



TFL Audience Design Fund - Eligible costs

Provided that the TFL Audience Design Fund will support the Audience Design Strategy accompanying the release of the film, eligible costs are those connected to the production and execution of the AD-strategy, as developed during the consultancy, and subsequently finalised and implemented by the producer and their partners for each of the three distribution territories envisaged, such as for example:

- Audience Designer/Strategy Coordinator (up to 10% of the grant)
- Story/character/theme based and artistic/creative social media or digitally driven ideas (both narrative or factual based)
- Innovative cross-platform communication and engagement (local/global)
- Event-based audience interaction ideas (off-line/on-line; local/regional/global)
- Website and on-line creation/design/communication costs (hosting/domains/design/technical etc.)
- Social media manager or similar limited-time staff costs needed for the implementation
- Production/editing of extra or special audio-visual/animated materials to be used in the abovementioned ideas and on-line/digital activities related to the AD-strategy
- Translation costs of i.e. website texts or text-based ideas that have to work in more than one language
- Other costs related specifically to developing/producing the prioritised ideas/actions in the AD-strategy
- Participation cost for the AD workshop (travel expenses)
- Refund for general expense of the applicant (sales agent or producer) that manage the fund (up to 7,5%)