

■ **European festivals** with at least 50% of their programming from at least 15 different Creative Europe MEDIA countries, and a strong audience outreach and film literacy dimension

■ **VOD networks and operators:** joint/collaborative actions across borders with the aim to improve the competitiveness and attractiveness of European VOD platforms as well as to increase the accessibility, visibility, discoverability and prominence of European content

■ **Audience development and film education:** projects providing mechanisms for pan-European cooperation and pan-European audience reach with the aim to stimulate interest and increase knowledge of audiences in European films and audiovisual works including specific programmes on film heritage

■ **Network of European cinemas:** through Europa Cinemas network, almost 1 000 independent cinemas across Europe promoting European films outside their country of origin

POLICY CLUSTER

Supporting policy discussion/exchange fora, studies, and reports. Promoting awareness-raising activities.

■ **MEDIA Stands:** umbrella stands for European independent companies at major audiovisual festivals and markets – MIPTV (Cannes), Marché du Film (Cannes), MIFA (Annecy), MIPCOM (Cannes), Series Mania Festival (Lille) and the European Film Market (Berlin)

■ **European Audiovisual Observatory:** institution collecting and providing statistical and analytical information on the audiovisual industry

■ **European Film Forum:** a structured dialogue with stakeholders at major film festivals, which aims to develop a strategic policy agenda for strengthening the audiovisual industry in the digital era

Creative Europe Desks

There are Creative Europe Desks in each country which is a part of the Creative Europe programme.

These desks are one-stop shops for information on the various types of support available, and advice and technical assistance when applying for funding. 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

This leaflet is for general guidance only. 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>



Shaun the Sheep Movie:
Farmageddon
Richard Phelan
Will Becher
2019

INTRODUCTION TO CREATIVE EUROPE MEDIA

Cold War
Pawel Pawlikowski
2018



Another Round
Thomas Vinterberg
2020

Supporting **European
Stories** for 30 Years

#ProudToSupportTheBest



Creative
Europe
MEDIA

30

YEARS
OF
MEDIA

How Creative Europe MEDIA supports the audiovisual sector

The cultural and creative industries are among Europe's most precious assets. They promote our cultural and linguistic diversity, and are also an impressive driver of economic growth. Creative Europe is the European Commission's programme for providing support to the culture and audiovisual sectors. It runs from 2021-2027 and has a budget of € 2.44 billion, compared to €1.47 billion of the previous programme (2014-2020). The MEDIA strand of the Creative Europe programme supports the European film and audiovisual industries to develop, distribute and promote European works, taking into account today's digital environment. To ensure more flexibility in the actions supported and to encourage cooperation among the different parts of the audiovisual value-chain, the priorities of the 2021-2027 Creative Europe programme are structured around 4 clusters: Content, Business, Audience and Policy.

Melancholia
Lars von Trier
2011



What does Creative Europe MEDIA support?

CONTENT CLUSTER

Encouraging collaboration and innovation in the creation and production of high quality works.

- **European co-development** of single projects or **European slate/mini-slate development** of 2-5 fiction, creative documentaries or animation projects intended for cinema release, TV or digital platforms
- **video games** for any platform and distribution channel, provided they are intended for commercial exploitation (starting in 2022)
- **TV and online content:** television and online works involving at least two broadcasting companies or VOD platforms from different Creative Europe MEDIA countries and with international distribution potential

BUSINESS CLUSTER

Promoting business innovation, competitiveness, scalability and talents to strengthen Europe's industry vis-à-vis global competitors.

- **European film distribution and sales:** automatic funding based on paying admission tickets sold (distributors) or on sales and results (sales agents) – to be reinvested in the co-production, acquisition of distribution/international sales rights, promotion and advertising costs
- **Markets and networking:** physical, digital, or hybrid markets for European audiovisual professionals; business-to-business promotional activities of European works
- **Talent and skills:** training programmes offering expertise in marketing, promotion and new modes of distribution and exploitation; greening of the audiovisual industry; financial and commercial management; development and production of audiovisual works; entrepreneurship, new business creations
- **Innovative tools and business models:** development and/or the spread of innovative tools and business models to increase the availability, visibility and audience of European works in the digital age and/or contribute to increase the competitiveness and greening of the European audiovisual industry

AUDIENCE CLUSTER

Strengthening the accessibility and visibility of works for their potential audiences through distribution channels and audience development.

- **Films on the Move:** selective funding for distribution campaigns by groupings of at least seven distributors coordinated by the sales agent