be cross-checked with other public funds and agencies.

Selection criteria

- **Comprehensive and innovative strategies demonstrating early consideration given to the positioning and marketing of the film**
- **Transnational potential of the proposed strategy across several Eurimages member countries and beyond**
- **Quality of the joint strategy of producers, sales agents and, if applicable, distributors**
- **Track record of the companies involved**
- **Coherence of the financing and budget of the Project**
- **Existence and quality of promotional texts and materials including stills and media assets**

Selection of the films

Project Evaluation Group

- 4 Experts working in the field of festivals, distribution (theatrical, broadcast, streaming), international sales or film marketing
- 1 member of Eurimages Board of Management

Transversal objectives of the Fund

- diversity, gender equality and inclusion
- environmental sustainability

Content of the application

- key elements of the film
- detailed description of the marketing and audience development strategy and planned activities
- short profiles of the companies involved
- A signed agreement or deal memo with an international sales agent
- letters of intent from the distributors (if any)
- letters of intent from marketing or communication agencies and other providers with quotes
- visual material (and/or description)
- detailed budget & financial plan

Control

○ Two instalments

60% support agreement

40% after final reporting

○ Implementation period

from the day of the official notification of the Eurimages **Co-production Programme support decision**

until **three months after the day of the first market presentation or festival screening**

○ Final reporting

narrative report on the implementation of the activities

including final material produced and data on circulation, sales and admissions

financial report including final financing plan and cost report

certified by a chartered accountant, an auditor or a statutory auditor independent from the applicant company and the sales agent

What's next?



Check the Programme Regulations

available on Eurimages' web site



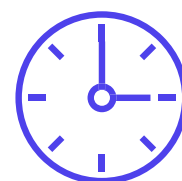
Prepare your application

in coordination with your sales agent & other partners



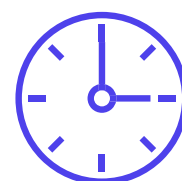
Online application platform

opening in early September



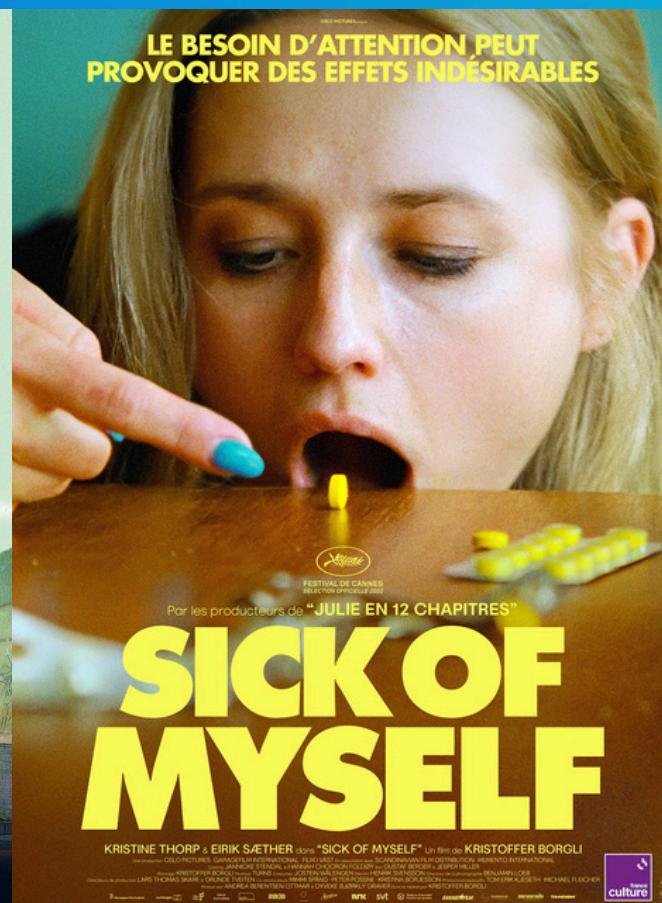
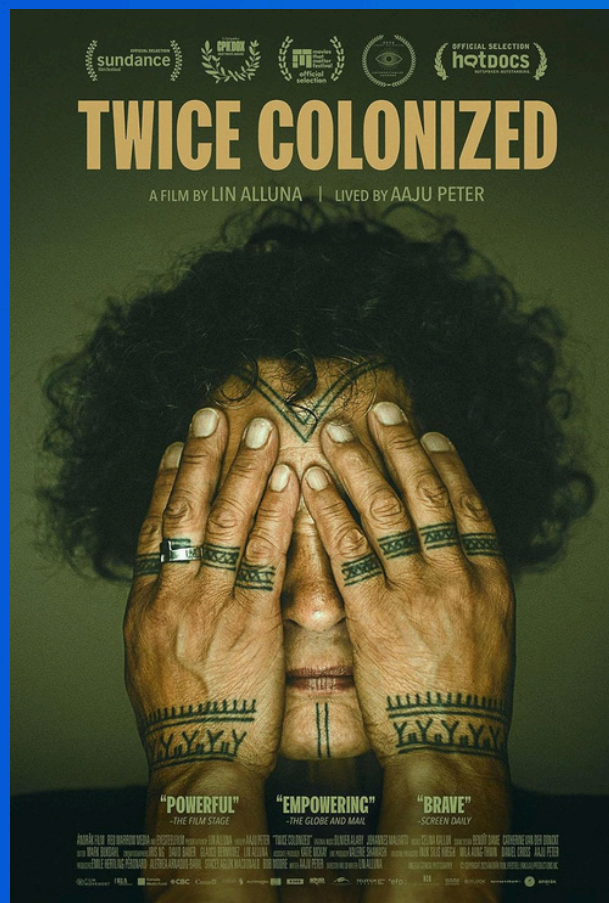
Application deadline

28 October 2024



Notification of support

First half of January 2025



Thank you!

www.coe.int/en/web/eurimages/fmad

eurimages.fmad@coe.int