

FSS Guidelines



FILM SALES SUPPORT (FSS) is a programme for European world sales companies. It is designed to help promote and sell European films outside Europe. FSS offers grants up to €5,000 or €5,500 (including the Inclusion Top Up Grant) 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.

The FILM SALES SUPPORT programme includes several strands:

FSS Classic

FSS Classic provides financial support for the physical and digital promotion of films at selected non-European film festivals and markets.

FSS Digital

FSS Digital provides financial support for the digital promotion of films at selected hybrid film festivals and markets outside Europe, as well as the online versions of European Film Market in Berlin and the Marché du Film in Cannes.

FSS Inclusion Top Up Grant

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 budget is available, the Top Up Grant is available at ALL selected film festivals and markets. To find out if your film is eligible, please click here: [Support Criteria for Top Up Grant Inclusion](#). The final selection is made by EFP based on the list of criteria in accordance with the respective national film promotion institute.

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 the festival, 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.

how are applications selected ?

Applications are selected following a thorough evaluation of the promotion campaign by EFP and the respective national film promotion institute.

which films are eligible ?

Eligible to benefit from FSS are sales campaigns for recent finished and unfinished European fiction films, animated films or documentaries with a minimum duration of 60 minutes participating in the selected film festivals and at the chosen 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 finished 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 festivals and do not have to have a market premiere at the respective market.

Applications for markets may include packages of up to five European films including unfinished films. Finished films may only be submitted once. Unfinished films may receive FSS support for a second time for a different promotion campaign if they are finished 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.

Fiction	Points	Points	Documentary	Points	Points	Animation	Points	Points
Director	3		Director	3		Director	3	
Author/(Script)writer	3		Author/(Script)writer	3		Author/(Script)writer	3	
Actor 1	2		Composer	1		Composer	1	
Actor 2	2		Production Designer	1		Editor	1	
Actor 3	2		Director of Photography	1		Sound	1	
Composer	1		Editor	1		Storyboard Artist	2	
Production Designer	1		Sound	1		Character Designer	2	
Director of Photography	1		Shooting Location	1		Animation Supervisor	2	
Editor	1		Post Production Location	1		Art(istic) Director	1	
Sound	1					Technical Director	1	
Shooting Location	1					Post Production Location	1	
Post Production Location	1					Studio Location	1	
TOTAL	19			13			19	

[>> download form of point system here](#)

Excluded are films consisting of advertising or containing pornographic or racist material as well as those advocating violence.

who is eligible?

World sales companies based in the European Union and in countries participating in Creative Europe - MEDIA which are registered with the [Funding & Tender 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 countries are eligible?

Albania, Austria, Belgium, Bulgaria, Bosnia & Herzegovina, Cyprus, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Norway, Poland, Portugal, Republic of North Macedonia, Romania, Serbia, Slovak Republic, Slovenia, Spain, Sweden, The Netherlands and the 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 the Ukraine, although EFP does not have a member institute from the 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.

Promotion at which events?

Festivals

1. Toronto International Film Festival (Canada)
2. Fantastic Fest (USA)
3. Canadian International Documentary Festival, Hot Docs (Canada)
4. Sundance Film Festival (USA)
5. Tribeca Film Festival (USA)
6. South by Southwest Film Festival (USA)
7. Tokyo International Film Festival (Japan)

Markets

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

**FSS for the EFM and the Marché du 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.*

Attendance requirements at the events?

Festivals

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

Markets

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

Events (festival & market) with online feature

At events with an online feature no physical attendance is required. If not physically attended, a proof of an online market badge and online market or festival screenings (incl. screening report) is required for an eligible claim. If not physically attended only the costs for digital measures are eligible.

which promotional costs are eligible?

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.

- hiring of a publicist/marketing agency
- production of trailers and promo reels
- 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.)

how much is available per campaign?

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

FSS Inclusion Top Up Grant

If the available individual maximum grant per campaign has been reached, a Top-Up Grant of **€500** per application is awarded for the promotion of films depicting gender balance, equity, and inclusion at ALL eligible film festivals and markets. The final selection is made by EFP on the basis of the criteria list 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 2025 and June 2026

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.

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.

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.