

# Application: FMAD24- [REDACTED]

[REDACTED]  
Film Marketing and Audience Development Support

## Summary

ID: FMAD24- [REDACTED]

## Form 1 – Data Protection Policy Approval

Completed - 19 Sep 2024

## Form 1 – Data Protection Policy Approval

## **Privacy Policy**

### **Film Marketing & Audience Development Support Programme**

#### **Application platform**

##### **1. Who is responsible for data processing?**

Eurimages is the “data controller” with regard to the processing of personal data in relation to the online platform of the Film Marketing and Audience Development Support Programme, which means it has the decision-making power regarding the data processing. The processing of your personal data is governed by the [Council of Europe Regulations on the Protection of Personal Data](#) adopted by the Committee of Ministers on 15 June 2022.

##### **2. What data do we process and for what purpose?**

We process the personal data that we receive from applicants in response to the Call for projects under the Film Marketing and Audience Development Support Programme.

We process the names, surnames, e-mail addresses, phone numbers and gender of contact persons and legal representatives of the applicant company and of the co-producing companies, distributors, sales agents and other partners of the applicant company, for the purposes of registering the application, assessing compliance with the exclusion criteria, evaluating the project, communicating the results to the applicant, and, should the applicant's project be selected, preparing the signing of the Support agreement and effecting the transfer of funds under the Support agreement.

With regard to the exclusion criteria relating to the owner(s) or manager(s) of the applicant company, we may request at a later stage a judicial record extract or an equivalent document and/or a certificate issued by the competent authority attesting to compliance with their obligations regarding payment of social security contributions, taxes and duties.

We provide the Experts, the Executive Committee and the Board of Management with information on all the projects submitted, including names and surnames of the film creators.

We communicate information on ineligible, not supported and supported projects to the Executive Committee and to the Board of Management.

We will publish information on projects supported under the Film Marketing and Audience Development Support Programme on the Internet.

##### **3. What is the legal basis for our data processing?**

We process personal data on the basis of Resolution CM/Res(2020)8 amending Resolution Res(88)15 setting up a European Support Fund for the Co-production and Distribution of Creative Cinematographic and Audiovisual Works (“Eurimages”) adopted by the Committee of Ministers of the Council of Europe on 9 September 2020 at the 1381st meeting of the Ministers’ Deputies and the Council of Europe Regulations on the protection of personal data adopted by the Committee of Ministers on June 15, 2022.

#### **4. Who has access to the data?**

Only persons within the Council of Europe, the members of the Eurimages Executive Committee and Board of Management, and the external experts who assess the applications will have access to the data.

The data processor we use to submit and process support requests is SurveyMonkey Apply. Information on the security and privacy of SurveyMonkey Apply can be found [here](#).

#### **5. How is personal data stored?**

Apart from data processing in SurveyMonkey Apply, personal data submitted by applicants will be stored electronically on the Council of Europe servers located in the European Union. We have implemented measures to protect the security of your personal information, including appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. These measures include encrypted servers, limited access to databases for only those who need it and secure backup of all data.

Data provided via SurveyMonkey Apply is stored in Canada and subject to the [storage policy applicable](#) to SurveyMonkey Apply (Ireland).

#### **6. How long will the data be stored?**

In the case of projects supported under the Film Marketing and Audience Development Support Programme, personal data will be stored for ten years from the date of submission of the application.

For projects non supported or ineligible under the Film Marketing and Audience Development Support Programme, personal data will be stored for ten years from the date of submission of the application.

#### **7. What are your data protection rights?**

You have the right to:

- request access to the personal details we hold about you;
- request that we correct incomplete or inaccurate personal data that we hold about you;

- request that we delete or remove your personal data where we have no valid reason to keep it;
- object to the processing of your personal details on specific grounds relating to your situation.

## 8. Contacts

If you wish to exercise any of the above rights or if you have any queries, concerns, or requests about the way your data is collected and used, please contact the Council of Europe by:

- sending an email to [eurimages.fmad@coe.int](mailto:eurimages.fmad@coe.int);
- sending a request by post to: Council of Europe, Eurimages, Agora Building, Allée des Droits de l'Homme, F-67075 Strasbourg Cedex, France;
- sending an email to the Council of Europe Data Protection Officer at [dpo@coe.int](mailto:dpo@coe.int).

If you consider that we have not responded satisfactorily to your request and that your data protection rights have been violated by the processing of your personal data, you can lodge a complaint with the Council of Europe Data Protection Commissioner by email at [datacommissioner@coe.int](mailto:datacommissioner@coe.int).

Should you disagree with the processing of data as described above, please do not provide any personal details when using this Platform. However, in such case, your application will not be considered by Eurimages.

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### Responses Selected:

I confirm that I have read and accepted the Data Protection Privacy Notice.

## Form 2 – Pre-eligibility Quiz

In Progress - Last edited: 19 Sep 2024

## Form 2 – Pre-eligibility Quiz

Before submitting my application for Eurimages Film Marketing & Audience Development Support, I confirm that (Please tick each box if applicable):

### Responses Selected:

The film for which this application is made must have been supported by the Eurimages Co-production Support Programme.

I represent the delegate production company of this film which has received an official letter of confirmation of the co-production support at the time of application to the Film Marketing & Audience Development Support Programme.

The film has not yet been screened in a film festival or presented in a film or audiovisual market nor entered distribution.

An international sales agent will undertake international sales of the film as evidenced by a signed sales agreement or deal memo.

The Applicant Company and the co-producers must be eligible producers under the Co-production Support Programme Regulations applicable to the film.

The film for which this application is made was not subject to a previous application for the Eurimages Film Marketing & Audience Development Support.

I take note that these eligibility criteria of the support regulations shall apply during the whole implementation period of the Project.

### Documents upload

Letter of confirmation of the Eurimages co-production support

International sales agreement or deal memo

## Form 3 - Applicant Registration

Incomplete - Hidden from applicant

## Form 3 - Applicant Registration

## Company Details

Company Name	(No response)
Country	(No response)
Applicant Company Registration No.	(No response)
Applicant Company VAT No.	(No response)
Address	(No response)

## Excerpt Trade Registry for your Company

Include an English or French translation in the same document.

## Legal Representative

Name	(No response)
Surname	(No response)
Email address	(No response)
Mobile phone number	(No response)
Gender	(No response)

## Contact Person

Name	(No response)
Surname	(No response)
Position inside the company	(No response)
Email address	(No response)
Mobile phone number	(No response)
Gender	(No response)

Company Profile

(No response)

Form 4 – Declarations of Representations, on the Exclusion criteria and of Absence of Double-funding

Incomplete - Hidden from applicant

Form 4 – Declarations of Representations, on the Exclusion criteria and of Absence of Double-funding

DecExclCriter

Done in:

City	(No response)
Country	(No response)

on:

[dd/mm/yyyy]

(No response)

I, the undersigned

(No response)

acting as the representative of the company

(No response)

## Company Address

House number or building	(No response)
Street	(No response)
City/Town	(No response)
Post code	(No response)

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hereby declare that neither the production company I represent nor its owners or any of the persons having powers of representation or decision-making:

- 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;
- 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;
- have received a judgement with res judicata force, finding an offence that affects their professional integrity or constitutes a serious professional misconduct;
- 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;
- 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;
- 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;
- have been involved in mismanagement of the Council of Europe or Eurimages funds or other public funds;
- are included in the lists of persons or entities subject to restrictive measures applied by the European Union (available at [www.sanctionsmap.eu](http://www.sanctionsmap.eu)).

I also declare that:

- I have obtained the consent of the co-producers to make this application;
- the information provided to Eurimages/the Council of Europe under this application procedure is complete, correct and truthful;
- the expenses presented in the estimated budget attached to this application were not included in the production budget of the film;
- the financing plan attached to this application includes all financing sources of the Project known at the time of submission;
- 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;

- 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;
- 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.

*[Please use the mouse or a pen to sign above the line]*



**Name & Surname of the Signatory:**

(No response)

**Date**

(No response)

## Form 5 – Project Application Form / Key elements of the film

**Incomplete** - Hidden from applicant

## Form 5 – Project Application Form / Key elements of the film

**Eurimages co-production support reference number**

(Can be found on the co-production support notification letter)

(No response)

### English Title of the film

(No response)

### Original Title of the film

(No response)

### Creative team

	Name	Surname	Role	Nationality	Gender

Add more lines

### No Responses Selected

### Is it an adaptation from an existing work?

(No response)

### Project information

### Type of the film

(No response)

**Genre of the film**

(No response)

**Estimated length (in minutes)**

(No response)

**Production budget in EUR (current)**

(No response)

**Shooting language(s)**

(No response)

**Planned start date of principal photography (dd/mm/yyyy)**

(No response)

**Total Marketing and Audience Development Budget (in EUR):**

(No response)

**Amount of support requested (in EUR):**

(No response)

**(These amounts should match the budget and financing plan provided in the next section)**

## Distribution

**Name of the international sales agent**

(No response)

**Planned date of Festival or market premiere [month/year]**

(No response)

**International sales agreement or deal memo signed on [date dd/mm/yyyy]**

(No response)

	Name of Distributor (if any attached to the film)	Country	Estimated Date of Theatrical Release

**Add more lines**

**No Responses Selected**

**Logline**

Max 400 characters

(No response)

## Synopsis

Max 1500 characters

(No response)

## Form 6 – Project Documents Upload

**Incomplete** - Hidden from applicant

## Form 6 – Project Documents Upload

Please upload the following documents in PDF format

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Mandatory documents (listed in Appendix I)

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### **Ref. 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.

**Ref. 4. Short profiles of the companies involved in the proposed marketing and audience development strategy (delegate producer, international sales agent, distributors).**

A PDF document including the links to the relevant company websites.

Separate each company profile in different PDF documents.

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**Ref. 6. Letters of intent from marketing and communication agencies with quotes.**

A document with short company profiles including links to their websites. The quotes provided should be sufficiently detailed and justify the expenses to be covered by Eurimages support and should be consistent with the budget.

Separate each company profile and quote in different PDF documents.

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**Ref. 7. Budget (in local currency and in EUR) 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.**

Please use the template available on the [Programme's web site](#) for a summary estimated budget and complete it with a more detailed budget if necessary.

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.

Underlying quotes from providers shall be attached to the application.

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**Ref. 8. A financing plan for the proposed marketing and audience development strategy**

All financing sources (confirmed or not) from public or private sources shall be mentioned in the financing plan.

Please use the template available on the [Programme's web site](#) for a summary estimated budget and complete it with a more detailed budget if necessary.

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.

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**Ref. 9. Visual material illustrating the proposed strategy (in particular for films that have entered principal photography).**

A description and links to any visual material created for the promotion of the film at the time of application: photos, videos, clips, trailers, booklets... (at least one link is compulsory)

	Link to Video	Password	Description

Add more lines?

**No Responses Selected**

**Ref. 11. The latest version of the English language script.**

Please provide the latest version of the English language script.

**Non-Mandatory documents**

**Ref. 12. Deal memo or letters of intent from the distributors involved in the project**

**Ref. 13. Any other creative elements useful for the evaluation of the project (in English or with English subtitles)**

**Ref. 14. Relevant previous works of the director (in English or with English subtitles)**

**Ref. 14. Relevant previous works of the director (in English or with English subtitles)**

	Link to Video	Password	Description

Add more lines?

No Responses Selected

## Form 7 – Engagement with Artificial Intelligence

Incomplete - Hidden from applicant

## Form 7 – Engagement with Artificial Intelligence

Please fill in the questionnaire below to help Eurimages gain a better understanding of the use of artificial intelligence in the film sector.

Your answers to the questionnaire will not be shared with the members of the project evaluation group and will therefore not play any role in the evaluation of your application. Nor will your answers lead to any judgement on the part of Eurimages.

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## Engagement with Artificial Intelligence

Did you use AI, a model or a tool driven by AI in any way for creating your project or application?

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'Images and photographs: Generative Art' such as generating images via models or offered tools such as Dall-E, Shutterstock AI, Canva AI, Midjourney and Stable Diffusion, etc., or AI-based photo editing, e.g. via Photoshop.	(No response)
'Video / VFX' such as video generation, video editing, talking heads, deepfakes, converting text to video, (de-)aging and VFX pipelines.	(No response)
3D such as generating models, generating 3D images, generating depth images via NeRF/Photogrammetry.	(No response)
'Virtual Humans' such as generating avatars (face and/or full-body).	(No response)
'Animations' such as motion capturing and motion synthesis (e.g. teaching new movements to animation models).	(No response)
'Text' such as generating texts and translations, automation of subtitling, interpreting or summarising information, assistance in writing texts or learning to write, for example in a specific style.	(No response)
'Audio' such as speech learning and generation, dubbing, converting text to audio, speech recognition, speech customisation and music generation.	(No response)
'Testing' such as automating simulations, machine learning bots and ingame opponent AI.	(No response)
'Physics / Engine' such as neural physics and engine optimisations, for example when developing games or	(No response)

creating set and camera simulations.

'Other' indicate if you find that your used AI application does not belong to any of the above categories.

(No response)

Why did you choose these tools?

**No Responses Selected**

At what stages have you used, or do you plan to use these tools or models?

**No Responses Selected**

Have you relied on the services of other companies to use the AI tool or model?

(No response)

Did you rely on freely available resources or services to use the AI tool or model?

(No response)

Did you rely on paying sources or services to use the AI tool or model?

(No response)

### Questions on aspects of intellectual property

In this section, we probe the use of artificial intelligence (AI) and what intellectual property is in the dataset.

While using AI, a model or a tool driven by AI, have you used works protected by copyright or other intellectual property rights (e.g. patent or trademark rights) of:

**No Responses Selected**

**In what way did you take that into account?**

(No response)

**Are there any written agreements within your company regarding the protection of intellectual property rights of employees, freelancers or trainees in relation to the (finished) product?**

(No response)

**Explain**

(No response)

**Can employees, freelancers or trainees refuse to allow works (co-)created by them and protected by intellectual property to be used in or for the purpose of functioning AI tools or models?**

(No response)

**Explain**

(No response)

**Statements on which we would like to know your personal opinion (optional)**

Finally, in this section, we sound out your personal feelings on some artificial intelligence (AI) topics. Go through the questions carefully and fill in the answer that best fits each question.

The use of AI can lead to innovation in our industry.	(No response)
Based on the dataset(s), the use of AI can lead to the reinforcement of stereotyping and/or unconscious biases.	(No response)
Using AI, you can complete tasks faster.	(No response)
With the use of AI, you can perform tasks more cheaply.	(No response)

In what cases, in your opinion, should the use of AI tools or models always be allowed?

(No response)

In what cases, in your opinion, should the use of AI tools or models never be allowed?

(No response)