



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR EDUCATION AND CULTURE

Culture and creativity
Creative Europe programme - MEDIA

CALL FOR PROPOSALS - EAC/S16/2014

Fostering European integration through culture by providing new subtitled versions of selected TV programmes across all Europe

1. OBJECTIVES AND DESCRIPTION

This notice of a call for proposals is published under Article 54(2) (a) of the Regulation (EU, EURATOM) N° 966/2012.

The aim of the pilot project 'Fostering European Integration through Culture by providing new subtitled versions of selected TV programmes across all Europe' is to try out innovative strategies for the provision of subtitled versions of European cultural programming to facilitate cross border on-line dissemination of cultural content.

The objective is to test the added value of subtitling on the on-line circulation and outreach of European cultural audiovisual programming in the European Union. Concretely, the pilot project should support the provision of a minimum of 600 hours of diverse European subtitled factual audiovisual cultural content on-line in a number of territories and to assess the impact of this provision.

2. ELIGIBLE APPLICANTS

In order to be eligible, projects must be presented by applicants meeting the following criteria:

- the proposal must be submitted by an applicant providing a non-linear audiovisual media service or web service with a critical mass of audiovisual content;

The applicant must have their registered offices in a Member State of the European Union;

Natural persons are not eligible.

3. ELIGIBLE ACTIONS

The provision of an existing non-linear audiovisual media service or web service which consists of a minimum of 600 hours of existing factual audiovisual content. This content must be made available in **at least two additional EU official languages through subtitling.**

- the service must provide a significant proportion of **European factual audiovisual content** and contain a strong cultural added value. **European factual audiovisual content** is defined for the purpose of this Call as non-fiction content containing a strong

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<http://ec.europa.eu/creative-europe>
eac-subtitlingculture@ec.europa.eu

cultural added value; services focusing on cinema or TV fiction and animation are ineligible, as is light entertainment, sport, news and current affairs.

- the service must have been available for a minimum of two years prior to the submission of the application;
- the service must have an existing audience in the country of origin and be already available in areas that would be targeted by the new linguistic offer (a baseline audience shall be defined by the applicant);
- promotional activities including the development and implementation of a marketing strategy for the service;
- research activities to measure the impact of the action on the audience in particular the outreach of the activity, the user profile and the user behaviour;
- organisation of an event to disseminate the final results of the pilot project and share these results with EU stakeholders and public policy makers.

Non-linear audiovisual media service or web service: is defined according to Article 1 of Directive 2010/13/EU (AVMS)¹

4. AWARD CRITERIA

Eligible applications will be assessed on the basis of the following criteria and points allocated out of a total of 100:

Award criterion n°1: Quality of the activity content	60 points
1.1 Number, quality, diversity, cultural dimension and editorial coherence of the audiovisual content covered by the action	20 points
1.2 Number and complementary nature of the languages and territories covered by the action	15 points
1.3 Suitability of the marketing strategy and local partnerships	20 points
1.4 Degree of innovation of the action	5 points
Award Criterion N° 2: Management of the project	40 points
2.1 Quality of the applicant service to be put into place for implementing the project	10 points
2.2 Quality of the project management plan and governance structure	10 points
2.3 Quality of the proposed methodology for collecting, analysing and putting into perspective the results obtained	10 points
2.4 Relevance/impact of the proposed action	10 points

¹ see: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2010:095:0001:0024:EN:PDF>

5. BUDGET

The total budget available is 1.5 M € The Commission's financial support may not exceed 60% of the total eligible costs. The financial contribution will be awarded in the form of a grant.

6. DEADLINE FOR SUBMISSION OF APPLICATIONS

Applications must be sent by the 24th of September 2014 at 12.00 (noon) at the latest to:

European Commission

Directorate – General for Education and Culture

Directorate E - Culture and Creativity

Unit E3 – Creative Europe Programme – MEDIA

Office: J-70 01/141

For the attention of Bronagh Walton

1049 Brussels

Belgium

7. Full Details

The work programme, guidelines and application forms may be obtained at the following address:

www.ec.europa.eu/creative-europe

Applications must comply with all the instructions set out in the guidelines to the call. They must be submitted by means of the forms supplied and must contain all the information and annexes referred to in the full text of the call for proposals.