


Someday You'll Return, CZ
(developed by CBE Software,
supported in 2016)

CREATIVE EUROPE MEDIA

Support for **video games** and immersive
content development



The Medium, PL
(developed by Bloober Team,
supported in 2014)



Little Orpheus, UK
(developed by The Chinese
Room, supported in 2017)

Supporting **European
Stories** since 1991



Creative
Europe
MEDIA

Support for video games and immersive content development

The call is open to European video game production companies, XR studios and audiovisual production companies whose main object and activity is video game production/VR, XR, AR content production/audiovisual production.

WHICH TYPES OF PROJECTS ARE ELIGIBLE?

- narrative storytelling video games intended for commercial exploitation
- narrative interactive immersive content intended for commercial exploitation
- ineligible projects: social games, sports games, memory games, quiz games, puzzle games etc.

WHAT ARE THE CONDITIONS?

- the company must have produced or developed a previous narrative video game or immersive content that has been commercially distributed during the given period
- the company must be established in one of the MEDIA countries and be owned by nationals from these countries
- the company must own the majority of rights related to the submitted project
- the production phase (from the production of the first playable prototype or first trial version) of the submitted project must not be scheduled to start before 10 months after the deadline for submission

HOW MUCH IS A GRANT WORTH?

- customised lump sum: established after applying a max. 50% co-financing rate to an approved detailed budget
- max. € 150 000

WHAT ARE THE AWARD CRITERIA?

- originality and creativity of the concept against existing work, including originality of the story
- level of innovation: "cutting edge" technique and content, such as use of new or latest technologies or platforms, innovation in gameplay, level of immersion and interactivity, innovation in visual/graphic approach, innovative use of cinematography and viewing
- the development strategy and potential for European/international exploitation
- the distribution, communication and marketing strategy
- the financing strategy for the development and production and the feasibility potential of the project
- adequacy of the strategies presented to ensure a more sustainable and environmentally-respectful industry
- adequacy of the strategies to ensure gender balance, inclusion, diversity and representativeness, either in the project/content or in the way of managing the activity

Markets supported by Creative Europe MEDIA

COPRODUCTION MARKET FOR EUROPEAN INDEPENDENT VIDEO GAMES STUDIOS

European Games Coproduction Programme to support the development of coproductions in Europe. The programme offers 3 advantages to the studios: 1) a place to meet peers and find partners, 2) a mentorship on coproduction development and a support of the development of the project by video games experts, 3) an increased visibility among the financiers and publishers. The programme is based on 3 main Steps: Step 1: Call for projects ready for international coproduction Step 2: Mentoring and studios match making Step 3: Pitching market to financiers and publishers.

<http://spieufactrique.eu/>

NEWIMAGES XR MARKET

NewImages XR Market is a networking platform of match made meetings where the future gems of the immersive art are unveiled, pitched and financed. Every year, the NewImages XR Market gathers 175 professionals from 33 countries and organize 450 1to1 meetings with the aim to connect the most acclaimed and promising artists and producers with influential curators, international programmers, online and location-based distributors as well as heads of content among the most emblematic tech companies.

<https://www.forumdesimages.fr>

Trine 4, FI
(developed by Frozenbyte,
supported in 2018)



ABOUT CREATIVE EUROPE

Creative Europe is the European Commission's programme providing support to the culture and audiovisual sectors. The programme funds projects in the performing arts, fine arts, literature, film, television, video games, music, and cultural heritage. It runs from 2021-2027 and has a budget of € 2.44 billion. The programme is divided in 3 strands: MEDIA – support for the European audiovisual industry, Culture – support for international projects in the culture and creative industries and Cross-sectoral strand – cross-sector collaboration, extending to the news media sector.

MEDIA areas of support:

CONTENT CLUSTER

European co-development
European slate/mini-slate development
Video games and immersive content development
TV and online content

BUSINESS CLUSTER

European film distribution and sales
Markets and networking
Talent and skills
Innovative tools and business models
MEDIA 360°

AUDIENCE CLUSTER

Films on the Move
European Festivals / Networks of European Festivals
VOD networks and operators
Audience development and film education
Networks of European cinemas

Culture areas of support:

European cooperation projects
European networks
European platforms
Circulation of European literary works and literary translations
Pan-European Cultural Entities
I-Portunus

Creative Europe Desks

Applicants for programme support may request more information from the Creative Europe Desk information and service network with representation in all member states. A full list of these Desks and information about their Creative Europe MEDIA specialists can be found at: <https://ec.europa.eu/culture/resources/creative-europe-desks>

Find Out More

More detail on eligibility rules as well as calls for proposals can be found on the Funding and Tender Opportunities Portal.

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/crea2027>