

Film Marketing and Audience Development Support 2026 & 2027

Frequently Asked Questions

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A. The Programme and who can apply

1. What is the purpose of the Film Marketing and Audience Development Support Programme?

The programme supports innovative marketing strategies aimed at building audiences for film co-productions supported by Eurimages, both in the Fund's member States and beyond. It has four objectives:

- to promote innovative marketing solutions for international co-productions;
- to encourage producers to plan marketing and audience development from an early stage of production;
- to develop audiences for Eurimages-supported films and increase their circulation and visibility;
- to improve cooperation between producers and marketing professionals (sales agents, distributors, marketing and communication agencies).

The programme supports pre-release audience development activities. Ancillary exploitations (such as books or merchandising) intended to accompany the release fall outside the scope of Eurimages' support.

2. Who should apply for this support?

The delegate producer (the Applicant Company) of a film that has received Eurimages co-production support is eligible to apply. The application is submitted with the consent of all co-producers and in cooperation with a sales agent and, where applicable, one or more distributors.

3. Why is this support granted to producers and not to sales agents or distributors?

The main activity of Eurimages is to support producers within the framework of the Co-production Support Programme. A key objective of the FMAD programme is to encourage producers to consider marketing and audience development, and to take appropriate measures, at an early stage of production.

In addition, Eurimages support can only be granted to companies established in its member States. A film supported under the co-production scheme may have an international sales agent established outside the member States, and at the time of receiving co-production support producers do not necessarily have distributors attached to the project.

B. Eligible films and timing of the application

4. What types of projects are eligible for this programme?

Only films that have previously received support from the Eurimages Co-production Support Programme are eligible. There are no genre restrictions.

Two further conditions apply (Art. 4.1). First, the notification of Eurimages co-production support must have been received no more than two years before the FMAD application deadline, and that support must continue throughout the Implementation Period. Second, at the FMAD Support Decision Date the film must not have been screened at a festival (in any section), presented at a market, or entered commercial distribution in any territory.

5. Can I apply if my film received Eurimages co-production support several years ago?

Under Art. 4.1(a), the notification of co-production support must be no more than two years old at the FMAD application deadline.

One of the objectives of the programme is to encourage producers to consider marketing and audience development at an early stage, in close cooperation with marketing professionals. It is therefore possible to apply later in the production process, but this may not be seen as an advantage by the Project Evaluation Group members, depending on the strategy presented.

6. Do I need to have a sales agent attached to my project to apply?

Yes. A signed agreement or deal memo with an international sales agent for the international distribution of the film must be attached to the application (Art. 4.1(c)). It is an eligibility criterion.

An application declared ineligible solely because of the absence of this document, and otherwise eligible, may be resubmitted at a subsequent deadline.

7. Is it mandatory to have distributors attached at the time of application?

No. Applicants are encouraged to apply in cooperation with one or more distributors where possible, but this is not an eligibility criterion. By contrast, having an international sales agent with a signed agreement or deal memo is mandatory.

8. Can I apply if my film has already been released in some territories?

No. At the support decision date, the film must not have entered distribution in any territory, nor have been screened at a festival or presented at a market. The support is intended for marketing activities leading up to, and including, the first market or festival presentation.

9. Can I apply if the film has not yet premiered but will do so before the application deadline or the review date?

The absence of a prior public presentation is an eligibility criterion, assessed at the Support Decision Date. A film that has already premiered, or that will premiere before that date, does not meet the condition. These criteria are set by the Eurimages Board of Management.

C. Funding, payment and deadlines

10. How much funding can a project receive?

Up to a maximum of €50,000 in non-refundable grant. The amount awarded depends on the proposed activities and budget and cannot exceed the actual eligible expenses. The grant may not result in a profit for the Applicant Company. If actual eligible expenses are lower than the awarded amount, the grant is reduced accordingly.

11. How is the funding support paid out?

In two instalments (Art. 6.2): 60% following signature of the support agreement, and the remaining 40% after the first market presentation or festival screening and after Eurimages accepts the final narrative and financial reports. Payments are made to a single bank account in the name of the Applicant Company, in euros, within twenty working days following receipt of the signed payment authorisation.

12. When can I apply for this support?

After receiving Eurimages co-production support and before the film's first festival screening or market presentation. Application deadlines are fixed by the Board of Management and published on the Eurimages website and on the online platform. From 2027 the programme moves to a biannual call structure, with two deadlines per year.

D. Eligible activities, expenses and budget

13. What activities and expenses are eligible under this programme?

FMAD support may cover eligible expenses arising from the project during the Implementation Period. Seven categories of activity are eligible (Art. 4.3.2):

- audience design (e.g. script assessment with regard to the project's positioning, audience design consultancy);

- audience and market insight (e.g. audience research, external review of marketing materials, test screenings);
- digital marketing campaign (e.g. website, social media campaigns including during festivals, community management, influencer campaigns, marketing strategy and audit);
- creation of media assets and stills photography;
- press and public relations, up to and including the first market presentation or festival screening (press and PR for subsequent festivals or markets is not eligible);
- outreach events with an emphasis on audience or community building tied to the subject of the film (general receptions, cocktails, standard festival or market events, and events intended exclusively for professionals are not eligible);
- language versioning outside the co-production countries, for live-action children's films only, capped at 20% of the total grant.

All services must be provided by external providers and supported by appropriate documentation (quotes, rate cards, explanatory documents). In-house services, standard sales or distribution expenses, costs already in the production budget, and sales or distribution advances and minimum guarantees are not eligible. Article 4.3.4 also excludes, among others, travel, accommodation, per diems and meals; royalties and fees of any kind; production and post-production costs; software development; the cost of preparing the application; and VAT, unless the beneficiary can show it is unrecoverable.

14. Is there a minimum number of activities I must include?

Yes. The project must include at least two of the eligible activity categories listed above (Art. 4.3.1).

15. Can I include marketing expenses incurred before applying?

No. The Implementation Period starts on the date of the FMAD application deadline (Art. 4.4). Only activities and services performed from that date onwards are eligible. Marketing costs committed before the deadline are recorded in the budget for transparency (Column D) but cannot be covered by the grant.

16. Is there a deadline for using the funds after they are awarded?

Eligible activities must fall within the Implementation Period (Art. 4.4). It starts at the FMAD application deadline and ends, by default, three months after the first market presentation or festival screening. It may be extended by up to six further months (nine in total) where the marketing timeline submitted with the application for support shows that significant eligible activities are planned beyond the default end date.

In addition, the first market presentation or festival screening must take place within three years of signature of the support agreement (Art. 5.4). For duly justified reasons, the Executive Director may extend these timeframes.

17. Does eligibility depend on the date of the invoice or the date of the activity?

On the date of the activity. Eligibility is determined by when the service is carried out, not by the invoice date (Art. 4.4). Invoices may be issued and paid after the end of the Implementation Period, provided the underlying activity took place within it and the invoice states the service rendered and its delivery date.

18. Can I combine this support with other funding sources?

Yes, including other public funds and Creative Europe – MEDIA, provided there is no double funding: each specific budget line may be financed by only one source (Art. 4.5.3). A financing plan listing all sources, confirmed or not, must accompany the application for support. Eurimages may share the application, budget and financing plan with other public funds and with Creative Europe – MEDIA.

19. Do I need financing from sources other than Eurimages?

There is no obligation for matching funds. Co-financing by the parties involved, through own resources or third-party contributions, is considered an asset in the evaluation but is not mandatory (Art. 4.5.4).

20. Do I need several quotes per activity, and can I change providers later?

One quote per activity is sufficient; expenses may also be justified by rate cards or explanatory documents. The track record of the companies involved is a selection criterion, so a change of provider that played a significant role in the evaluation is treated as a substantial modification requiring prior written approval, and may lead to reassessment (Art. 5.3).

21. Can the sales agent or distributors be invoiced for services instead of the delegate producer?

No. Eligible costs are exclusively those invoiced directly to the delegate producer by external providers (Art. 4.3.3). Re-invoicing from sales agents or distributors is not accepted. Where a sales agent or distributor previously commissioned a service, the delegate producer must commission and contract that service directly for it to be eligible.

22. Are test screenings eligible?

Yes. The cost of organising and conducting test screenings is eligible under audience and market insight. However, any consequential production or post-production costs, such as re-editing following the feedback, remain ineligible (Art. 4.3.2(ii) and 4.3.4(c)).

23. How should “innovative” be understood?

Broadly. It may involve new ideas, technologies or methods, or the innovative use of existing tools. Applications should show some aspect of innovation, but not every activity must be innovative. The creation of media assets, for example, is not innovative in itself but may form part of a more innovative approach.

24. Can the support be spent with providers not established in Eurimages member States, or on activities in non-member countries?

The regulations do not restrict where the support is spent, and the programme’s reach extends beyond the member States. A high proportion of expenditure outside the member States may, however, be viewed as a disadvantage by the Project Evaluation Group. As transnational potential is a selection criterion, distribution in non-member countries can also benefit indirectly from the strategy put in place.

E. The application and the selection process

25. How detailed must the marketing strategy be in the application?

The application must include a detailed description of the marketing and audience development strategy and planned activities (around 5 pages, maximum 10). It must be prepared in collaboration with the marketing professionals involved and countersigned by the sales agent. It should give an overview of the overall strategy, not only the activities funded by Eurimages, while explaining how Eurimages funding would help achieve more.

A separate marketing timeline (maximum 2 pages) is also a mandatory document. For each activity it must indicate the scheduled date, the responsible party, as well as the corresponding budget line and activity, and cover the full Implementation Period (Appendix I).

26. Why do I have to provide information already given for co-production support?

The experts of the FMAD Project Evaluation Group are not necessarily the same as those who assessed the co-production applications. Between the two applications, the characteristics of the project may have evolved, and the experts in the Project Evaluation Group need up-to-date information. The submission platform for FMAD is also not yet linked to the one for co-production support.

27. Are there exclusion criteria or declarations to provide?

Yes. An application is excluded where the Applicant Company, its owners, or persons with powers of representation or decision-making fall under any of the exclusion criteria in Art. 4.2 (for example: relevant criminal convictions, bankruptcy or insolvency, serious professional misconduct, conflict of interest, non-payment of taxes or social security, shell

companies, mismanagement of public funds, or inclusion on EU restrictive-measures lists). The legal representative must submit signed declarations of representation, of the absence of exclusion grounds, and of the absence of double funding.

28. How are projects selected for support?

The Secretariat first checks eligibility of applications for support. Eligible projects are then assessed by a Project Evaluation Group of five members: four external experts working in festivals, distribution, international sales or film marketing, and one member of the Eurimages Board of Management. The Group is assisted by a member of the Secretariat and chaired by the President of Eurimages, the Executive Director or the Deputy Executive Director. It carries out a comparative analysis and recommends projects for support. The Board of Management or the Executive Committee then adopts the recommendations (Art. 2.3 and 5.1).

29. What criteria are used to evaluate projects?

Five selection criteria, each scored from 0 to 20 (100 in total), set out in Art. 5.2 with guidance in Appendix III:

- Strategy, Audience Targeting and Unique Selling Points;
- Transnational Dimension and Associated Promotional Material;
- Collaboration and Professional Capacity of the parties involved;
- Budget Coherence and Feasibility;
- Timeliness and Implementation Readiness.

In applying these criteria, the Group also takes into account the Fund's overall objectives of diversity, gender equality and inclusion, as well as environmental sustainability. Priority is given to projects whose production calendar allows an early marketing and audience development strategy.

30. Is it possible to appeal a rejection decision?

There is no appeal against a decision of the Executive Committee not to support a request (Art. 9(a)). The decision is final. As an exception, an application declared ineligible solely because no sales agreement or deal memo was attached may be resubmitted at a subsequent deadline.

31. Must the partners involved come from different countries?

No. What matters is the transnational character of the proposed strategy, which should not be intended for a single audience or a single country alone.

32. Can the strategy focus on a single territory with strong audience potential?

Yes, but the application should explain why a specific territory is targeted and how it can drive audiences in one or more other countries. The insights gained should be shared with distributors elsewhere so that a transnational dimension is maintained.

33. Are there language requirements for the marketing materials?

The regulations do not impose specific language requirements. Given the transnational nature of the programme, materials available in several languages, or easily adaptable, are generally beneficial.

F. After the decision: obligations, changes and reporting

34. What should I do once I receive the support notification?

The Eurimages team will contact you to confirm the bank account details and to record any updates to the strategy, budget and financing plan. The support agreement must then be signed within six months of the notification and before the first market presentation or festival screening (Art. 5.4).

35. What happens if my project changes after I have been awarded support?

The initial strategy and financial elements cannot be substantially modified without prior written approval from the Executive Direction (Art. 5.3). Substantial modifications include any change to the scope, nature or number of activity categories; major resulting budget changes; and any change of an external provider that played a significant role in the evaluation. Minor adjustments within the same category, leaving the total budget and overall strategy unchanged, do not require approval. In case of doubt, contact the Secretariat before making any change.

36. What happens if the film is not completed or is significantly delayed?

Any significant change or delay must be communicated to Eurimages immediately, as it may affect the validity of the decision or lead to cancellation. The first market presentation or festival screening must take place within three years of signature of the support agreement. Failure to do so results in cancellation of the grant, reimbursement of any sums paid, and redistribution of the funds. The Executive Director may extend this timeframe for duly justified reasons. Finally, cancellation of the Eurimages co-production support automatically cancels the FMAD grant (Art. 8).

37. How should I report at the end of the project?

At the end of the project the Applicant Company must provide two reports (Art. 6.3). The first is a final narrative report on the activities, with, where applicable, downloadable links to

the materials produced and data on circulation, sales and admissions. The second is a final financial report, comprising the final financing plan and cost report, certified by an independent auditor who is independent of both the Applicant Company and the sales agent.

The financial report must cover the total project costs and financing, not only the part funded by Eurimages, so that the absence of double funding and the overall coherence of the project can be verified. The reports are due no later than three months after the end of the Implementation Period, which is six months after the first market or festival screening by default, and up to twelve months where an extension has been granted. Templates are available on the programme's web page.
