public call for fss at the marché du film 2026

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Public Call for Film Sales Support Marché Du Film 2026

EFP (European Film Promotion) is issuing a public call for **Film Sales Support** for the submission of digital promotion campaigns of recent European films to buyers and distributors in countries outside of Europe at the **Cannes Film Market (Marché Du Film)** (12 – 20 May 2026) France – online.

Please submit applications via https://application.efp-online.com/
Application deadline: 14 April 2026

Who may submit?

- European world sales companies registered in the Funding & Tender Opportunities Portal of the European Commission, approved by the respective European film promotion institute and also registered online with the EFM to guarantee access to buyers outside of Europe

What is covered by FSS?

- Costs/investments for digital promotion and marketing campaigns targeting buyers outside of Europe

What is not covered by FSS?

- Travel and hotel costs for attendance on site

Which films are eligible?

- Recent films finished and unfinished films which have an original copyright established in 2025/2026
- 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.
- Majority-produced European films with a minimum length of 60' and an origin of country which is part of Creative Europe Media and part of the FSS Guidelines
- Fiction films, animation films and documentaries (feature length)
- Films must be part of the market **(booking of at least one online market screening and submission of the screening report is compulsory)**
- Applications may include up to 5 European finished and unfinished films
- Applications may NOT include FINISHED films which have been supported via FSS at another market while they were still unfinished

How much is available?

- An investment of up to 50% of the total costs up to a maximum of EUR 5,000 per campaign for an overall spend of EUR 10,000
- A Top Up Grant of up to €500 per application, in addition to the general FSS funding, is granted for the promotion of films that depict gender balance, equity and inclusion at ALL film festivals and markets. To find out if your film is eligible for inclusion in the FSS, please click here: Support Criteria for Top Up Grant Inclusion
  The final selection is made by EFP on the basis of the criteria checklist in accordance with the respective national film promotion institutes.

Please also read the FSS guidelines carefully for more details.

Support for films from Switzerland

EFP additionally offers FSS for the promotion of films from Switzerland outside of Europe thanks to the international measures by the Federal Office of Culture, Media Desk Suisse and SWISS FILMS.
An application for films from Switzerland has to be submitted **separately** from an application for European films via the usual online application system.

get in touch

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get back

fss is supported by

Creative Europe MEDIA

additional fss partners

Nordisk Film & TV Fond

support for films from switzerland

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SWISS FILMS

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