

10 September 2024

*Last update: 19 September 2024*

## Film Marketing and Audience Development Support

### Frequently Asked Questions

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

The purpose is multiple:

- to promote innovative marketing solutions
- to encourage the reflection on marketing and audience development at an early stage of the film's production
- to develop audiences for films supported by Eurimages under its Co-production Support Programme
- to improve cooperation between producers and marketing professionals (sales agents, distributors, marketing and communication agencies, etc.).

#### 2. Who should apply for this support?

The delegate producer of a film that has received Eurimages co-production support is eligible to apply. The application must be made in coordination with a sales agent and, if possible, distributors and marketing agencies.

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

The main activity of Eurimages is to support producers within the framework of the co-production support programme. One of the main objectives of the programme is to encourage producers to think about marketing and audience development and to take appropriate measures at an early stage in the production of the film. In addition, Eurimages support can only be granted to companies established in its member countries. Films supported by Eurimages under the co-production support scheme may have an international sales agent not established in its member countries. In addition, at the time of receiving Eurimages co-production support, producers do not necessarily have distributors attached to the film.

#### 4. What types of films are eligible for this programme?

Only films that have previously received support from the Eurimages Co-production Support Programme are eligible. The film must not have been screened at a festival or presented in a market, nor entered distribution at the time of application.

There are no specific genre restrictions mentioned in the regulations. Any feature-length film (fiction, animation, or documentary) that has received Eurimages co-production support is potentially eligible.

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

Yes, a sales agent must be attached to the project at the time of application. A signed agreement or deal memo with an international sales agent for the international distribution of the film is a required document for the application.

**6. Is it mandatory to have distributors attached to the project at the time of application?**

Although it's not mandatory, the rules encourage producers to apply in collaboration with distributors, if possible. However, at the time of receiving Eurimages co-production support, producers do not necessarily have distributors attached to the film.

On the contrary, having an international sales agent attached to the project with a signed deal memo or sales agreement is an eligibility criterion.

**7. How much funding can a project receive?**

A project can receive up to a maximum of €50,000 in non-refundable grant funding. The exact amount awarded will depend on the proposed activities and budget but cannot be higher than the actual eligible expenses.

**8. How is the funding paid out?**

The funding is paid in two instalments. 60% is paid following the signature of the Support Agreement, and the remaining 40% is paid after the first market presentation or festival screening and upon acceptance of the final narrative and financial reports.

**9. When can I apply for this support?**

Applications can be submitted after receiving Eurimages co-production support but before the film's first festival screening or market presentation. There is one deadline per year, typically in October.

**10. Can I apply for this support if I've already received Eurimages co-production support?**

Yes, in fact, only films that have received Eurimages co-production support are eligible for this programme. The Film Marketing and Audience Development support is an additional opportunity for films already supported by Eurimages.

**11. Can I apply for this support if my film received Eurimages co-production support several years ago?**

The regulations do not specify a time limit between receiving co-production support and applying for this programme. However, the film must not have been screened at a festival or entered distribution, which may naturally limit how long after co-production support you can apply.

One of the objectives of the Programme is to encourage producers to start thinking about marketing and audience development strategies at an early stage of their projects, in close cooperation with marketing professionals (sales agents, distributors, marketing and communication agencies, etc.). It is therefore possible to apply late in the production process, but this may not be seen as an advantage by the project evaluation group, depending on the strategy presented in the application.

**12. Can I apply for this support if my film has already been released in some territories?**

No, the film must not have entered distribution in any territory at the time of application. The support is intended for marketing activities leading up to and including the first market or festival presentation.

**13. What expenses are eligible for funding under this programme?**

Eligible expenses include costs for audience design activities, audience & market insight, digital marketing campaigns, creation of media assets, press & PR (until the premiere), outreach events, and language versioning outside co-production countries. These services must be provided by external service providers and supported by quotes.

In-house services, standard P&A expenses, and costs already included in the production budget are not eligible. Also, minimum guarantees or distribution advances are not eligible costs.

**14. Can I combine this support with other funding sources?**

Yes, you can combine this support with other funding sources, including other public funds. However, double funding is not allowed - the same expenses cannot be covered by multiple funding sources. This will be cross-checked with other public funds and agencies.

A financing plan must be provided in the application showing all funding sources mirroring the marketing budget.

Own investment by the parties involved in the project can be a positive aspect for the application but is not a requirement. It will be assessed differently depending on the funding possibilities in the countries concerned.

**15. Can I include marketing expenses that have already been incurred before applying?**

No, only expenses incurred during the implementation period (from the notification of Eurimages co-production support to three months after the first market/festival screening) are eligible. Expenses incurred before the notification of Eurimages co-production support cannot be included.

**16. Can the support be used for marketing activities in non-Eurimages member countries?**

The main focus of the programme are marketing and audience development activities in Eurimages member countries outside the co-production countries. However, the regulations do not explicitly restrict activities to Eurimages member countries. Considering that the transnational potential is one of the selection criteria, distribution in non-member countries can also indirectly benefit from the marketing strategy put in place within this programme.

**17. Can the support be spent with providers not established in Eurimages member countries?**

The regulations do not specify where Eurimages financial support can be spent. It is therefore possible to use a supplier based in a country that is not a Eurimages member. However, even if it is not explicitly mentioned in the selection criteria, a high proportion of expenditure outside Eurimages member countries may be considered as a disadvantage by the project evaluation group.

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

Yes, the implementation period starts from the date of the official notification of Eurimages Co-production Programme support and ends three months after the first market presentation or festival screening of the film. Only expenses incurred during this period are eligible. Moreover, the first market presentation or festival screening of the Eligible Film should intervene within three years from the date of the signature of the Film Marketing & Audience Development support agreement.

For duly justified reasons, the Executive Director of Eurimages may extend the above timeframes.

**19. How detailed does the marketing strategy need to be in the application?**

The application should include a detailed description of the marketing and audience development strategy and planned activities (around 5 pages, maximum 10 pages). This should demonstrate comprehensive and innovative strategies, transnational potential, and quality of the joint strategy between producers, sales agents, and, if relevant, distributors.

*The document should give an overview of the overall marketing and audience development strategy, not just the activities that could be funded by Eurimages. However, please focus on how Eurimages funding would help you to achieve more.*

While this document should provide a good overview and understanding of the strategy and planned activities and how the funds will be spent, the level of detail in this document may vary depending on the stage of the project.

**20. Why do I have to provide the same information in this application as I did for the co-production support?**

Between the time you applied for co-production support and your application for Film Marketing & Audience Development support, the characteristics of your project may have evolved. We would like to provide updated information to the experts sitting in the Project Evaluation Group.

In addition, our online submission platform for Film Marketing & Audience Development is not linked to that for Co-Production. We will work on this at a later stage, if it seems relevant.

**21. How are projects selected for support?**

Projects are evaluated by a Project Evaluation Group composed of 4 external experts and 1 member of the Eurimages Board of Management. They assess applications based on specific selection criteria and make recommendations to the Eurimages Executive Committee, which makes the final decision. The member of the Board of Management who sits on this group brings a global vision of the portfolio of films supported by the Fund, as well as knowledge of its strategic objectives.

**22. What criteria are used to evaluate the projects?**

The selection criteria reflect the objectives of the programme and include the comprehensiveness and innovation of the marketing strategy, its transnational potential, the quality of the joint strategy between producers and sales agents, the track record of companies involved, the coherence of the budget and financing plan, and the quality of any existing promotional materials. The overall objectives of diversity, gender equality, inclusion, and environmental sustainability may also be considered.

**23. Is it possible to appeal a rejection decision?**

The regulations state that there can be no appeal against a decision of the Executive Committee not to support a request for financial support. The decision is final.

**24. What happens if my project changes after I've been awarded support?**

Any significant changes to the project, including changes to the marketing strategy, should be communicated to Eurimages immediately. Depending on the nature of the changes, Eurimages may need to reassess the support or adjust the grant amount.

**25. What happens if the film doesn't complete production or is significantly delayed?**

Any significant changes or delays should be communicated to Eurimages immediately. If the film cannot be completed or is significantly delayed, it may affect the validity of the support decision or result in cancellation of the grant.

The first market presentation or festival screening of the Eligible Film should intervene within three years from the date of the signature of the Film Marketing & Audience Development support agreement. Failure to organise the first market presentation or festival screening within this timeframe shall result in the cancellation of the grant, the reimbursement of any payment made by Eurimages, and in the redistribution of the funds allocated.

For duly justified reasons, the Executive Director of Eurimages may extend the above timeframes.

Finally, please note that the cancellation of the Eurimages Co-production Support will automatically entail cancellation of support awarded under the Film Marketing and Audience Development Support Programme.

**26. Are there any language requirements for the marketing materials produced?**

The regulations do not specify language requirements for marketing materials. However, given the transnational nature of the programme, materials in multiple languages or easily adaptable to different languages would likely be beneficial.

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**Q&A added on 19 September 2024**

**27. Is it necessary to have partners from different countries involved in the project?**

The regulations do not specify that the providers working on the project must be from different countries. What is important is the transnational aspect of the proposed strategy: it should not be solely intended for a specific audience or for only one country.

**28. Are the quotes from marketing agencies binding, or can we change providers later?**

The track record of the companies involved in the marketing and audience development strategy is a selection criterion. This includes the marketing or communication agencies attached to the project. It's best not to change these providers as they will likely be key in the support decision. This is not impossible, but the project would certainly be re-assessed by Eurimages depending on the importance of this provider in the application.

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

Eligible costs are exclusively from external providers invoicing the delegate producer. Standard sales or distribution expenses are not eligible costs, nor are in-house expenses from the producers, sales agent, or distributors. For transparency, we prefer expenses to be invoiced directly to the producer. When controlling the recoupment of the Fund's co-production support, the Eurimages team must be able to distinguish between the sales agent's or distributor's expenses and those financed by Eurimages under this scheme.

**30. How should we understand "innovative" in the context of this programme?**

Innovation should be understood in a broad sense. It can involve proposing new ideas or using new technologies or methods. Applications should have some aspects of innovation, but not all activities of the project must be innovative. For example, the creation of media assets is not innovative as such but may be part of more innovative activities.

**31. Can we focus our marketing strategy on a single territory if it has potential for larger audiences?**

Yes, this is possible. However, it's advisable to explain in your presentation why you're focusing on a specific country and how it can drive audiences in one or multiple other countries. The insights obtained in the project should be shared with distributors from other countries to maintain a transnational aspect.

**32. Is it necessary to have financing from sources other than Eurimages for the project?**

There is no obligation for matching funds. Own investment by the parties involved in the project can be a positive aspect for the application but is not a requirement. It will be assessed differently depending on the funding possibilities in the countries concerned. For the first deadline in 2024, having other funding at the time of application will not be assessed the same way as in future years when producers will have more time to apply for available public funding.

**33. Is it better to have quotes from multiple marketing agencies for each activity?**

One quote is enough for each activity. However, the track record of the partners involved in the project will be taken into account in the selection process. It's not advisable to change providers after support is granted, as the project would likely be reassessed by Eurimages depending on the importance of the provider in the application.

**34. Can test screenings that might affect the editing of the film be considered an eligible activity?**

Yes, test screenings are mentioned in the regulations as an example of an eligible activity. Any consequences or learnings from these test screenings are part of the objective of the programme, even if they affect the editing of the film.

**35. Can I apply for support if the film has not yet premiered but will do so before the application deadline and/or before the application review date??**

One of the aims of the programme is to encourage thinking about marketing and audience development from the earliest stages of film production. The fact that the film in question has not yet premiered is an eligibility criterion for submitting applications for support. These criteria have been set by Eurimages Board of Management and we cannot deviate from them. The operation of the programme will be evaluated after a certain period of time and adjustments may be made.

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