

# FSS Guidelines



**FILM SALES SUPPORT (FSS)** is a programme for European world sales companies. It helps promote and sell European films outside Europe. FSS offers grants up to a maximum of €5,000 or €5,500 (for a Top Up Grant Inclusion) to European sales companies for international promotion campaigns. FSS grants may not exceed 50% of the total costs incurred by the world sales company on each campaign.

- Grants for **digital and analogue promotion campaigns** of European completed films at non-European film festivals and at non-European audiovisual markets, including packages of completed and unfinished films
- Grants for only digital promotion campaigns of European films, including packages of completed and unfinished films, at two audiovisual markets inside of Europe, the EFM, Berlin and the Marché du Film, Cannes.
- **FSS Top Up Grant Inclusion**  
EFP aims to encourage sales companies to invest more in the promotion of films depicting gender balance, equity and inclusion. For these campaigns, the available maximum grant per campaign can be topped up by **€500** (calculated in proportion to the total expenses). Provided that sufficient funds are available, the Top Up Grant is available for the promotion at ALL pre-defined markets and non-European industry film festivals. To find out if your film is eligible, please click here: [Support Criteria for Top Up Grant Inclusion](#).
- In line with EFP's mission to promote **sustainability** in the film industry, every application has to elaborate, if the film is a green production, which measures have been taken or why there have not been any measures taken

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## Support at which events?

### Markets (predefined)

1. TIFF: the Market (Canada)
2. Asian Contents & Film Market (South Korea)
3. American Film Market, AFM (USA)
5. FILMART: Hong Kong Film & TV Market (China)
5. European Film Market, EFM (Germany)\*
6. Marché du Film – Cannes Film Festival (France)\*

*\*FSS for the EFM and the Marché du Film, Cannes is only available for the online versions. These two markets with their prestigious labels have an international reach and give the world sales agents more opportunities to target buyers outside of Europe.*

**Festivals** (non-European festivals with international reach), for example, but not limited:

Fantastic Fest (USA), Sundance Film Festival (USA), South by South West Film & TV Festival (USA), DOC NYC (USA), DMZ International Documentary Film Festival (South Korea), Tokyo International Film Festival (Japan), Beijing International Film Festival (China), Taipei Golden Horse Film Festival (Taiwan), Rio de Janeiro International Film Festival (Brazil), São Paulo

International Film Festival (Brazil), Guadalajara International Film Festival (Mexico), Morelia International Film Festival (Mexico), Melbourne International Film Festival (Australia), Durban International Film Festival (South Africa), etc. (festivals taking place in countries not listed [here.](#))

## Attendance at the events?

### Festivals

At festivals without an online feature, physical attendance at the event is required to be eligible for funding. This physical attendance must be by either a sales agent employed by the world sales company or a (local) hired publicist tasked with the promotion of the film/s.

### Markets

At markets without an online market feature, physical attendance at the event is required to be eligible for funding. This physical attendance must be by a sales agent employed by the world sales company.

### Festivals & markets with an online feature

At events with an online feature, no physical attendance is required. If the sales agents does not attend in person, proof of an online market badge and booking of online market or festival screenings (incl. screening report) is required to be eligible for funding. In this case, only costs for digital measures are eligible.

## who is eligible?

World sales companies based in the European Union and in countries participating in Creative Europe - MEDIA which are registered with the [EU Funding & Tenders Portal of the European Commission](#) and approved by the respective national film promotion institute. They must be:

- nationally registered world sales companies
- rights holders of world-wide rights of films acting on behalf of the producer
- representatives and promoters of films at international film festivals and markets
- experts on the film-making process (understand all aspects involved in making a film, from script to finance to post-production)
- networkers (establish relationships with festival programmers and potential buyers)
- negotiators (negotiate conditions, knowledge of drawing up contracts and of licensing and copyright)
- marketing experts (understand and predict the market both globally and within individual countries, assemble and organise the delivery of any physical film material, involvement in developing the marketing plan, understand digital marketing and social media)

## which films are eligible?

Eligible to benefit from FSS are sales campaigns for recent completed and unfinished European fiction films, animated films or documentaries with a minimum duration of 60 minutes participating in the film festivals and at the markets.

Recent films, refers to the original copyright of a film which must not be older than one year

before the respective year in which applications are made. Unfinished films means that films are in production or post-production. EFP defines a film as finished when the original national version of the film is completed and available for the premiere at a national film festival or for a national release.

Films must not have been sold to the territory in which the respective festival or market outside of Europe takes place (not applicable for the EFM and the Marché du Film).

Films may be part of any section of the festival and do not have to have a market premiere at the respective market. Applications for festivals may include up to five European finished films.

Applications for markets may include packages of up to five European films, including unfinished films. Completed films may only be submitted once. Unfinished films may receive FSS support for a second time for a different promotion campaign once they are completed and selected for a film festival.

- Films must be destined for exploitation in cinemas, on TV or VoD.
- Films have to be majority produced by a producer or producers established in the countries participating in Creative Europe – MEDIA and have to have been made with a significant participation by professionals who are citizens/residents of the countries participating in Creative Europe – MEDIA. Significant participation is defined as 10 or more points under the following scheme for Fiction and Animation. In case of documentaries, films need to achieve 7 or more points.
- [>> download form of point system here](#)
- Excluded are films consisting of advertising or containing pornographic or racist material as well as those advocating violence.

Fiction	Points	Points	Documentary	Points	Points	Animation	Points	Points
<b>Director</b>	<b>3</b>		<b>Director</b>	<b>3</b>		<b>Director</b>	<b>3</b>	
1. name			1. name			1. name		
2. citizenship			2. citizenship			2. citizenship		
3. country of residence			3. country of residence			3. country of residence		
<b>Author/(Script)writer</b>	<b>3</b>		<b>Author/(Script)writer</b>	<b>3</b>		<b>Author/(Script)writer</b>	<b>3</b>	
1. name			1. name			1. name		
2. citizenship			2. citizenship			2. citizenship		
3. country of residence			3. country of residence			3. country of residence		
<b>Actor 1</b>	<b>2</b>		<b>Composer</b>	<b>1</b>		<b>Composer</b>	<b>1</b>	
1. name			1. name			1. name		
2. citizenship			2. citizenship			2. citizenship		
3. country of residence			3. country of residence			3. country of residence		
<b>Actor 2</b>	<b>2</b>		<b>Production Designer</b>	<b>1</b>		<b>Editor</b>	<b>1</b>	
1. name			1. name			1. name		
2. citizenship			2. citizenship			2. citizenship		
3. country of residence			3. country of residence			3. country of residence		
<b>Actor 3</b>	<b>2</b>		<b>Director of Photography</b>	<b>1</b>		<b>Sound</b>	<b>1</b>	

1. name			1. name			1. name		
2. citizenship			2. citizenship			2. citizenship		
3. country of residence			3. country of residence			3. country of residence		
<b>Composer</b>	<b>1</b>		<b>Editor</b>	<b>1</b>		<b>Storyboard Artist</b>	<b>2</b>	
1. name			1. name			1. name		
2. citizenship			2. citizenship			2. citizenship		
3. country of residence			3. country of residence			3. country of residence		
<b>Production Designer</b>	<b>1</b>		<b>Sound</b>	<b>1</b>		<b>Character Designer</b>	<b>2</b>	
1. name			1. name			1. name		
2. citizenship			2. citizenship			2. citizenship		
3. country of residence			3. country of residence			3. country of residence		
<b>Director of Photography</b>	<b>1</b>		<b>Shooting Location</b>	<b>1</b>		<b>Animation Supervisor</b>	<b>2</b>	
1. name			1. name			1. name		
2. citizenship			2. citizenship			2. citizenship		
3. country of residence			3. country of residence			3. country of residence		
<b>Editor</b>	<b>1</b>		<b>Post Production Location</b>	<b>1</b>		<b>Art(istic) Director</b>	<b>1</b>	
1. name			1. name			1. name		
2. citizenship			2. citizenship			2. citizenship		
3. country of residence			3. country of residence			3. country of residence		
<b>Sound</b>	<b>1</b>					<b>Technical Director</b>	<b>1</b>	
1. name			1. name			1. name		
2. citizenship			2. citizenship			2. citizenship		
3. country of residence			3. country of residence			3. country of residence		
<b>Shooting Location</b>	<b>1</b>					<b>Post Production Location</b>	<b>1</b>	
1. name			1. name			1. name		
2. citizenship			2. citizenship			2. citizenship		
3. country of residence			3. country of residence			3. country of residence		
<b>Post Production Location</b>	<b>1</b>					<b>Studio Location</b>	<b>1</b>	
1. name			1. name			1. name		
2. citizenship			2. citizenship			2. citizenship		
3. country of residence			3. country of residence			3. country of residence		
<b>TOTAL</b>	<b>19</b>			<b>13</b>			<b>19</b>	

### which countries are eligible?

Albania, Austria, Belgium, Bulgaria, Bosnia & Herzegovina, Cyprus, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Montenegro, Netherlands, Norway, Latvia, Lithuania, Luxembourg, Poland, Portugal, Republic of North Macedonia, Romania, Serbia, Slovak Republic, Slovenia, Spain, Sweden and Ukraine.

Films which are majority produced by countries which are candidates to join the European Union are only eligible for FSS subject to the coming into force of their country's participation in Creative Europe – MEDIA and subject to EFP admitting a member organisation from the respective country. The same applies to the country of origin of the world sales company.

In the case of Ukraine, although EFP does not have a member institute from Ukraine, EFP jointly evaluates the applications for Ukrainian films by eligible sales companies together with the Ukrainian Institute which has access to information on funding in relation to the promotion spend of the respective film.

### support for films from Switzerland

EFP additionally offers FSS for the promotion of films from Switzerland outside of Europe thanks to new international measures by the Federal Office of Culture, Media Desk Suisse and SWISS FILMS.

Note: Applications for films from Switzerland must be submitted separately from applications for European films via the application system.

### which promotional costs are eligible?

Only costs incurred by external third parties are eligible; in-house costs, own services, or internal recharges are not accepted. The budget of the application must include costs for a substantial amount of digital promotional activities at the respective festival or market and involve innovative measures with an added value.

Examples of eligible costs, but not limited to:

- hiring of a publicist/marketing agency
- production of trailers and promo reels (**capped at €5,000**)
- production of (digital) flyers, (motion) posters, brochures, press kit (in the respective language of countries), screeners, clips, special videos from film set, digital pitches by the director, EPK
- placement of a digital or physical ad in the trades or online industry databases
- subtitling/translations into non-English languages
- booking of online screenings for non-European buyers during the respective market (compulsory for the European markets: EFM and the Marché du Film)
- booking of screenings for international press before the respective festival
- creation of online screening rooms for buyers
- digital pitches (directors introducing their films)
- other measures (to be specified by applicant), also for unfinished films in production or post-production
- plans for activities out of the ordinary/production of film-related gadgets
- social media campaigns
- targeted mailings to overseas buyers
- additional digital approaches/special features such as digital strategies on the internet (Youtube, blogs, True View, video seeding, etc.)

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### how to apply ?

Applications must be made electronically via the EFP digital application system. Application deadlines are determined by EFP. They are two weeks before the start of non-European festivals, three weeks before the start of non-European markets and four weeks before the start of the European markets. Calls for submissions are published two months prior to the respective deadlines.

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### how are applications selected ?

Applications are selected following a thorough evaluation of the promotion campaign by EFP and the respective national film promotion institute. If the budget for the EFM, Berlin and the Marché du Film, Cannes is insufficient, selection will be made based on campaign quality, diversity of film countries, gender balance and inclusion, genre variety, and sustainability.

### how much is available per campaign?

up to **€5,000** for all film festivals and markets (including packages of up to five films)

#### FSS Top Up Grant Inclusion

If the available individual maximum grant per campaign has been reached or exceeds it, a Top-Up Grant of **€500** per application – to be matched by the sales company – is awarded for the promotion of films depicting gender balance, equity, and inclusion at ALL film festivals and markets. The final selection is made by EFP on the basis of the criteria in accordance with the respective national film promotion institutes.

**FSS grants (including the Top Up Grant) are calculated in proportion to the total expenses and may not exceed 50% of the total costs incurred by the world sales company on each campaign.**

Maximum total grants for a number of applications per company: €30,000 between July 2026 and June 2027

### remittance of FSS and eligibility of costs

FSS is transferred after the respective film festival or market and after proof has been given to EFP that all eligible costs have been duly paid. Proof of expenses and payment of invoices (by signature) have to be presented to EFP after the respective festival or market, at the latest two months after the date of the official grant confirmation letter. **(Starting August 1, 2026)**

EFP requires copies of all paid invoices of the costs incurred by the sales company. The actual FSS grants paid to the sales companies will be published on EFP's website.

Costs documented via invoices are eligible in the period **two months prior to and two months after the date of the official grant confirmation letter** to the world sales company. If the world sales company spends more than calculated, the confirmed and reserved FSS grant will not increase. If the world sales company spends less than calculated, the grant is adjusted accordingly.