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Antrag Anrechnung von Medialeistungen für Filmabgabeberechnung Gewährung bei öffentlich - rechtliche sowie private Fernsehveranstalter und Pay-TV Veranstalter

Heruntergeladen am 02.07.2025

<https://fimportal.de/xzufi-services/102573566/B100019>

Modul	Sachverhalt
Leistungsschlüssel	99148084080001
Leistungsbezeichnung I	Antrag Anrechnung von Medialeistungen für Filmabgabeberechnung Gewährung bei öffentlich - rechtliche sowie private Fernsehveranstalter und Pay-TV Veranstalter
Leistungsbezeichnung II	Request crediting of media services from film levy calculation
Typisierung	1 - Bund: Regelung und Vollzug
Quellredaktion	Bund
Freigabestatus Katalog	fachlich freigegeben (gold)

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Freigabestatus Bibliothek	unbestimmter Freigabestatus
Begriffe im Kontext	
Leistungstyp	Leistungsobjekt mit Verrichtung
Leistungsgruppierung	
Verrichtungskennung	Gewährung (80)
SDG-Informationsbereich	Zugang zu Finanzmitteln auf nationaler Ebene
Lagen Portalverbund	Förderung von Kultur (2060800)
Einheitlicher Ansprechpartner	Nein
Fachlich freigegeben am	26.01.2021
Fachlich freigegeben durch	The Federal Government Commissioner for Culture and the Media (BKM)
Handlungsgrundlage	https://www.gesetze-im-internet.de/ffg_2017/ https://www.ffa.de/download.php?f=662f7e89b0ed0c61b65362c11b352429&target=0
Teaser	If you want to receive advertising time for your theatrical film on television and radio, you can apply for a media benefit under certain conditions.
Volltext	The German Federal Film Board (FFA) allocates media services via agreements with public and private television broadcasters and pay-TV operators. These are advertising periods during which a theatrical film can be promoted on television and radio. You can apply for media benefits if you are the distributor of a German theatrical film, • which is released nationwide and • with at least 25 copies in theaters nationwide. Media services are short spots from both private and public broadcasters that can be used to promote the film on television and/or on the radio of the ARD state

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broadcasters.

Media services can be applied for and approved in different amounts for various categories for a film at the time of its theatrical release.

The media benefits for the theatrical release of a film are determined according to 3 categories

Media benefits for private broadcasters are awarded according to the following categories:

- Category A: EUR 200,000.00
- Category B: EUR 300,000.00
- Category C: EUR 400,000.00

The media services of the public broadcasters will be awarded according to the following categories. The FFA will inform you about the internal allocation to ARD and ZDF.

- Category A: EUR 100,000.00
- Category B: EUR 200,000.00
- Category C: EUR 300,000.00.

Media service categories A and B can be combined with those of private television broadcasters

In the event that you have also applied for media services for the promotion of video or video-on-demand first releases, your film must generate

- have been granted a minimum of EUR 200,000 in media support for the theatrical release of your film in question, and
- have reached a certain number of viewers.

Once the media services have been approved, you can contact the television broadcaster directly or use an agency to book the media services. The individual broadcasters report to the German Federal Film Board (FFA) at regular intervals on the media service bookings they have made. This allows the FFA to verify that your media services have been broadcast to the extent

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granted.

Notice: You should submit the application for media services at the same time as the application for project distribution funding.

Erforderliche Unterlagen

When submitting your application, you must submit:

- Statement on the type and amount of the requested funding support
- Marketing concept (if applicable, also state that use for radio advertising is intended)
- Detailed description of the TV campaign,
- Calculation of production costs and financing plan
- Distribution contract
- Number of launch copies
- Viewing DVD of the theatrical version,
- Obligation to provide a Digital Cinema Package (DCP) of the theatrical version for viewing in a technical format to be agreed with the German Federal Film Board (FFA)
- Declaration that blocking periods will be observed
- details of producer, director and actors
- Indication of the expected number of visitors circa 15 seconds spot or a detailed description

Voraussetzungen

Applications may be submitted by:

- Distributors of theatrical films nationwide and with at least 25 copies

are launched in cinemas

Other requirements:

- The application must specify whether the company is a microenterprise, small and medium-sized enterprise (SME) with fewer than 250 employees and a maximum annual turnover of EUR 50 million or a maximum balance sheet total of EUR 43 million

acts

In the case of applications for additional video or video-on-demand first releases, a minimum of

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	• at least EUR 200,000 of media output must have been approved, and • a certain number of viewers must be reached.
Kosten	• in the event of multiple audits: 1.7 percent of the approved grant amount
Verfahrensablauf	You must submit the application online to the German Federal Film Board (FFA). • First, arrange a personal or telephone consultation with the FFA. During this meeting, you will receive important information about the requirements and application process. You will also have the opportunity to clarify any open questions. • Submit your application online. Fill out the application electronically. Print it out and sign it. Send the application and all documents by mail and electronically to the FFA. The FFA will confirm receipt of your application, review it, and submit it to the FFA. • Then submits the application to the Commission for Distribution, Sales and Video Funding. • The Commission makes a decision on eligibility. • You will be notified of the decision by mail in the form of an approval or denial notice. • The second installment of 25 percent is paid after the measure is completed and the final costs are audited by an auditing firm.
Bearbeitungsdauer	for the processing of the grant decision: Dependent on scheduling of commission meetings. After meeting approx. 1 week processing
Frist	Application: The application must be submitted to the German Federal Film Board (FFA) at least one month before the official theatrical release. Please note, however, that the Distribution and Video Commission must decide on approval in good time before the film's release so that you can still book the TV spots for the film's release.
weiterführende Informationen	https://www.ffa.de/verleih.html https://www.ffa.de/download.php?f=913ffe7f920b4aac42c41547819ff2c7&target=0

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Hinweise	
Rechtsbehelf	• Objection • administrative court action
Kurztext	• Application for crediting of media services from the film tax calculation Granting for public and private television broadcasters and pay-TV operators • Media services are advertising time provided free of charge during which a German cinema film is advertised on television and radio. • Media services can be provided in the form of substitution authority (maximum 40%) instead of the film levy • Media services can get: films that are released nationwide in cinemas with at least 25 copies • Applications for funding can be made: the respective distributor of the theatrical film • Amount of credit depends on the category: Categories Media services of private broadcasters: Category A: EUR 200,000 Category B: EUR 300,000 Category C: EUR 400,000 Categories Media services of public broadcasters: Category A: EUR 100,000 Category B: EUR 200,000 Category C: EUR 300.000 • there is no legal claim to the benefit • Information by: German Federal Film Board (FFA), Funding Department • Application via: Application must be submitted in writing to the German Federal Film Board (FFA). • responsible: Filmförderungsanstalt (FFA)
Ansprechpunkt	
Zuständige Stelle	
Formulare	• Forms: yes • Online procedure possible: yes • Written form required: yes • Personal appearance required: no https://ffa-verleih-marketing.ffa.de/login.php
Ursprungsportal	Antrag Anrechnung von Medialeistungen für Filmabgabeberechnung Gewährung bei öffentlich – rechtliche sowie private Fernsehveranstalter und Pay-TV Veranstalter, Antrag Anrechnung von Medialeistungen für Filmabgabeberechnung

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Gewährung bei öffentlich - rechtliche sowie private
Fernsehveranstalter und Pay-TV Veranstalter