

# Creative Europe Media

European funding programmes  
for the audio-visual sector



Penélope Cruz in COMPETENCIA OFICIAL

2021-2027

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## Countries participating in Creative Europe MEDIA

- Albania
- Austria
- Belgium
- Bosnia and Herzegovina
- Bulgaria \*\*
- Croatia \*\*
- Czechia \*\*
- Cyprus \*\*
- Denmark
- Estonia \*\*
- Finland
- France
- Georgia \*
- Germany
- Greece \*\*
- Hungary \*\*
- Iceland
- Ireland
- Italy
- Latvia \*\*
- Liechtenstein
- Lithuania \*\*
- Luxembourg \*\*
- Malta \*\*
- Montenegro
- Netherlands
- North-Macedonia
- Norway
- Poland \*\*
- Portugal \*\*
- Romania \*\*
- Serbia
- Slovakia \*\*
- Slovenia \*\*
- Spain
- Sweden
- Ukraine \*

\* Limited participation (only for the Talent & Skills, European Festivals, European Festival Networks, Audience development & Film Education funding programmes).

\*\* Countries with a low audio-visual production capacity (collaborating with these countries is encouraged or mandatory for a number of funding programmes).



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# Creative Europe

**Creative Europe is the European Commission's programme to support the cultural, creative and audio-visual sector. It comprises three strands:**

- **MEDIA** for projects in the audio-visual industry (film, television, games and more)
- **CULTURE** for projects in the cultural and creative sector (theatre, music, design and more)
- **CROSS-SECTORAL** for cross-sector projects aimed at innovation, policy or journalism.


Creative Europe's total budget for the period 2021-2027 amounts to € 2.44 billion, of which 58% is designated for MEDIA, 33% for CULTURE, and 9% for CROSS-SECTORAL. This brochure contains an overview of the funding programmes for the audio-visual sector. Creative Europe for instance supports audio-visual companies in developing, distributing and promoting European productions and stimulates collaboration within the audio-visual industry.

There are funding programmes for European film and television producers, game developers, distributors, sales agents, film festivals, markets and networks, training initiatives, VOD services, specialists in the field of film education, and cinema operators. Applicants should be based in countries participating in the Creative Europe MEDIA programme.

For the latest overview of open calls and deadlines, detailed information about the funding programmes and to submit an application, please contact the Creative Europe Desk NL. In the Netherlands, the Creative Europe Desk is part of DutchCulture, which is the network and knowledge organisation for international cultural collaboration.

# European Co-Development



 2021-2027 every year

**Funding for at least two European production companies who must jointly submit an application for the development of a film, series or VR project, intended for commercial distribution in cinemas, on television or online.**

## Applicants

Two or more independent European production companies.

### They can apply if:


- one company holds the majority of rights to the project;
- the leading company can show a reference project that has been produced recently and distributed commercially in three countries outside the country of origin;
- the first day of shooting is at least ten months after the call deadline.

## Funding

Maximum of 70% of eligible costs, to a maximum of €60,000 per partner. Series with a budget in excess of 20 million euros can apply for a maximum of €100,000 per partner.

# European Slate Development



 2021-2027 every year

**Funding for the development of three to five audio-visual projects, plus optionally the production of a short film by an upcoming director. Eligible projects are VR projects, fiction, documentary, animation films or series intended for commercial distribution in cinemas, on television or online.**

## Applicants

Independent European production companies.

### They can apply if:


- they hold the majority of rights to the project;
- they can show a reference project that has been produced recently and distributed commercially in three countries outside the country of origin;
- the first day of shooting is at least ten months after the call deadline.

## Funding

Lump sums between €30,000 and €100,000 per project, depending on the genre and budget, and €10,000 for a short film. The sum applied for should be between €90,000 and €510,000.

## TV & Online Content



 2021-2027 every year

**Funding for the production of fiction, documentary or animation films or series intended primarily for television or online distribution.**

### Applicants

Independent European production companies.

### They can apply if:


- they hold the majority of rights to the project;
- they collaborate with at least two broadcasters from different European countries (as co-producer or through pre-sales);
- the application is submitted not later than on the first day of shooting;
- 40% of the budget is covered;
- the budget is covered to a large extent by international (non-national) financing.

### Funding

Maximum of 20% of eligible costs. Lump sums from €300,000 to €20 million, depending on the genre and budget.

## Video Games and Immersive Content Development



 2021-2027 every year

**Funding to develop a narrative video game or XR project. The development phase is understood as the phase starting from the initial idea until the production of the first playable prototype or trial version. The story needs to be told throughout the whole game (in-game storytelling) or as an interactive immersive experience, so not only as an introduction or an ending.**

### Applicants

Independent European video game developers and XR studios.

### They can apply if:


- they hold the majority of rights to the project;
- they have previously distributed commercial work.

### Funding

Maximum of 50% of the eligible costs. The sum applied for should be between €10,000 and €150,000.

## Fostering European Media Talents & Skills



 2022 & 2025

**Funding of training initiatives that strengthen the capacity of European AV professionals in the fields of content development, storytelling, production, post-production, distribution, entrepreneurship, management, marketing, promotion, digitisation and greening the industry.**

### **Applicants**


European training organisations, institutes and universities.

### **Funding**

Maximum 80% of the eligible costs. There is no maximum funding sum, but the awarded funding may turn out lower than the sum applied for.

## Markets & Networking



 2024 & 2026

**Funding for markets and forums for European audio-visual professionals and B2B promotional activities that facilitate European and international co-productions. The activities may be performed both within and outside the EU.**

### **Applicants**


A broad range of European organisations.

### **Funding**

Maximum 60% of the eligible costs. There is no maximum funding sum, but the awarded funding may turn out lower than the sum applied for.

# European Film Distribution



 2021-2027 every year


**Funding for the international distribution of European non-national films. This funding programme consists of two phases. Distributors create a fund that is calculated based on recent market performance (number of admission tickets sold per European non-national film). This fund can be reinvested in the second phase for the co-production, acquisition of distribution rights, promotion and marketing of non-national European films.**

**Applicants**  
European distributors.

**Funding**  
Maximum 70% of the eligible costs. For Dutch distributors, the minimum availability threshold of the fund to be created is €15,000.

# European Film Sales



 2021-2027 every year


**Funding for sales agents for the transnational distribution of European non-national films. This funding programme consists of two phases. Sales agents create a fund that is calculated based on recent market performance (number of admission tickets sold per European non-national film). This fund can be reinvested in the second phase for the co-production, acquisition of distribution rights, promotion and marketing of non-national European films**

**Applicants**  
European sales agents.

**Funding**  
Maximum 70% of the eligible costs.

## Media 360°



 2022 & 2025

**Funding for a wide range of activities for the audio-visual industry. An application consists of at least two projects from among the different segments listed below:**

- Training of AV professionals – see the Talent & Skills funding programme;
- Knowledge exchange – see the Markets & Networking funding programme;
- International co-productions;
- Innovative tools and business models – see the Innovative Tools & Business Models funding programme;
- Audience development

### **Applicants**


The leading parties in the field that organise multiple activities for the AV industry, such as established festivals.

### **Funding**

Maximum 70% of the eligible costs. There is no maximum funding amount, but the awarded sum may turn out lower than the sum applied for.

## Innovative Tools & Business Models



 2021-2027 every year

**Funding for projects that focus on specific challenges in the audio-visual industry such as promotion, marketing and IT tools, particularly online and data analysis tools (for instance based on AI and blockchain) to increase the visibility, competitive ability and public reach across borders.**

### **Applicants**


A broad range of European organisations.

### **Funding**

Maximum 70% of the eligible costs.

## Films on the Move



 2021-2027 every year

**Funding for European distribution campaigns (online and in cinemas), coordinated by the film's sales agent. With this programme, the European Commission aims to support the distribution and promotion of non-national European films via cinema and online platforms at an international level, encouraging the use of subtitling, dubbing and audio description.**

### Applicants

A consortium consisting of a European sales agent and at least seven European distributors (of which at least two from countries with a low production capacity).

#### They can apply if:

- The film is scheduled to be released ten weeks after the application is submitted;
- The copyright to the film is recent;
- The production budget for the film is not more than €15 million, of which at least 50% is with European funding.


### Funding

Maximum 90% of the eligible costs of the sales agent. The sum for each distributor is capped at 70% of the P&A costs, to a maximum of €60,000 for Dutch distributors.

| Audience

## European VOD Networks & Operators



 2022, 2024, 2026

**Funding for activities of European Video on Demand (VOD) networks and operators who increase the online visibility and accessibility of European works for a wider global audience.**

### Applicants

A European VOD platform or a consortium of at least three European VOD services from at least two different countries.

#### They can apply if:

- They represent at least 1000 titles with at least 30% European content;
- The titles represent at least five official EU languages and originate from at least five countries participating in the Creative Europe programme.

### Funding


Maximum of 60% of the eligible costs.

| Audience



## Audience Development and Film Education



 2021-2027 every year

**Funding for European initiatives for audience development, aimed particularly at young audiences. The goal is to stimulate an interest in and knowledge of European film.**

### **Applicants**

Independent European public institutions, non-profit organisations, businesses, universities and schools.

### They can apply if:


- At least half of the audio-visual works in the projects originate in Europe;
- The project activities reach a European audience in at least five countries participating in the Creative Europe MEDIA programme.

### **Funding**

Maximum of 70% of the eligible costs.

## European Festivals



 2021-2027 every year

**Funding for European (film) festivals aimed at increasing public interest for non-national European films and to promote their distribution and visibility. It is important that the festivals organise activities throughout the year to draw a larger, new and diverse public.**

### **Applicants**

European festivals.

### They can apply if:

- They programme at least 50% non-national European films from at least fifteen countries participating in the Creative Europe MEDIA programme;
- They have staged at least three recent festival editions.

### **Funding**

Lump sums between €19,000 and €75,000, depending on the festival genre and the number of screened films.

# Networks of European Festivals



2024 & tbc

**Funding for European festival networks that strengthen collaboration between the festivals, aimed at increasing visibility and impact, new target groups, digitisation and sharing knowledge and good practices. Networks should comprise at least four festivals: one coordinator and three affiliated festivals.**

## Applicants

European festivals.

### They can apply if:

- 50% of the programme consists of non-national films from countries participating in Creative Europe MEDIA;
- At least 15 Creative Europe MEDIA countries (including countries with low production capacity) are represented in the programme;
- Offer both audience and industry events.

## Funding

Maximum of €100,000 per affiliated festival. The coordinator may apply for a higher sum. Maximum 90% of the eligible costs.

| Audience

# Europa Cinemas



Bas Losekoot



throughout the year

**Europa Cinemas is a network of cinemas supported through Creative Europe MEDIA's programme Networks of European Cinemas. More than 1150 cinemas that programme a significant proportion of European non-national films are affiliated with Europa Cinemas.**

To be eligible for operational and financial support, cinemas must demonstrate how they contribute to diversity, inclusion and gender equality, and to greening the industry. Cinemas can apply directly to Europa Cinemas.

[www.europa-cinemas.org](http://www.europa-cinemas.org)

| Audience



CAIRO CONSPIRACY, Tarik Saleh



KNOR, Mascha Halberstad




DRUK, Thomas Vinterberg © Henrik Ohsten



LUKA, Jessica Woodworth

# Creative Innovation Lab



 2021-2027 every year

**Funding scheme that is part of Creative Europe's cross-sectoral funding programme. This scheme aims to support the development and testing of innovative digital solutions (tools, models, methods) that can be used in the audio-visual sector and at least one other creative and/or cultural sector.**

## **Applicants**


Individual applicants or a consortium of organisations from different cultural and creative sectors from at least two European countries.

## **Funding**

Maximum 60% of the eligible costs.

# Media Literacy



 2021-2027 every year

**Funding scheme that is part of Creative Europe's cross-sectoral funding programme. This scheme supports international innovative initiatives that aim to help EU citizens develop media literacy and that counter disinformation and fake news.**

## **Applicants**

A consortium of at least three organisations from three European countries, both for-profit and non-profit organisations, ranging from international education institutes to start-ups.

## **Funding**

Maximum 70% of the eligible costs.



Creative  
Europe  
MEDIA

DutchCu|ture  
| Creative  
Europe Desk  
| NL