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PROGRAMME REGULATIONS
FILM MARKETING & AUDIENCE DEVELOPMENT SUPPORT
2025

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1 INTRODUCTION

Active since 1989, Eurimages was established as a cultural support fund of the Council of Europe.

1.1 Objective

Eurimages promotes independent filmmaking by providing financial support to feature-length fiction, animation and documentary films. In doing so, it encourages co-operation between professionals established in different countries.

1.2 Values & missions

As an entity of the Council of Europe, the Eurimages Fund organises its activities based on the following fundamental values:

- freedom of artistic expression
- pluralism
- diversified creative storytelling
- cultural co-operation and exchange
- equality, diversity and inclusion
- transparency and neutrality
- environmental sustainability

Eurimages aims to enhance co-operation for the purpose of stimulating high quality film and audiovisual production as an important means of promoting independent cinematography and cultural exchanges within Europe and beyond, thus contributing to more inclusive and peaceful societies.

Its mission is to foster co-production and the circulation of independent, diverse, and original quality filmmaking and encourage co-operation contributing to a common film heritage, whilst taking into account gender equality, diversity, inclusion, and environmental protection.

1.3 Budget

Eurimages has a total annual budget of approximately €31 million. This financial envelope derives essentially from the contributions of the member States as well as returns on the loans granted.

1.4 Board of Management

The Board of Management, under the authority of its President, adopts the budget of the Fund and defines its policy and strategy. It meets at least once a year and is composed of representatives of the Fund's member states.

1.5 Executive Committee

The Executive Committee provides continuity of management between Board meetings and adopts the recommendations of the Project Evaluation Groups (working groups). It meets at least three times a year and is composed of representatives of one-third of the Fund's member states, named by rotation and with regard for geographical and gender balance.

1.6 Project Evaluation Groups

Projects are assessed and recommended for support by Project Evaluation Groups composed of independent experts, selected through a call for expressions of interest.

1.7 Secretariat

The Secretariat of Eurimages is responsible for implementing the decisions taken by the Board of Management. It maintains contacts with film industry professionals and has the task of assessing applications for funding as well as ensuring the follow-up of support agreements. The Secretariat is based in Strasbourg under the authority of an Executive Director.

1.8 Support schemes

Eurimages has four support schemes:

- Feature Film Co-production Support (representing 80% of the Fund's resources)
- Film Marketing & Audience Development (FMAD) Support Programme¹
- Cinemas Support Programme, in cooperation with Europa Cinemas
- Promotion activities to promote independent filmmaking through co-operation agreements with various festivals and film markets, including Sponsorships, New Lab Awards and Co-production Development Awards

In addition, Eurimages carries out other activities within the framework of overarching principles:

- Gender Equality, Diversity and Inclusion Strategy
- Sustainability Strategy

1.9 Funding

Eurimages' support takes the form of soft loans and grants (co-production support) or grants (promotion of co-production, Cinemas Support and Film Marketing and Audience Development Support). Soft loans are repaid from revenues generated by the projects supported.

¹ This new programme replaces the former [Distribution Support Programme](#), which was discontinued in 2019.

REGULATIONS

OF THE FILM MARKETING AND AUDIENCE DEVELOPMENT SUPPORT PROGRAMME

2 GENERAL INFORMATION ON THE PROGRAMME

The regulations in this document refer to Film Marketing and Audience Development Support. For the other support schemes, please refer to the relevant regulations.

2.1 Definitions

For the purpose of these programme regulations, the following definitions will be used:

- **Eligible Film:** a feature-length film previously supported by Eurimages under its Co-production Support Programme.
- **Applicant Company:** the producer of the Eligible Film named as delegate for the purposes of the Co-production Support Programme.
- **Co-producers:** the other production companies which are or will also be signatories of the Eurimages co-production support agreement.
- **Project:** the set of activities resulting from the implementation of the film marketing & audience development strategy.
- **Distributors:** distribution companies established in Eurimages member States and involved in the distribution of the Eligible Film on a national level.
- **Sales Agent:** sales agency responsible for the international sales of the Eligible Film.
- **Production Budget:** the production budget of the Eligible Film forming part of the application to the Co-production Support Programme or appended to the co-production support agreement.

2.2 Purpose of the Programme

The aim of the programme is **to promote innovative marketing solutions aimed at developing audiences for films supported by Eurimages under the Co-production Support Programme** [Eurimages-supported films].

Producers are therefore encouraged to develop and implement marketing and audience development strategies at an early stage of production and in coordination with marketing professionals (sales agents, distributors, marketing and communication agencies...) in order to maximise the audience and distribution potential.

This selective support will therefore be granted to an Applicant Company, applying in coordination with a sales agent, one or more communication agencies and, if possible, distributors, for support for a Project intended **to improve the marketing and promotion of the Eligible Film in Eurimages member States and beyond, thus increasing the circulation and visibility of Eurimages-supported films.**

Eurimages envisages supporting a maximum of 15 eligible films with a maximum support amount of €50,000 for each film. Eurimages reserves the right not to award all available funds.

Eurimages' Film Marketing and Audience Development support can thus benefit the entire value chain and national and international distribution.

2.3 Decision-making process

There is one call for projects per year for Film Marketing and Audience Development Support. The Secretariat applies the eligibility criteria contained in Article 4 of these Regulations and reports to the Executive Committee.

Projects declared eligible by the Secretariat are then assessed by one or several Project Evaluation Group(s). In making recommendations on the support to be granted, the members of the Project Evaluation Group(s) apply the selection criteria decided upon by the Board of Management and the Executive Committee and set out in Article 5 of these regulations.

2.4 Information

Deadlines for the calls for projects, application information and contact details can be found on: www.coe.int/eurimages. For advice on preparing an application, producers should contact the Eurimages Secretariat.

**More information on the Eurimages Fund and its activities is available on its [website](http://www.coe.int/eurimages).
The latest activity report is available [online](#).**

3 CALL FOR PROJECTS

3.1 Applications

Applications for Film Marketing and Audience Design Support shall be submitted to the Executive Director of Eurimages by the Applicant Company (delegate producer), with the consent of all the co-producers, and in cooperation with a sales agent and, if applicable, one or more distributors established in Eurimages member States.

Applications shall be submitted online in English or French in accordance with the instructions set out on the online application platform, together with all of the items detailed both on the online platform and in the checklist (see Appendix I) published on the Eurimages website (www.coe.int/eurimages) and must include relevant evidence of financing.

Incomplete applications and projects submitted by Applicant Companies or Co-producers fulfilling one or several of the exclusion criteria listed below shall be excluded.

Projects which do not conform to the eligibility criteria at the time when they are submitted for funding shall be declared ineligible by the Secretariat.

The Executive Director may carry out any verification he or she considers appropriate as to the compliance of the project with these Regulations.

3.2 Deadlines

Application deadlines, fixed annually by the Board of Management, will be published on the Eurimages website: www.coe.int/eurimages.

The application together with the supporting documents listed in **Appendix I** of these regulations must be submitted via the online platform at <https://eurimages.smaply.io/>.

Applications must be received **before the deadline published on the Eurimages website and on the online platform**. Applications received after this date will not be considered.

3.3 Currency and applicable exchange rates

The accounts of Eurimages are kept in euros, and the amount of financial support is expressed in euros.

In determining the equivalent in euros of the budget and financing of the activities for which Film Marketing and Audience Development Support is requested, and of the amount of financial support applied for, the only applicable exchange rate for foreign currencies into euros is that regularly set by the Treasury, Payments and Accounting Division of the Council of Europe and published on the Eurimages website: <https://www.coe.int/en/web/eurimages/deadlines>.

3.4 Re-submissions

Only one application can be made for each Eligible Film.

Applications cannot be withdrawn after submission.

An ineligible or rejected Application cannot be resubmitted. However, applications declared ineligible due to the absence of a signed international sales agreement or deal memo (see §4.1.c) can be resubmitted at a subsequent deadline.

4 ELIGIBILITY CRITERIA

The Executive Director will decide on the eligibility of projects based on the eligibility criteria listed hereafter and on the basis of the information provided by the Applicant Companies in their applications for Co-production Support and Film Marketing & Audience Development Support.

4.1 Eligible Films

The eligibility criteria shall apply to the whole implementation period of the Project.

- a) The film for which the application for Film Marketing & Audience Development support is made must have been supported by the Eurimages Co-production Support Programme **at an evaluation session between June 2023 and June 2025** and must continue to be supported by that Programme during the implementation period of the Project (as defined below)². An official letter of confirmation of this support must have been received by the delegate producer at the time of application to the Film Marketing & Audience Development Support Programme.

² Cancellation of the Eurimages Co-production Support awarded to the Eligible Film will automatically entail cancellation of support awarded under the Film Marketing and Audience Development Support Programme.

- b) The film must not have been screened in a film festival or presented in a film or audiovisual market (regardless of the size of the event concerned)³ nor entered distribution.
- c) An international sales agent will undertake international sales of the film as evidenced by a signed sales agreement or deal memo.
- d) The Applicant Company and the co-producers must be eligible producers under the Co-production Support Programme Regulations applicable to the film.

4.2 Exclusion criteria

The Applicant Company and the co-producers shall declare on their honour that they are not in any of the following situations and shall be excluded from the grant award procedure where they or, in the case of legal persons, their owner(s) or persons having powers of representation or decision-making:

- a) have been sentenced by final judgment on one or more of the following charges: participation in a criminal organisation, corruption, fraud, money laundering, terrorist financing, terrorist offences or offences linked to terrorist activities, child labour or trafficking in human beings;
- b) are in a situation of bankruptcy, liquidation, termination of activity, insolvency or arrangement with creditors or any like situation arising from a procedure of the same kind, or are subject to a procedure of the same kind;
- c) have received a judgement with res judicata force, finding an offence that affects their professional integrity or constitutes a serious professional misconduct;
- d) are in a situation of a conflict of interests or a potential conflict of interests in relation to the Film Marketing and Audience Development Support Programme or any of the Applicant Company's contractors to be used for the implementation of the project;
- e) do not comply with their obligations as regards payment of social security contributions, taxes and dues, according to the statutory provisions of the country where they are established;
- f) are an entity created to circumvent tax, social or other legal obligations (empty shell company), have ever created or are in the process of creation of such an entity;
- g) have been involved in mismanagement of the Council of Europe or Eurimages funds or other public funds;
- h) are included in the lists of persons or entities subject to restrictive measures applied by the European Union (available at www.sanctionsmap.eu).

Eurimages / The Council of Europe reserves the right to ask the companies at a later stage to supply the following supporting documents:

- For the items set out in paragraphs a), b) and c), an extract from the record of convictions or failing that an equivalent document issued by the competent judicial or administrative authority of the country where the applicant is established, indicating that these requirements are met.

³ Work-in-progress screenings are not considered festival or market screenings.

- For the items set out in paragraph e), a certificate issued by the competent authority of the country of establishment.

4.3 Eligible Projects & Expenses

Film Marketing and Audience Development Support may be used to cover eligible expenses arising from the implementation of an eligible Project. The Project must include **at least two or more** of the following types of activities and their related expenses:

- **Audience design** activities, such as:
 - ✓ Script assessment with regards to audience
 - ✓ Audience design consultancy
- **Audience & market insight**, such as:
 - ✓ Audience insights & data consultancy
 - ✓ Audience behaviour research
 - ✓ External review of marketing material
 - ✓ Test screenings
- **Digital marketing campaign**, such as:
 - ✓ Website
 - ✓ Social media campaigns (including during festivals)
 - ✓ Community management
 - ✓ Marketing and communication strategy
 - ✓ Marketing audit
- **Creation of media assets and stills photography**
- **Press and PR** related expenses until and including the first market presentation or festival screening⁴.
- For documentaries only: Outreach events, with an emphasis on audience or community building in relation to the subjects of the film. These events must be specifically designed for a particular audience and directly developed in conjunction with other activity strands of the marketing and audience development strategy. Please note that expenses related to general receptions, cocktails, social gatherings, standard events organised at festivals or markets, or to events intended exclusively for film professionals, are not eligible (see the relevant appendix of the template support agreement for complete list).
- For live-action childrens films⁵ only: Language versioning outside the co-production countries (subtitling & dubbing) as part of a consistent marketing package in the territories concerned, possibly employing innovative technologies. Costs related to language versioning must not already be included in the film's production budget submitted in the co-production support application and cannot exceed 20% of the total grant awarded by Eurimages within this FMAD support programme. These activities must be directly integrated with other strands of the marketing strategy.

⁴ Press and PR expenses for subsequent festivals or markets are not eligible.

⁵ Supported in this category by Eurimages within the co-production support programme.

In the implementation of the Project, services must be procured from external providers and communication agencies.

Expenses presented should be justified by appropriate documentation (see details in Annex III). For control and transparency purposes, expenses shall be eligible only when directly invoiced to the delegate producer. Standard sales or distribution expenses are not eligible costs, nor are in-house expenses of the producers, sales agent, or distributors. Sales agent or distributor expenses re-invoiced to the producer will not be accepted.

Eurimages Film Marketing & Audience Development Support shall not finance:

- Sales or distribution expenses other than those listed above (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 Applicant Company, the co-producers, the sales agent, or the distributors.

4.4 Implementation period

For the purposes of the present Regulations, the implementation period of the Project starts from the date of the official notification of the Eurimages Co-production Programme support decision and ends three months after the day of the first market presentation or festival screening of the Eligible Film⁶.

Only expenses incurred during the implementation period are eligible.

4.5 Financial elements

Applications shall be accompanied by an estimated budget for the Project (summary and detailed - see the **Template Summary Budget, in Appendix IV**) that must be consistent, accurate, clear, complete, and cost-effective, in the light of the activities proposed. The estimated budget (summary and detailed) attached to the application must clearly indicate which costs would be covered by the Film Marketing and Audience Development Support.

Applications must also include an estimated financing plan for the Project that clearly indicates all financing sources including contributions from third parties, both financial and in-kind (including any own resources of the Applicant Company and co-producing companies) and the requested grant. Other public funds, including the Creative Europe-MEDIA Programme of the European Union, may contribute to the financing of the Project to the extent that they do not cover the same expenses as the Eurimages Film Marketing & Audience Development Support.

Co-financing by the Applicant Company (and/or the co-producers, sales agent and distributors associated with the project) by way of own resources or by contributions from third parties would be an asset.

Eurimages may share information on the application, in particular the budget and financing plan, with other public funds established in its member States, or with the Creative Europe-MEDIA programme of the European Union.

⁶ Work-in-progress screenings are not considered festival screenings or market presentations.

5 SELECTION OF PROJECTS

5.1 Evaluation and selection procedure

The Executive Director will provide the Project Evaluation Groups with a systematic and detailed analysis of each eligible Project.

Eligible Projects will be assessed by a Project Evaluation Group composed of 5 members: four external experts working in the field of festivals, distribution, international sales or film marketing, one member of the Board of Management of Eurimages.

The Project Evaluation Group will be advised by a member of the Eurimages Secretariat who will provide insights and analysis on the Eligible Films (financing, production status, profile and track record of producers and other production and distribution partners). The Project Evaluation Group is chaired by the President of Eurimages, the Executive Director or the Deputy Director.

The Project Evaluation Group will recommend Projects for support. In doing so, its members will carry out a comparative analysis of the eligible Projects, on the basis of the selection criteria set out below.

The Eurimages Executive Committee adopts the recommendations for support made by the Project Evaluation Group.

5.2 Selection criteria

Projects will be assessed by the Project Evaluation Committee on the basis of the following criteria:

<ul style="list-style-type: none"> Comprehensive and innovative strategy demonstrating early consideration given to the positioning and marketing of the film 	20 points
<ul style="list-style-type: none"> Transnational potential of the proposed strategy across several Eurimages member countries and beyond 	20 points
<ul style="list-style-type: none"> Quality of the joint strategy of producers, sales agents and, if applicable, distributors 	20 points
<ul style="list-style-type: none"> Track record of the companies involved in the marketing and audience development strategy 	15 points
<ul style="list-style-type: none"> Coherence of the financing and budget of the Project 	15 points
<ul style="list-style-type: none"> Existence and quality of promotional texts and materials, including where applicable stills and media assets (especially for films submitted after or during principal photography) 	10 points

In assessing the selection criteria, the Evaluation Committee shall take into consideration the overall objectives of the Fund in relation to diversity, gender equality and inclusion⁷, as well as environmental sustainability⁸.

See Appendix II: Guidelines on the selection criteria.

⁷ The Diversity, Gender Equality and Inclusion Strategy is presented on [Eurimages dedicated web page](#).

⁸ The Sustainability Strategy is presented on [Eurimages dedicated web page](#).

5.3 Notification of the decision and signature of a support agreement

On completion of the selection process, Applicant Companies having submitted eligible Projects will be notified in writing of the final decision concerning their application as well as of the next steps to be undertaken.

The selected Applicant Companies will be invited to sign a support agreement (See **Appendix VI**, for information only), formalising their legal commitments. Potential applicants are strongly advised to read the draft support agreement carefully, in particular its requirements in terms of payment and reporting.

The initial strategy and financial elements set out in the application cannot be substantially modified without prior approval from the Eurimages Secretariat. Eurimages reserves the right to cancel all or part of the support granted if the modified strategy and financial elements no longer correspond to an eligible Project with eligible expenses.

5.4 Validity of the support decision

The Film Marketing and Audience Development support agreement between Eurimages and the Applicant Company must be signed within six months from the date on which the decision to award the Film Marketing & Audience Development grant was notified to the Applicant Company and before the first market presentation or festival screening of the Eligible Film. Failure to sign the support agreement within this timeframe shall result in the cancellation of the grant and in the redistribution of the funds allocated.

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.

6 NATURE OF FINANCIAL SUPPORT AND AMOUNT

Film Marketing and Audience Development Support shall take the form of a non-refundable grant.

6.1 Amount of financial support

The Applicant Company may request financial support to cover all eligible expenses up to a maximum of €50,000 (fifty thousand euros).

6.2 Payment of financial support

The grant shall be disbursed as follows:

- 60 % will be paid to the Applicant Company following the signature of the Support Agreement between the Parties;
- The balance will be paid to the Applicant Company after the first market presentation or festival screening of the Eligible Film and after the presentation and acceptance by Eurimages of the final

narrative and financial reporting as detailed below. It will be calculated on the basis of actual expenditure incurred during the implementation period⁹.

Payments shall be made to a single bank account opened by the Applicant Company.

6.3 Reporting requirements

The Applicant Company will inform the Eurimages Secretariat regularly about the implementation of the Project, in particular of the date and conditions of the first market presentation or festival screening of the Eligible Film.

At the end of the Project, the Applicant Company will provide Eurimages with:

- **A final narrative report** on the implementation of the activities planned within the Project, including, when applicable, a downloadable link to the final material produced during the Project (photos, artwork, studies, etc...) and data on circulation, sales and admissions.
- **A final financial report** that includes the **final financing plan and cost report of the Project** certified either by a chartered accountant, an auditor or a statutory auditor, independent from the applicant company and the sales agent involved in the Project. The total costs (column D of the template budget) and total financing (column B of the template financing plan) of the Project must be audited.

The final reporting requirements shall be fulfilled no later than 3 months after the end of the implementation period (i.e., 6 months after the date of the first market presentation or festival screening of the Eligible Film). Templates for the narrative and financial reports will be made available to the beneficiaries of the support.

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

6.4 Audit rights

Beneficiaries of Eurimages support will allow Eurimages to audit, through an independent auditor of its choice, accounts and records pertaining to the Project. Eurimages is entitled to reasonably request copies of accounting evidence of incomes and expenses relating to the Project.

The Executive Director may carry out any verification he or she considers appropriate as to the compliance of the Project with Eurimages Co-production Support Regulations and the present Regulations.

6.5 Revenue reports for co-production support

Revenue reports submitted for the purpose of recouping Eurimages co-production support (if applicable) must indicate clearly all expenses including those financed by Eurimages under the Film Marketing & Audience Development Support Programme. The latter will not be considered as deductible for the calculation of amounts to be repaid.

⁹ If, at the end of the Project, the total amount of eligible expenditure is less than the amount of support granted under the Film Marketing and Audience Development Programme, this amount will be reduced proportionately.

7 REFERENCE TO EURIMAGES' SUPPORT

In line with the Eurimages Co-production Support Regulations (Article 6), Eurimages' support and logo must be mentioned clearly and visibly in the front and end credits of the Film¹⁰. For the front credits, a single use of the Eurimages logo, covering both Co-production Support and the Film Marketing & Audience Development support, will be accepted.

In addition, the Applicant Company and the co-producers undertake to refer in the end credits to the Eurimages Film Marketing and Audience Development Support as follows: "Eurimages Film Marketing and Audience Development Support". This reference should be placed either after the reference to the Eurimages Co-production Support or in order of importance of the financial contributions by the other financiers. Moreover, as far as possible, the Executive Director of Eurimages (or his/her Deputy) and Project Managers responsible at Eurimages should be mentioned.

Mentions in the front and end credits are subject to Eurimages approval.

Furthermore, the Applicant Company and the co-producers undertake to:

- recognise the right of Eurimages to use the promotional material produced for the Film, partly or in its entirety as well as the title of the Eligible Film free of charge for publicity purposes, including social media, within the limits of its activities.
- co-operate with Eurimages within the framework of any initiative organised by the Fund with the purpose of promoting the films supported by Eurimages (in particular, in the context of support for the cinema theatres network) and including promotion on social media.

8 CANCELLATION OF GRANT SUPPORT

Eurimages' financial support shall be cancelled and/or be immediately repayable if:

- An Applicant Company fails to meet the terms of these Regulations, or the obligations contained in the terms of the support agreement, or
- An Applicant Company has made false or misleading statements in the application or other relevant correspondence.

Cancellation of the Eurimages Co-production Support awarded to the Eligible Film will automatically entail cancellation of support awarded under the Film Marketing and Audience Development Support Programme.

9 DISPUTE SETTLEMENT AND INTERPRETATION OF THE REGULATIONS

- a) There can be no appeal against a decision of the Executive Committee not to support a request for financial support.
- b) Any dispute relating to the execution of any agreement concluded pursuant to these Regulations shall be submitted, failing a friendly settlement between the parties, for decision to an Arbitration Board composed of two arbitrators, each selected by one of the parties, and a presiding arbitrator, appointed by the other two arbitrators. If a presiding arbitrator is not appointed under the above conditions within a period of six months, the President of the Strasbourg District Court (*Tribunal judiciaire de Strasbourg*) shall make the appointment.

¹⁰ Detailed conditions are set out in the Eurimages co-production support agreement.

- c) However, the parties may submit the dispute for a decision to a single arbitrator chosen by them by common agreement or, failing such agreement, by the President of the Strasbourg District Court.
- d) The Board referred to in paragraph 9.b) or, if appropriate, the arbitrator referred to in paragraph 9.c), shall determine the procedure to be followed.
- e) Failing agreement between the parties on the law applicable, the Board, or if appropriate, the arbitrator, shall decide *ex aequo et bono* having regard to the principles of law, as well as observing customs used in the cinematographic and audio-visual field.
- f) The arbitration decision shall be final and shall be binding on the parties.
- g) The Board of Management reserves the right to interpret and amend these Regulations.

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Appendix I	DOCUMENTS TO BE ATTACHED TO THE APPLICATION
Appendix II	KEY ELEMENTS OF THE FILM
Appendix III	SELECTION CRITERIA – GUIDELINES
Appendix IV	ESTIMATED BUDGET – SUMMARY / FINANCING PLAN
Appendix V	DECLARATIONS OF REPRESENTATION, ON THE EXCLUSION CRITERIA AND OF NO DOUBLE FUNDING
Appendix VI	TEMPLATE GRANT AGREEMENT
Appendix VII	INDICATIVE TIMETABLE 2024

APPENDIX I: DOCUMENTS TO BE ATTACHED TO THE APPLICATION - EXPLANATIONS

Applications for support shall be submitted via the online application platform. An application form is to be completed online and shall include the following mandatory supporting documents, to be uploaded on the application platform.

All documents must be in English or provided with a full English translation.

MANDATORY DOCUMENTS

1. A recent trade register for the Applicant Company;
2. A short description of the film:
 - a) Key elements of the film presented using the template in Appendix II;
 - b) Updated synopsis of the film (maximum 1 page);
 - c) Logline, etc. (if available).
3. A detailed description of the marketing and audience development strategy and the planned activities comprising the Project. This document must be prepared in collaboration with the film marketing professionals involved in the Project (sales agent, distributors, communication and marketing agencies...), and countersigned by the sales agent (around 5 pages with a maximum of 10 pages).

This description must demonstrate:

- A comprehensive and innovative strategy demonstrating early consideration given to the positioning and marketing of the film;
- The transnational potential of the proposed strategy across several Eurimages member States and beyond;
- The quality of the joint strategy of producers, sales agents and, if applicable, distributors.

It may include:

- a) audience development plan and information on the methodology used to prepare it;
- b) information on the preliminary positioning and target audiences of the Film;
- c) a brief analysis of the strength, weaknesses, opportunities, and threats of the Project which may be complemented by a benchmarking with other recent films;
- d) a description of the planned activities carried out or to be carried out during the implementation of the marketing and audience development strategy, highlighting the innovative solutions aiming at developing audience and distribution;
- e) a description of the benefits of the planned joint strategy for all the stakeholders: how the cooperation on the marketing and distribution strategy between the delegate producer, the co-producers, the international sales agent and the distributors involved can improve transnational distribution and audience reach;
- f) information on the preliminary festival & market strategy.

The applicant is free to adapt the above or add any information deemed relevant in the context of this support programme.

4. Short profiles of the companies involved in the proposed marketing and audience development strategy (delegate producer, international sales agent, distributors). Please provide links to the relevant company websites.
5. A signed agreement or a deal memo with an international sales agent for the international distribution of the film.

6. Letters of intent from marketing and communication agencies. Please provide short company profiles including links to websites.
7. Budget (in local currency and in EUR) as described in paragraph 4.5 and indicating the costs for the proposed marketing and audience development strategy and clearly indicating the eligible costs to be covered by the Eurimages Film Marketing and Audience Development Support and to be incurred during the implementation period. The exchange rate to be used is that fixed by the Council of Europe and published on the Eurimages web site and used in the application for Eurimages Co-production Support. Please use the template in Appendix IV for a summary estimated budget and complete it with a more detailed budget if necessary.
8. Expenses presented in the Budget should be justified by appropriate documentation attached to the application (quotes, rate cards, explanatory documents...). This documentation should be sufficiently detailed and justify the expenses to be covered by Eurimages support.
9. A financing plan as described in paragraph 4.5 for the proposed marketing and audience development strategy (see Appendix IV). All financing sources (confirmed or not) from public or private sources shall be mentioned in the financing plan. The exchange rate to be used is that fixed by the Council of Europe and published on Eurimages web site and used in the application for Eurimages Co-production Support.
10. Visual material illustrating the proposed strategy (in particular for films that have entered principal photography). Please provide links to any visual material created for the promotion of the film at the time of application: photos, videos, clips, trailers, booklets...
11. Declarations of representation, on the exclusion criteria, of the absence of double funding (in particular that the same expenses have not already been covered by national funds or the Creative Europe - MEDIA programme or been included in the co-production budget - see Appendix V).

NON-MANDATORY DOCUMENTS

12. The latest version of the English language script.
13. Deal memo or letters of intent from the distributors involved in the project (if any).
14. Any other creative elements useful for the evaluation of the project (in English or with English subtitles).
15. Links to relevant previous works of the director (in English or with English subtitles).

APPENDIX II: KEY ELEMENTS OF THE FILM

Original Title of the Film	Translation into English (if applicable)

Name of the Director(s), Nationality(ies)

Adaptation from:
Name of the Author, Nationality/Residence

Name of the Scriptwriters(s), Nationality/Residence

Name of the Composer(s), Nationality/Residence

Genre	Language	Estimated Length	Format

Principal Photography	
Start date: dd/mm/yyyy	Duration:days
Main locations	

Main Cast
<i>Role name – Performer name (Country)</i>
<i>1st -</i>
<i>2nd -</i>
<i>3rd -</i>

International Sales Agreement
<i>International Sales Agreement between signed on</i>

Name of Distributor	Country	Estimated Date of Theatrical Release
		<i>month/year</i>
		<i>month/year</i>
		<i>month/year</i>

APPENDIX III: SELECTION CRITERIA - GUIDELINES

Positive consideration will be given to Projects that ensure diversity and gender balance and have taken measures to reduce their environmental impact.

Projects will be assessed based on the following criteria:

Selection criteria	Points	Explanation	Documents
<ul style="list-style-type: none"> Comprehensive and innovative strategies demonstrating early consideration given to the positioning and marketing of the film 	20 points	<p>The proposed strategy includes innovative ways of developing an audience. Innovation is not understood only on a technological basis.</p> <p>Consideration for marketing the film and building an audience from an early stage of the Project (This does not necessarily mean communication around the film should start at an early stage).</p> <p>Priority will be given to Projects whose production calendar permits an early marketing & audience development strategy.</p>	<p>A detailed description of the project (film marketing and audience development strategy and planned activities).</p> <p>Letters of intent from external providers¹¹ and agencies with quotes or sufficient documentation (including short company profiles).</p>
<ul style="list-style-type: none"> Transnational potential of the proposed strategy across several Eurimages member countries and beyond 	20 points	<p>Potential of sharing the created media assets and of adapting or developing specific elements of the strategy in different territories.</p>	<p>A detailed description of the project (film marketing and audience development strategy and planned activities).</p>
<ul style="list-style-type: none"> Quality of the joint strategy of producers, sales agents and, if applicable, distributors 	20 points	<p>The marketing and audience development strategy is prepared by film marketing professionals and in collaboration with the companies involved (sales agent, distributors, communication & marketing agencies...).</p>	<p>A detailed description of the project (film marketing and audience development strategy and planned activities).</p> <p>A signed agreement or a deal memo signed with an international sales agent.</p>

¹¹ Examples of providers: data analysis or market research agency, event organisation and management company, film localisation company, etc.

			Letters of intent from the distributors involved in the project.
<ul style="list-style-type: none"> Track record of the companies involved in the marketing and audience development strategy 	15 points	Description of the track records of the companies involved demonstrate previous success of maximising the circulation potential of independent/author's films, regardless of their type and profile.	Short profiles of the companies involved in the proposed film marketing and audience development strategy (including sales agent and distributors).
<ul style="list-style-type: none"> Coherence of the financing and budget of the Project 	15 points	<p>Solidity of the financing sources secured.</p> <p>Presence of matching funds or own investment by the applicant and other partners.</p> <p>Adequacy of the budget towards the planned activities.</p>	<p>Financing plan.</p> <p>Budget accompanied by documents justifying the expenses (quotes, rate cards, explanatory notes...).</p>
<ul style="list-style-type: none"> Existence and quality of promotional texts and materials, including stills and media assets (especially for films submitted after or during principal photography) 	10 points	The material already produced and/or the direction foreseen for its design and production fit the marketing & audience development strategy, including merchandising.	Visual material, and/or description of the visual material and merchandising.

APPENDIX IV: ESTIMATED SUMMARY BUDGET AND FINANCING PLAN

A	B	C	D	E
		Estimated budget of the FMAD Project		
Council of Europe's Exchange Rate(s) ⁽¹⁾ : 1 €=		EUR	EUR	EUR
Expenses	Expenses included in the Production budget submitted to Eurimages ⁽²⁾	Expenses on Marketing & Audience Development		
		Total budget	From which expenses financed by Eurimages	
<u>Audience design</u>				
<u>Audience & market insight</u>				
<u>Creation of media assets & stills photography</u>				
<u>Press & PR</u>				
<u>Outreach & networking events</u>				
<u>Language versioning (outside co-production countries)</u>				
Grand Total	- €	- €	- €	
		Total should be equal to the total financing	Maximum €50,000	

(1) See article 3.3 or the FMAD support regulations and /www.coe.int/en/web/eurimages/deadlines.

(2) List here all items already included in the production budget attached to the application for Eurimages co-production support (e.g. EPK, Stills photography, publicity & press, graphic design, trailers, etc.)

A	B
Financing Plan of the marketing & audience development budget	
Council of Europe's Exchange Rate(s) (1): 1 €=	
Name of financiers	Euros
Public funds	
Eurimages (=column E in budget)	
Creative Europe-MEDIA programme	
National fund	
Private sources	
Own investments	
Grand Total	

The exchange rate to be used is that fixed by the Council of Europe and published on [Eurimages web site](#). This exchange rate will be used in the support agreement and shall be used for the financial reporting at the end of the Project.

**APPENDIX V: DECLARATIONS OF REPRESENTATION, ON THE EXCLUSION CRITERIA
AND OF ABSENCE OF DOUBLE-FUNDING**

I, the undersigned, XXX acting as the representative of the company [Name of the company and legal form]: XXX Address: [country], XXX for the project: XXX hereby declare that neither the production company I represent nor its owners or any of the persons having powers of representation or decision-making:

- a. have been sentenced by final judgment on one or more of the following charges: participation in a criminal organisation, corruption, fraud, money laundering, terrorist financing, terrorist offences or offences linked to terrorist activities, child labour or trafficking in human beings;
- b. are in a situation of bankruptcy, liquidation, termination of activity, insolvency or arrangement with creditors or any like situation arising from a procedure of the same kind, or are subject to a procedure of the same kind;
- c. have received a judgement with res judicata force, finding an offence that affects their professional integrity or constitutes a serious professional misconduct;
- d. are in a situation of a conflict of interests or a potential conflict of interests in relation to the Film Marketing and Audience Development Support Programme or any of the applicant company's contractors to be used for the implementation of the project;
- e. do not comply with their obligations as regards payment of social security contributions, taxes and dues, according to the statutory provisions of the country where they are established;
- f. are an entity created to circumvent tax, social or other legal obligations (empty shell company), have ever created or are in the process of creation of such an entity;
- g. have been involved in mismanagement of the Council of Europe or Eurimages funds or other public funds;
- h. are included in the lists of persons or entities subject to restrictive measures applied by the European Union (available at www.sanctionsmap.eu).

I also declare that:

- a. I have obtained the consent of the co-producers to make this application;
- b. the information provided to Eurimages/the Council of Europe under this application procedure is complete, correct and truthful;
- c. the expenses presented in the estimated budget attached to this application were not included in the production budget of the film;
- d. the financing plan attached to this application includes all financing sources of the Project known at the time of submission;
- e. the expenses financed by Eurimages support are not covered by other means, nor would they be submitted to other public funds established in Eurimages member States or the Creative Europe - MEDIA programme;
- f. the company I represent, and the co-producers are eligible producers as defined in Article 2.2 of the Co-production Support Programme Regulations applicable to the Film;
- g. I will inform Eurimages/the Council of Europe of any change regarding the above.

In signing this form, I acknowledge that I have been notified that if any of the statements made or information provided prove to be false, Eurimages/the Council of Europe reserves the right to terminate any existing contractual relations with the company I represent.

Signed by: [name & company name]

Date:

APPENDIX VI: TEMPLATE GRANT AGREEMENT



Template FMAD
Support Agreement

APPENDIX VII: INDICATIVE TIMETABLE 2025

Phases FMAD	2025 calendar
Publication of the call	2 July 2025
Deadline for submitting applications	13 October 2025
Eligibility	10 November 2025
Project Evaluation Group(s)	1 or 2 December 2025
Support Decision	3-4 December (BoM)
Information to applicants on the results of the award procedure	First half of December 2025
Signature of the grant agreements	January – June 2026

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