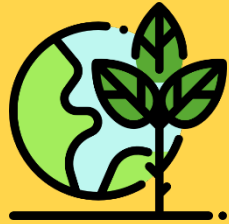


# **Introduktion til Video Games & Immersive Content**



# FOKUSPUNKTER (buzzwords)



## Sustainability

("greening" – jf. *European Green Deal*)

Google me!  
-XOXO

### Derudover:

- Collaboration
- New business models
- New technology
- Data



## Geography

(nye tværnationale samarbejder:  
naboer er kedelige – ud og find  
nye venner)



## Inclusion

## Diversity

## Gender balance

## Representativeness

# LCC - LOW CAPACITY COUNTRIES

## LCC gruppe A



## LCC gruppe B



# FTOP - FUNDING & TENDERS OPPORTUNITIES PORTAL

Det **ENESTE** sted, hvor du finder calls, ansøgnings-skemaer, bilag, IT-hjælp, svar på ansøgning...

The screenshot shows the 'Funding & tender opportunities' portal. At the top, there is a navigation bar with 'SEARCH FUNDING & TENDERS', 'HOW TO PARTICIPATE', 'PROJECTS & RESULTS', 'WORK AS AN EXPERT', and 'SUPPORT'. A search bar is located below the navigation bar. The main content area is titled 'Find calls for proposals and tenders' and contains a search bar. Below the search bar is a grid of 'EU Programmes' with the following items:

Asylum, Migration and Integration Fund (AMIF)	Border Management and Visa Instrument (BMVI)	Customs Control Equipment Instrument (CCEI)	Citizens, Equality, Rights and Values Programme (CERV)	<b>Creative Europe (CREA)</b>	Customs Programme (CUST)
Digital Europe Programme (DIGITAL)	Europe Direct (ED)	European Parliament (EP)	European Solidarity Corps (ESC)	Erasmus+ Programme (ERASMUS+)	European Social Fund + (ESF)
European Maritime, Fisheries and Aquaculture Fund (EMFAF)	Fiscalis Programme (FISC)	Innovation Fund (INNOVFUND)	Internal Security Fund (ISF)	Horizon Europe (HORIZON)	Single Market Programme (SMP)
Social Prerogative and Specific Competencies Lines (SOCPL)	EU External Action (RELEX)	Justice Programme (JUST)	Protection of the Euro against Counterfeiting Programme (PERICLES)	Pilot Projects and Preparatory Actions (PPPA)	Programme for the Environment and Climate Action (LIFE)

On the right side of the page, there is a 'News' section with several articles, including 'Online info session on 24 June 2021 on funding opportunities in Creative Europe - Culture' and 'Webinar on 22 June 2021 - How to prepare a successful innovation procurement proposal for Horizon Europe'. There are also buttons for 'ERA corona platform', 'Brexit info', and 'Report fraud'.

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/>

# LIDT OM ANSØGNINGER

## Består af part A, B og C

**Part A:** Administrativ information (online)

**Part B:** "Teknisk" beskrivelse af projektet = info som evalueringen kan baseres på + definition af WP og deliverables (down/upload)

Dertil bilag i form af MEDA Database-info, budget, lump sum calculator, LOC'er/kontrakter o.lign.

**Part B = max 70 sider i alt!!**

**Part C:** Generel + eligibility data om ansøger (online)

The screenshot displays a web-based application form for a Creative Europe MEDIA project. The interface is divided into several sections:

- Call data:** Shows call reference (CREA-MEDIA-2021-DEVSLATE), topic (CREA-MEDIA-2021-DEVSLATE), type of action (CREA-LS), and type of MGA (CREA-AG-LS). A warning icon indicates that the topic and type of action can only be changed by creating a new proposal.
- Download Part B templates:** A button to download the necessary templates for Part B.
- Support & Helpdesk:** Includes links for an online manual, IT how-to, IT helpdesk, and a frequently asked questions (FAQ) section.
- Service Desk:** Provides contact information for the EC-FUNDING-TENDER-SERVICE-DESK, including an email address and a phone number.
- Find your organisation:** A search section where the user enters their PIC (892863661) and short name (SME Test). It lists previously associated organizations, such as SME Test (PIC: 892863661), CIANT (PIC: 996279920), and ESAO Grenoble Valence (PIC: 949494686).
- Your role:** A section where the user indicates their role in the proposal, with options for 'Main contact' (selected) and 'Contact person'.
- Your proposal:** A section for entering proposal details. It includes a field for an acronym (currently 'dsgfhsgfdsh') and a short summary field (currently 'fdghsdshf gsdhfdshg fdsghfda hsdhfdsh hgfdsj'). A red box highlights the acronym field. A note states that the acronym will also appear in the 'General Information' section of the Application Form Part A and can be updated there.
- SAVE AND GO TO NEXT STEP:** A yellow button at the bottom right to proceed to the next step.

Lav et "beskrivende" akronym, eks. 'Cool Kat Productions Slate 2022'

# LIDT OM ANSØGNINGER

## MEDIA Database

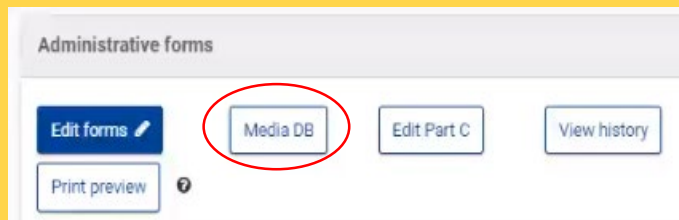
Centraliseret database til at tracke al værkinfo fra udvikling til distribution

Gælder udviklings-/produktions- og distributions-calls

I onlineformen findes den som knappen ”**MEDIA DB**”

Her skal ansøger selv finde eller udfylde sine referencefilm/-værker og derefter pdf'e dem, for så at uploade dem som annexes til ansøgningen

Alle oplysninger skal være korrekte og kunne dokumenteres på forlangende



Media DB Dossiers Movies Export

### European Slate Development

#### Application Information

Call / Topic reference: CREA-MEDIA-2021-DEVSLATE SEP Project ID: SEP-210758919

Company Name: SME Test Contact Person: Jolien.WILLEMSSENS@ec.europa.eu

#### Audiovisual Work - Development - Recent work / previous experience

TITLE	GENRE	PRODUCTION YEAR	FILM ID	STATUS
No movies yet				

Add

#### Audiovisual Work - Development - For grant request

TITLE	GENRE	FILM TYPE	BUDGET	STATUS
No movies yet				

Add

#### Audiovisual work - Short film - for grant request (optional)

TITLE	GENRE	FILM TYPE	BUDGET	STATUS
No movies yet				

Add

Se også <https://creative-europe-media-database.eacea.ec.europa.eu>

# LIDT OM ANSØGNINGER

## Vigtigt at vide om obligatoriske bilag:

Skabelonerne (som downloades i Part B) er på forhånd navngivet med bl.a. parentes og understreve – men det kan de ikke hedde, når man uploader sine færdige bilag (systemfejl).

Gem og navngiv filerne UDEN specialtegn, for at kunne uploade dem.

The screenshot displays the submission interface for Creative Europe MEDIA. It is divided into several sections:

- Deadline:** 25 August 2021 17:00:00 Brussels Local Time.
- Call data:** Call: CREA-MEDIA-2021-DEVSLATE, Topic: CREA-MEDIA-2021-DEVSLATE, Type of action: CREA-LS, Type of MGA: CREA-AG-LS. A warning message states: "Topic and type of action can only be changed by creating a new proposal."
- Proposal data:** Acronym: test slate version 2, Draft ID: SEP-210758919.
- Download Part B templates:** A button to download part B templates.
- Support & Helpdesk:** Links for Online Manual, IT How To, IT Helpdesk, and FAQ.
- Service Desk:** Email: EC-FUNDING-TENDER-SERVICE-DESK@ec.europa.eu, Phone: +32 2 29 92222.
- Administrative forms:** Buttons for Edit forms, Media DB, Edit Part C, View history, and Print preview.
- Part B and Annexes:** A section for uploading technical annexes and other attachments. It includes a table with the following items and upload buttons:
  - Part B
  - Calculator
  - Creative dossier
  - Rights contracts (for all the projects in the Slate/Mini-slate)
  - Supporting documents of co-production, distribution and financing per project in the Slate/Mini-slate
  - PDF ws/works generated froth information about film the Creative Europe MEDIA Database
  - Declaration on ownership and control
- Navigation:** Buttons for BACK TO PARTICIPANTS LIST, VALIDATE, and SUBMIT.



# LIDT OM ANSØGNINGER

Vær opmærksom på hjælpetekst i de grå felter!

Estimated budget — Resources										
Participant	Costs (n/a for Lump Sum Grants: 'European Co-development', 'European Slate development', 'European Mini-Slate development', 'TV and Online content', 'European festivals' and 'Videogame and immersive content development')									
	A. Personnel	B. Subcontracting	C.1a Travel	C.1b Accommodation	C.1c Subsistence	C.2 Equipment	C.3 Other goods, works and services	D.1 Financial support to third parties	E. Indirect costs	Total costs

## Background and general objectives

*For 'European Co-development', 'European Slate development', 'European Mini-Slate development' and 'TV and Online content':*

- Provide a presentation of the applicant company (and partners for the European Co-Development and TV and Online actions), its management, its activities, its present position in the national and European markets and its editorial line in terms of development and production.

- For European Slate and Mini-Slate development, also describe the company's development plans and its present and forecast financial status (this must include the company's total turnover and total development expenditure in the last two financial years in €).

*For 'Fostering European media talents and skills', 'Markets & networking', 'Innovative tools and Business models', 'Networks of European cinemas', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Creative Innovation Lab' and 'Journalism Partnership': Define the objectives of your proposal and explain their relevance to this call for proposals.*

*For 'Film on the Move': Describe the experience of the sales agent on pan-European projects, the number of distributors involved and the experience of distributors and their involvement in the project.*

Man må gerne slette hjælpetekst, der **ikke** er relevant for det call, man ansøger.

Man må **IKKE** slette hele boksen – heller ikke, hvis man ikke skal udfylde den! Ansøgningen bliver **diskvalificeret**.





# WORK PACKAGES & DELIVERABLES

## Work Packages (WP)

- WP er beskrevet i de enkelte ansøgninger – nogle gange er de defineret på forhånd, andre gange ikke
- Der skal ikke altid afleveres det antal, der foreslås – det skal give mening for det konkrete projekt

## Deliverables

- Skal uploades til Grant Management Portal
- Skal svare til det "lovede" i WP
- Kan udskiftes – men det skal så aftales på forhånd
- I nogle tilfælde er det projektet selv, der er en WP. Dermed er deliverable blot, at projektet har fundet sted/eksisterer



Vær ikke for detaljeret!

Og lov ikke for meget!



# WORK PACKAGES & DELIVERABLES

## Milestones

- Milestones er oftest ikke obligatoriske, og kan komplicere projektet, så overvej nøje, om I vil bruge dem
- Hvis de ikke er relevante, skal felterne lades tomme

### Eksempel 1

WP: etablering af website

Milestone: website går online bestemt dato

Deliverable: link til website

### Eksempel 2

WP: opbygge filmkatalog

Milestone: indhentning af rettigheder på de enkelte film

Deliverable: beskrivelse af filmkatalog

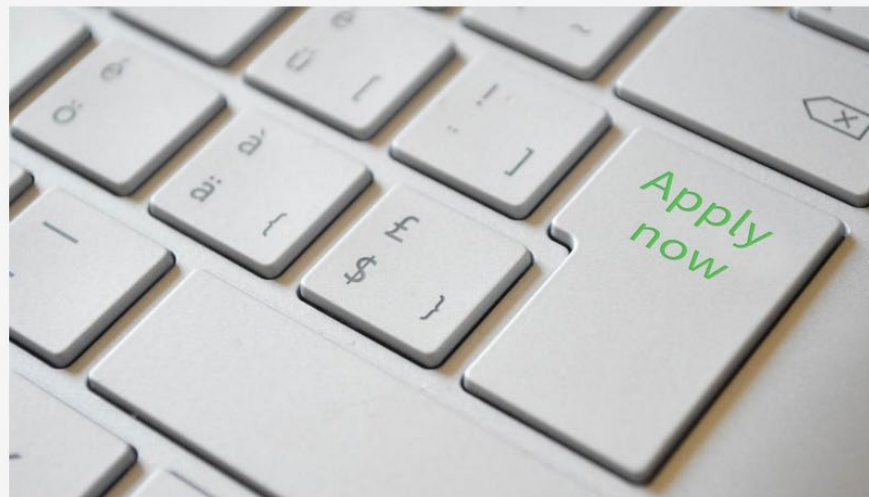
Milestone No (continuous numbering not linked to WP)	Milestone Name	Work Package No	Lead Beneficiary	Means of Verification		Due Date (month number)	Description
MS1		1					
MS2		1					
Deliverable No (continuous numbering linked to WP)	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month number)	Description (including format and language)
D1.1		1		[R — Document, report] [DEM — Demonstrator, pilot, prototype] [DEC —	[PU — Public] [SEN — Sensitive] [Classified R- UE/EU-R] [Classified C-		

# FTOP - FUNDING & TENDERS OPPORTUNITIES PORTAL

Find vores **samling af guides**  
på [bit.ly/FTOPguides](https://bit.ly/FTOPguides)

..eller på denne virkelig lange adresse  
<https://www.dfi.dk/branche-og-stoette/creative-europe-desk/guides-til-funding-tenders-opportunities-portal>

## GUIDES TIL FUNDING & TENDERS OPPORTUNITIES PORTAL



### SE OGSÅ

Sådan ansøger du om MEDIA-støtte →

DEL



Alle EACEA's støttemuligheder, herunder Creative Europe, fremgår af Funding & Tenders Opportunities Portal (FTOP). Vi har her samlet nogle guides, så du kan lære portalen at kende.

#### Tekst guides

EU-Kommissionen har lavet en pdf-guide til at komme i gang som bruger af FTOP: [How to find and apply for funding opportunities.](#)

# CONTENT CLUSTER - Video Games & Immersive Content



**OPEN CALL**  
**VIDEO GAMES & IMMERSIVE CONTENT DEVELOPMENT**  
**DEADLINE: 12 APRIL 2022**

**FIND LINKS TIL GUIDELINES PÅ VORES HJEMMESIDE!**

 Creative Europe MEDIA

**Budget: 6.000.000 €**  
**Aktionsperiode: 36 mdr.**

# CONTENT CLUSTER - Video Games & Immersive Content

## Hvad er nyt?

- Video games & "narrative immersive experience" (XR: AR/VR/MR)
- Customized lump sum
- Max EU grant: 150.000 €
- Funding rate: max 50 %
- Pre-financing: 70 % (if financial capacity is good)
- Alle udgifter skal afholdes af **ansøgeren** og afholdes under "eligibility-perioden"
- MEDIA Database (både referenceprojekt og ansøgningsprojekt)



# CONTENT CLUSTER - Video Games & Immersive Content

## Hvad kan støttes?

**Udvikling** af **enkeltstående** VG eller interaktiv immersive experience med

- narrativ storytelling (ikke kun rammefortælling!)
- originalt indhold og/eller gameplay af høj kvalitet
- højt niveau af originalitet og innovativ og kreativ værdi
- højt kommercielt ambitionsniveau
- højt cross-border potentiale

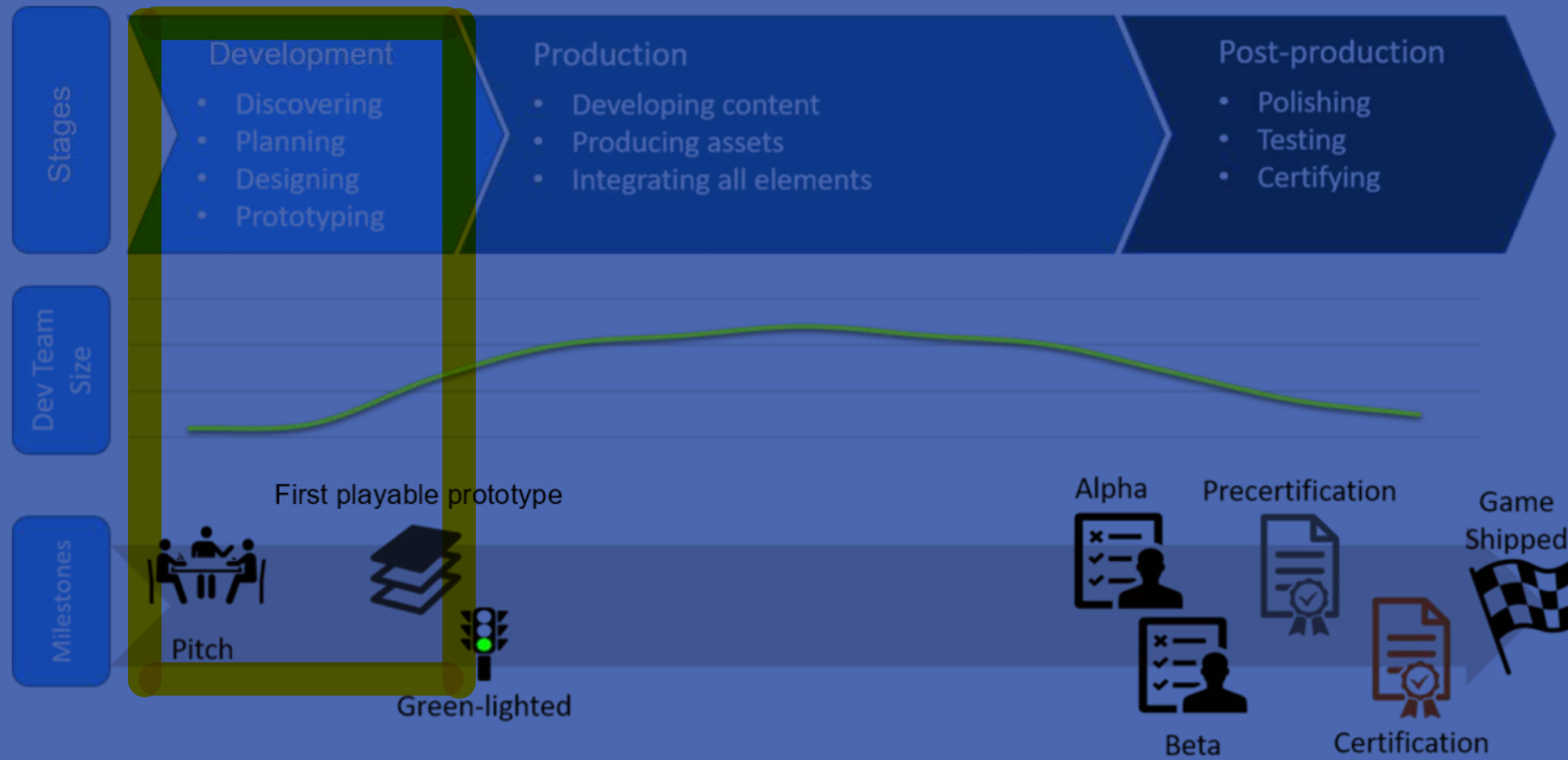
**Udvikling** =  
"phase starting from  
the first idea until the  
production of the  
first playable  
prototype or first trial  
version"

**Produktionsfasen**  
(dvs. så snart first  
playable/first trial er  
klar) må **tidligst**  
starte **10 mdr. efter**  
ansøgningsdeadline



# CONTENT CLUSTER - Video Games & Immersive Content

## Hvad kan støttes?



# CONTENT CLUSTER - Video Games & Immersive Content

## Støtteberettigede ansøgere

### Europæiske\*

- video game production companies
  - XR studios
  - audiovisual production companies
- 
- ✓ der kan demonstrere **1 referenceprojekt**
  - ✓ der har alle **rettigheder** på plads

\*Europæiske =  
etableret i og ejet  
af statsborgere i  
et MEDIA-land

Ansøgere kan **ikke** søge støtte til **både** VG & Immersive Content **og** Slate / Mini-Slate / Co-Development (må dog gerne være partner)

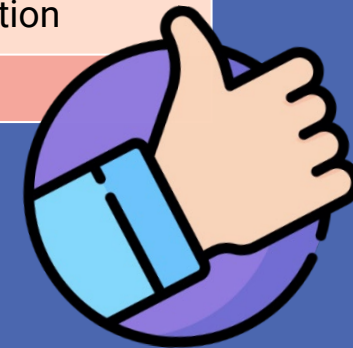




# CONTENT CLUSTER - Video Games & Immersive Content

## Støtteberettigede ansøgere

Company profile	Main objective and activity
Video game production companies	Video game production, (entertainment) software development
XR studios	Virtual, Augmented or Mixed Reality content production
Audiovisual production companies	Audiovisual production



Publishing companies kan **ikke** ansøge



# CONTENT CLUSTER - Video Games & Immersive Content

## Referenceprojekt

Referenceprojektet skal:

- ✓ være et narrativt VG eller en (interaktiv eller non-interaktiv) narrativ immersive experience
- ✓ leve op til samme indholdskrav som projektet, der søges om støtte til
- ✓ have været i kommerciel distribution mellem 1. januar 2019 og ansøgningstidspunktet (bevises via salgsrapport)
- ✓ oprettes i MEDIA Databasen

Ansøgerselskabet skal have producer-credits (personlige credits tæller ikke)

Referenceprojektet kan **ikke** udskiftes, hvis det bliver afvist. Så er ansøgningen ugyldig ☹️

Av min arm!

# CONTENT CLUSTER - Video Games & Immersive Content

## Støtteberettigede projekter

- ✓ Projekter til kommerciel distribution
- ✓ Projekter, hvor ansøger ejer **majority** of rights

### Ikke støtteberettiget:

- ÷ puzzle games, memory games, sports games, racing games, running games, rhythm/singing/dancing games, social games, quiz games, party games, versus-fighting games, word and spelling games, number games, mind games, even if they have a narrative element

Se også call document side 12-13!



# CONTENT CLUSTER - Video Games & Immersive Content

## Work Packages

Husk at være realistisk! Oversælg ikke WP med høje intentioner om deliverables

WP 1: Artistic development (GUI, HUD etc.)

WP 2: Technical development

WP 3: Financing, distribution and marketing activities

"Milestones" er IKKE obligatoriske, og kan gøre ansøgningen unødvendigt kompleks, så brug dem helst ikke.

### Obligatoriske deliverables:

- WP 1: Opdateret creative development
- WP 1 *eller* 2: Opdateret key crew/casting
- WP 2: Link til prototype/trial version/trailer/teaser
- WP 3: Opdateret financing/budget og produktionsplan + opdaterede produktions- og marketingstrategier

ISAN nummer (se beskrivelser i **call document**)



# CONTENT CLUSTER - Faldgruber

## Ved oprettelse af ansøgning

Lav et ordentligt "akronym" ved oprettelse af ansøgningen – ikke bare "VG2022" som gør sagsbehandlingen svær og langtrukken

Short summary skal

- ✓ indeholde "objectives, activities, type and number of persons benefitting from the project, expected results, type and number of output to be produced"
- ÷ ikke indeholde fortrolige oplysninger, da det bliver udgivet på resultatsiden



# CONTENT CLUSTER - Faldgruber

## Part A

Coordinator og eventuelle **affiliated entities** skal alle registreres i ansøgningen med PIC-nummer

Læs "Exclusion-declaration" nøje




# CONTENT CLUSTER - Faldgruber

## Affiliated entities

- Any legal entity that is:
  - ✓ under the direct or indirect control of a participating beneficiary (COO / PA)
  - ✓ OR under the same direct or indirect control as the participating beneficiary
  - ✓ OR directly or indirectly controlling a participating beneficiary
- Entities linked to a beneficiary which participates in the action with similar rights and obligations, but do not sign the GA and hence do not become beneficiaries themselves
- They will get a part of the EU grant and hence must comply with the call conditions and be validated

Remember to provide shareholding data!



Nååårh ja, klart!



# CONTENT CLUSTER - Faldgruber

## Part A & budget

I det detaljerede budget skal man ikke angive produktionsbudgettet, men **eligible costs** (skal stemme med Part A)

Ved udfyldning af detaljeret budget skal units uddybes i Excel-sheetet "Any comments"





# CONTENT CLUSTER - Faldgruber

## Part A & budget

Do not forget to fill in the **Requested EU Grant Amount** and make sure that it corresponds to the budget in Part A

[Click here to go to the column Requested EU Grant Amount](#)

		TOTAL COSTS (A+B+C+D+E)	MAX EU CONTRIBUTION = 20 % of 12.456.940 € or 500.000 €	Your maximal Requested EU Grant Amount, corresponding to your budget, = 500.000 €	
		TOTAL COSTS (A+B+C+D+E)	MAX EU CONTRIBUTION = 20 % of 12.456.940 € or 500.000 €	Your maximal Requested EU Grant Amount, corresponding to your budget, = 500.000 €	
		TOTAL COSTS (A+B+C+D+E)	Max EU CONTRIBUTION	Requested EU Grant Amount	
Coordinator	COO	10.914.000	438.069		✓
Partner 1	PA1	1.457.340	58.495		✓
AE of PA1	AEPA1	85.600	3.436		✓
<b>TOTAL</b>	<b>Consortium</b>	<b>12.456.940</b>	<b>500.000</b>		✗

Amounts in Part A

# CONTENT CLUSTER - Faldgruber

## Part B

- Brug **kun** de templates, der kan downloades!
- Lav ikke om på formateringen
- Tilføj ikke andre dokumenter, så som CV'er
- Sørg for at svare på **alle** obligatoriske felter
- Besvar emnerne i de korrekte felter
- Sørg for at informationen i de forskellige felter stemmer overens (navne, territorier etc.)
- Sørg for at teksten kan læses 😊



# CONTENT CLUSTER - Faldgruber

## Part B – obligatoriske annexes

- Detailed budget (mandatory template)
- Creative Dossier (mandatory template)
- Proof of ownership of rights (and rights of adaptation)
- Supporting documents of co-production, distribution and financing
- Declaration on ownership and control (mandatory template)



# CONTENT CLUSTER - Faldgruber

## Strategier

### X-tra ultra særligt fokus på

- ✓ strategier for øget bæredygtighed
- ✓ strategier for at sikre kønsbalance, inklusion, diversitet og repræsentativitet

Ikke bare beskrivelse af enkelte tiltag så som "på holdet er vi alle non-binære og cykler til arbejde og har vores egen vandflaske, og vi spiser kun rødbeder vi selv har dyrket på taget" (hvilket ellers lyder fedt!), men det skal være langsigtede strategier, der kan indvirke på den audiovisuelle branche

# CONTENT CLUSTER - Faldgruber

## Øvrigt

- ✓ Husk at oprette værkerne i MEDIA Databasen og at uploade PDF'en til ansøgningen (ellers er ansøgningen ugyldig)
- ✓ Hav styr på majority shareholders (SKAL være fra MEDIA-lande)
- ✓ Husk at udfylde **Part C!**
- ✓ Upload bilag i de korrekte felter
- ✓ Hvis der mangler obligatoriske dokumenter er ansøgningen ugyldig
- ✓ Drop ikke-obligatoriske bilag
- ✓ **INDSEND ANSØGNINGEN I GOD TID** – læg en plan, hvor I indsender et par dage før

**Husk at  
UK er ude**



# Kontakt-info

**Katrine:** [katrineb@dfi.dk](mailto:katrineb@dfi.dk)

**W:** [bit.ly/CreativeEuropeMEDIAdk](https://bit.ly/CreativeEuropeMEDIAdk)



# Q&A

