

# **EVALUATION GUIDE**

**CALL FOR PROPOSALS EACEA 18/2009**

**SUPPORT FOR TELEVISION BROADCASTING OF  
EUROPEAN AUDIOVISUAL WORKS**

# INTRODUCTION

## 1. Aim of the Evaluation Guide

The aim of the **Evaluation Guide** is:

- to help assessors to understand the different stages of the evaluation process;
- to define the role of each assessor;
- to provide standard evaluation forms for the assessors;
- to provide a glossary to facilitate and to harmonise the understanding of the evaluation guide. The glossary is based on the **Guidelines**, which contain a detailed description of the entire support scheme. As applicants have prepared their applications on this basis, assessors should in any case have a thorough knowledge of these guidelines.

## 2. Assessors

The assessors are:

- **the MEDIA Unit at the Executive Agency**, in charge of checking the eligibility of applications and assessing the selection criterion relating to the financial capacity (only for the companies which have been pre-selected) (**parts A and B.1 of the evaluation guide**);
- an evaluation committee, with at least 2 officials from the MEDIA Unit (Executive Agency + Commission) plus 4 to 6 independent experts. The evaluation committee validates the eligibility check and reviews the assessment of the selection and award criteria. The evaluation committee provides a clear justification for all its decisions. Minutes of its meetings are taken and transmitted to the Member States (MEDIA Committee) and to the Commission for decision;
- **the European Commission**, which takes the **final decision** regarding the selection of proposals.

## 3. Organisation of the evaluation process

Evaluation phase	Assessor	The application
Eligibility Check	MEDIA Unit at the Executive Agency	<b>Is eligible</b> ⇒ is assessed against selection criteria <b>Is not eligible</b> ⇒ is eliminated from the selection process
Selection criteria	MEDIA Unit at the Executive Agency + Evaluation Committee	<b>Meets the selection criteria</b> ⇒ is assessed against award criteria <b>Does not meet the selection criteria</b> ⇒ is eliminated from the selection process. If the selection criterion concerning the financial stability is assessed as not fulfilled, the application is eliminated or can be supported subject to the provision of a bank guarantee or without pre-financing.

Award criteria	Evaluation Committee	<b>Is finally assessed and scored.</b>
Final decision	The Commission	<b>Is selected or rejected</b>

#### **4. Ranking of the projects**

On the basis of the final scores for the award criteria, the applications are ranked by order of merit and the best ones are funded. The total budget available for the call for proposals cannot in any case be exceeded at the end of the selection process.

The breakdown of the available budget between genre (fiction, animation and documentary) is decided on the basis of the total amount requested for the eligible projects of each genre and its share of the total requested amount. The share of the requested amount for each genre is applied to the available budget.

#### **5. Decision regarding the amount of support**

The evaluation committee can decide to lower the amount of support requested by the applicant. The evaluation committee must justify its decision on the basis of the production budget, by indicating which items are overestimated, or on the basis of the final number of eligible and accepted projects.

#### **6. Decision by the Commission**

On the basis of the proposals from the Evaluation Committee and after consulting the MEDIA Committee and the European Parliament, the Commission adopts a decision granting support to the best applications. The total budget available for the call for proposals cannot in any case be exceeded at the end of the selection process.

#### **7. Information of the applicants**

In case of non eligibility or rejection, applicants are informed by the Executive Agency. **The details of the experts' evaluations are not communicated as such to applicants.**

#### **8. Confidentiality and conflicts of interest**

The names of the experts are confidential. Experts are asked to sign a declaration of honour by which they commit themselves to respect this confidentiality.

In order to avoid any conflicts of interest, experts involved in the submitted projects and/or with the applicant companies will not be retained for participation to the evaluation process. Experts are also asked to sign a declaration of honour to confirm their independence.

## A: ELIGIBILITY CRITERIA

Assessor: MEDIA Unit, Executive Agency
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### A.1. ELIGIBILITY OF APPLICATIONS

Applications must comply with each of the criteria below. Failure to comply with one of them entails the elimination from the selection process. **Only eligible applications qualify for the next stage of the evaluation process.**

In case of non compliance with one or several of the criteria below, the application is ineligible and is eliminated from the selection process.

If the documents provided by the applicant company don't allow a complete and final assessment of the eligibility, the Executive Agency may request additional information in order to be able to confirm whether or not the application complies with the eligibility criteria.

<b>LIST OF THE ELIGIBILITY CRITERIA (1):</b>
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APPLICATION FORMS
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| <ol style="list-style-type: none"><li>1. Duly filled in application forms specific to the call for proposals and to the scheme</li><li>2. Application submitted before the closing submission date and in the time limits requested by the Guidelines (at the latest on the date of the first day of principal photography, at the earliest 6 months before the first day of principal photography).</li><li>3. Respect of number of applications per project</li><li>4. The applicant is a European independent production company</li><li>5. The applicant is the majority producer</li><li>6. The project is a European project (based on the technical and artistic staff involved)</li><li>7. At least 50% of the project is financed by European sources.</li><li>8. At least three broadcasters from several member states are involved in the project.</li><li>9. At least 50% of the financing is confirmed.</li><li>10. The 7 and 10 years licence period for the broadcasters is respected for pre-sales and co-productions.</li></ol> |
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**TABLE USED TO CHECK THE ELIGIBILITY CRITERIA:**

Company	Genre	Project Title	Project ref.	Eligibility Criteria (Yes/No)										Accepted or Rejected	Comments
				1	2	3	4	5	6	7	8	9	10		

## B. SELECTION CRITERIA

For the evaluation of selection criteria, the assessors are asked to give a global evaluation regarding the ability of the applicant company to carry out the project, from operational and technical points of view.

### LIST OF THE SELECTION CRITERIA:

1. Stable and sufficient sources of funding to maintain activity throughout the period during which the project is carried out
2. Professional competencies and qualifications required to produce the project
3. Experience required to produce the project

### B.1 SELECTION CRITERIA ASSESSED BY THE EXECUTIVE AGENCY

**Assessor: MEDIA Unit, Executive Agency**

1. Stable and sufficient sources of funding to maintain activity throughout the period during which the project is carried out: this criterion is checked on the basis of Form E “Financial status of the applicant company”. For the protection of the financial interest of the European Communities, the financial capacity of the applicant companies which have been pre-selected for support (after assessment of the award criteria) is assessed on the basis of:

- the balance between capital and reserves and liabilities
- the annual profitability
- the confirmed co-financing
- the level of the total budget and the requested contribution.

If the company is assessed as not able to implement the project from a financial point of view, the project is eliminated or supported by MEDIA without pre-financing or subject to the provision of a bank guarantee.

### B.2 ASSESSMENT OF SELECTION CRITERIA BY THE EVALUATION COMMITTEE

**Assessor: Evaluation Committee**

1. Professional competencies and qualifications required to produce the project: this criterion is assessed on the basis of the CV's of the director and the company staff who will be responsible for the project.
2. Experience required to complete the project: this criterion is assessed on the basis of the list of the principal projects carried out by the applicant company, specifying the category, cinema release or television broadcast and the territories sold in as well as the revenues generated.

## C. AWARD CRITERIA

**Assessor: Evaluation Committee**

For award criteria, projects are scored by the assessors from 0 to 100 (half points are not allowed). **A clear justification must always be given by the assessors.**

Each expert awards points for each criterion on the basis of the table below. If the experts do not agree on the number of points for one criterion, the average will be taken (without decimals, except where the average comes to 0.5).

### 1. Criteria related to the distribution of the project

#### 1.1. The European dimension and financing of the project (45 points)

Aspects taken into account:

- the country of origin of the applicant company
- number of broadcasters involved in the project
- financial involvement of the broadcasters
- the level of non national financing

Indicative Points attribution:

	Projects from companies coming from countries with high production capacity*	Projects from companies coming from countries with low production capacity**	Projects from companies coming from new Member States***
Minimum requirements regarding pre-sales (3 broadcasters)	0-5 points	5-10 points	10-15 points
Minimum requirements + one to four additional non national broadcasters	6-20 points	11-25 points	16-30 points
Minimum requirements + more than four additional non national broadcasters	21-30 points	26-35 points	31-40 points
Minimum requirements + more than four additional non national broadcasters, of which at least 2 are participating with more than 5% of the budget	31-45 points	36-45 points	41-45 points

\* France, Germany, Italy, Spain, United Kingdom

\*\* Austria, Belgium, Denmark, Finland, Greece, Ireland, Iceland, Liechtenstein, Luxembourg, Norway, Netherlands, Portugal, Sweden and Switzerland

\*\*\* Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, Slovenia

In each category, the evaluation committee and the experts will award the final score on the basis of the number of broadcasters, the financial participation of the broadcasters and the non national financing. The size of the production company, the efforts made and the difficulty in obtaining the involvement of the broadcasters participating to the project will also be taken into account.

## **1.2. International distributor's involvement (10 points)**

### Aspects taken into account:

- number and track record of the distributors involved in the project
- amount of the distributor's investment
- existence of a distribution arm in the applicant production company

### Indicative points attribution:

- 0 points:       - no distributor involved  
                  - no distribution department
- 1-3 points:     - involvement of a distributor with little experience and no Minimum Guarantee (MG) and/or  
                  - existence of a distribution department
- 4-6 points:     - involvement of a well established distributor without a MG and/or  
                  - involvement of a distributor with little experience with a MG and/or  
                  - existence of a well established distribution department
- 7-9 points:     - involvement of a well established distributor with a MG
- 10 points:      - involvement of a well established distributor with a substantial MG

## **2. Criteria related to the project**

### **2.1. International appeal of the project (25 points)**

### Aspects taken into account:

- quality of the project
- international sales potential
- international marketing strategy (including in planned dubbed/subtitled versions)

### Indicative points attribution:

- 0-5 points: no international appeal / limited marketing strategy
- 6-10 points: low international appeal / standard marketing strategy
- 11-15 points: good international appeal / good marketing strategy
- 16-20 points: strong international appeal / strong marketing strategy
- 21-25 points: the project will be sold worldwide



## **2.2. Enhancement of European linguistic and cultural diversity (7 points)**

From 0 to 5 points for the enhancement of European linguistic diversity (on the basis of the number of European linguistic areas covered).

And

From 0 to 2 points for the enhancement of European cultural diversity. Projects presenting an interest in promoting European cultural diversity are those which bring together different cultural identities national and/or regional within a framework of inter-cultural dialogue among at least two European countries.

## **2.3. Enhancement of the European Audiovisual heritage (3 points)**

From 0 to 3 points awarded on the basis of the importance (in quantity and quality) and rarity of the European archive material used.

## **3. Criteria related to the company**

### **3.1 Track record of international sales (10 points)**

From 0 to 10 points awarded on the basis of the number of projects sold on the international market and the number of territories in which the projects have been sold. The market situation in which the producer is based will be taken into account.