

## **INTERNATIONAL RE-VERSIONING & DISTRIBUTION SCHEME**

### **Application Guide and Eligibility Criteria**

The '**International Re-versioning and Distribution Support**' scheme is committed to driving the international distribution of previously broadcast programme that is completely dedicated to Ireland. Recognizing the costs associated with market entry, the support offers a maximum of €40,000 per title or series (up to two titles per application) to fund essential re-versioning activities in order to exploit the international broadcast potential of existing television series that inspires and educates audiences about the island of Ireland. Projects must demonstrate commitment from a broadcaster or distributor to be aired on channels in Tourism Ireland's key markets, including USA, GB and Mainland Europe.

Eligible costs include re-voicing, localisation, marketing materials, re-licensing of music for worldwide rights, and supplementary production elements such as additional shooting to refresh and enhance the content.

The fund is structured to leverage commercial commitment, requiring applicants to secure a finance plan with mandatory evidence of broadcast commitment from at least one linear broadcaster in a desired territory and/or Netflix. The assessment panel will prioritise content produced within the last seven years that meets contemporary technical standards (E.G. minimum - HD, 16:9).

Projects selected will incorporate some of the below:

- Our stunning landscapes, coastline, beaches
- Our people, our storytellers and our iconic Irish culture, such as Music, Literature, Myths and Legends, Film, Dance, Festivals, Sports and of course our iconic, cosy pubs
- Food and Drink, Irish produce, culinary experiences and the people that are driving our fabulous Irish food culture
- Slow Tourism, unrushed travel, getting active in nature, immersion in one place and travel by public transport immersion and rejuvenation by the natural beauty of the island of Ireland
- Projects that showcase Northern Ireland and our regions, as well as stories rooted in winter, spring or autumn, are of particular interest

### **Eligibility Criteria:**

#### **Project & Content Requirements**

- **Project Status:** The project/show must be a completed and/or a previously broadcast title. This fund cannot be used for the production of a new project.
- **Irish Content:** Projects must be completely dedicated to Ireland. Projects featuring only a small percentage of Ireland are not eligible.

- **Genre Examples:** Food, Drink and Culinary (not studio based), Travelogue, Factual Entertainment, Factual Doc, History, Natural History and Lifestyle.
- **Content Rights:** Applicants must provide a statement that there are no IP/rights or assignment restrictions to international distribution.
- **Repurposing Restrictions:** Applicants must provide a statement confirming there are no technical or editorial restrictions to re-purposing the content if originally commissioned for a broadcaster.

### **Technical & Age Requirements**

- **Technical Specification:** Content must be at least HD, 16:9 aspect ratio (not 4:3), not dated, and must reflect contemporary Ireland.
- **Prioritisation:** Projects produced in the past **7 years** will be prioritised.

### **Financial & Market Requirements**

- **Maximum Fund:** The maximum fund amount is **€40,000**, although it is understood that some projects may be achievable for less. Applicants are advised to keep budgets project-specific and not automatically apply for the maximum funding.
- **Project Quantity:** Applications are limited to a maximum of **two titles/series**.
- **Finance Plan:** A finance plan must be in place that includes commitment from other funders, such as distributors and/or pre-sales.
- **Broadcast Commitment:** Evidence of a broadcast commitment or pre-sale from at least one broadcaster in a desired territory is required.
- **Streamers & Platforms:** Major streamers, player platforms, and YouTube propositions are eligible, but they must also have at least one linear/broadcaster or Netflix commitment.
- **On Screen Talent:** If using onscreen talent / host, they must be internationally recognised and appealing to the intended international broadcaster/ audience.
- **Scheme Overlap:** Applicants may not submit the same project to both the INTERNATIONAL PROGRAMMING IRELAND FUND and the INTERNATIONAL RE-VERSIONING & DISTRIBUTION SCHEME. Please ensure to submit your application to the correct scheme.

### **Eligible Costs (Indicative)**

- Sizzles
- Re-voicing
- Localisation
- Marketing materials
- Additional shooting (to update / add more production value / Irish destination footage)
- Re-licensing of music for worldwide rights

### **Non-eligible Projects:**

- TV drama or scripted submissions.

- Crime-based themes.
- News or current affairs genres.
- Political or agenda-based narratives.
- Exclusively Animation-based submissions.
- Projects that are exclusively studio-based.
- Projects with a niche focus that may have reduced audience appeal / reach.
- Concepts centred on themes that could be perceived as controversial or have the potential to reflect negatively on the island of Ireland as a holiday destination.
- Projects that cannot demonstrate international broadcaster commitment.
- Projects older than 7 years / or that do not meet modern broadcast technical requirements.

### **Required Supporting Documents:**

- Detailed Project Proposal (Logline / Synopsis, episodic overview of originally broadcast series, with clear description of how the project will be tailored for international broadcast / distribution, with particular note to the attached international broadcaster aspirations. (including projected TX period) (2 pages maximum).
- Letters of Commitment from your confirmed Broadcaster(s) and any other market supporters/Financiers/Distributors.
- List of Key Talents and Crew (please include list of key creative talent and team for the originally broadcast series, plus any new key creative talent and team attached to reversion the series).
- Original Broadcast – Detail the original broadcaster/s. Please include average ratings/reach metrics of original broadcast. Include a list of anywhere else the project has been broadcast to date (Channel / Territory).
- Producer's Statement for the project outlining plans for execution, ability to meet the key objectives of Tourism Ireland, and exploitation plans.
- Reversion Budget. (in € Euro).
- Finance Plan (indicating investment already secured).
- Letters of Commitment/Interest from your confirmed Broadcaster(s) and any other market supporters/Financiers/Distributors.
- Short Biographies of the key talent including Producer(s), Directors(s), and any others you feel are relevant?
- Link to samples of your work. (Please include link to one sample episode from the originally broadcast series.).
- Applicants must provide a statement that there are no IP/rights or assignment restrictions to international distribution.
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- Any additional information you feel is relevant to the viability of your project.

### **How to Apply:**



Complete the application form [HERE](#) and email it to [programmingirelandfund@tourismireland.com](mailto:programmingirelandfund@tourismireland.com) by 3pm on Wednesday, 6 May 2026

For queries relating to applications, email: [programmingirelandfund@tourismireland.com](mailto:programmingirelandfund@tourismireland.com)