Creative Europe

MEDIA and CROSS SECTOR 2022

The Creative Europe Programme of the European Union combines the subprogrammes MEDIA, CULTURE and a CROSS SECTOR strand. For the current programme 2021-2027, the total budget is €2.44 bn.

MEDIA strengthens cooperations between the audiovisual industry in Europe and beyond and increases the outreach of European films and projects. The programme aims to reach new audiences and contributes to the internationalisation of the industry. MEDIA supports producers, game developers, distributors, sales agents, festivals, markets, trainings, VOD services, cinemas and more.

Under the CROSS SECTOR strand, the programme encourages the collaboration between different cultural and creative sectors and supports the news media sector.

CALL YOUR DESK

Four Creative Europe Desks provide information and advice on MEDIA. The Creative Europe Desk in Bonn informs about the CULTURE subprogramme. All five offices are available for questions regarding the CROSS SECTOR strand. This service is offered in every member country.

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www.creative-europe-desk.de/media
European Co-Development

At least two production companies from two MEDIA countries apply together for the development of an animation, creative documentary, fiction, series or VR project for commercial distribution in cinema, tv or online.

Applicants
Two or more independent European production companies can apply if
• one company holds the majority of rights to the project;
• the leading company can show a reference project that has been commercially distributed in three countries outside of the country of origin after January 1, 2015;
• the first day of principal photography is at least ten months after the call deadline.

Funding
Maximum of 50% of eligible costs, maximum 60,000 Euro per partner; for series with a budget over 20 Million Euro: 100,000 Euro per partner.

European Slate Development

Funding for the development of three to five projects plus optionally the production of a short film by an up- and coming director. Eligible are animation, creative documentary, fiction, series and VR projects for commercial cinema, TV or online distribution.

Applicants
Independent European production companies can apply if
• they hold the majority of rights to the projects;
• they can show two reference projects that have been commercially distributed in three countries outside of the country of origin after January 1, 2015;
• the first day of principal photography is at least ten months after the call deadline.

Funding
Lump sums between 30,000 and 100,000 Euro depending on genre and budget. 10,000 Euro for the short film.
TV and Online Content

The scheme supports the production of creative documentaries, animation and fiction works (one-off or series) intended primarily for TV or online distribution. When applying, at least two broadcasting companies or platforms need to be involved (via coproduction or pre-sale) and 40% of the financing needs to be in place.

Applicants

Independent European production companies can apply if
• they hold the majority of rights to the project;
• the project has a high percentage of international/non-national financing.
• The application must be submitted at the latest on the first day of principal photography/start of animation.

Funding

• Maximum of 20% of eligible costs, from 300.000 Euro for a documentary up to 2 Million Euro for a drama production with a budget over 20 Million Euro.

Video Games and Immersive Content Development

The development of a narrative game or XR project up to a prototype.

The development phase is understood as the phase starting from the first idea until the production of the first playable prototype or first trial version, whichever comes first. In order to be considered narrative, the story must be told or shown throughout the whole game (in-game storytelling) or interactive immersive experience, and not only as an introduction or an ending.

Applicants

An independent European video game production company or XR studio or audiovisual production company can apply if
• it holds the majority of rights to the project;
• it can show a recent experience in producing commercially distributed works (between 2019 and deadline).

Funding

Maximum of 50% of eligible costs, between 10.000 and 150.000 Euro.

»Spacebase Startopia« © Kalypso Media Group

»Der Schwarm«, Roscovitz (Klaas Heufer-Umlauf) © ZDF/Andreas Franke
Fostering European Media Talents and Skills

Funding of training initiatives that strengthen the capacity of AV professionals in marketing, promotion, new ways of distribution, digital skills, greening the industry, financial and commercial management, management of IP, new business models, development and production, post production, storytelling and entrepreneurship.

**Applicants**
European entities, organisations or universities can apply.

**Funding**
Maximum of 80% of eligible costs.
The funding covers 36 month/three editions.

Markets & Networking

Funding for markets and forums for European professionals and for B2B promotional activities of European works, facilitating European and international co-productions (including feature films, short films, video games, TV series and cross media). The support facilitates access to professional audiovisual trade events and markets, both physical and online.

**Applicants**
European entities and organisations can apply.

**Funding**
Maximum of 60% of eligible costs.
The funding covers 24 month.
**European Film Distribution**

5.4.2022  
33 Mio.

The support shall encourage the wider transnational distribution of European films by providing funds to distributors, based upon their performance on the market in the recent years, for reinvestment in the acquisition, promotion and distribution (including online) of recent non-national EU films.

Two phases: 1. The generation of the potential fund, according to the performance in 2020 and 2021. 2. Reinvestment in eligible non-national European films in co-production, acquisition of distribution rights, for promotion, marketing and advertising.

**Applicants**

European theatrical distribution companies can apply.  
Minimum availability threshold of the potential fund per distributor (30,000 Euro for DE, ES, FR, IT; less for smaller countries).

**Funding**

Maximum of 70% of eligible costs. Amount depends on the country of origin of the distributor and the nationality of the film. Applicants will get a bonus on their potential fund from 2018 and 2019.

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**European Film Sales**

14.6.2022  
5 Mio.

The European Film Sales support shall encourage the wider transnational distribution of recent European films by providing funds to sales agents, based upon their performance on the market, for further reinvestment in the acquisition, promotion and distribution (including online) of recent non-national European films.

Two phases: 1. The generation of the potential fund, according to the performance of the company on the European market. 2. Reinvestment in eligible non-national European films in a) minimum guarantees or advances paid for the international sales rights; b) the promotion, marketing and advertising.

**Applicants**

European sales agents can apply.

**Funding**

Maximum of 70% of eligible costs.
MEDIA 360°

Funding for a package of activities related to facilitating the creation and promotion of European content, and/or the uptake of new technologies or business models for the audiovisual sector.

The activities shall benefit the value chain (»Talent and Skills«, »Markets and Networking«, »Support to international co-productions«, »Innovative tools and business models« and »Audience activities«) implemented by recognised European players.

**Applicants**
European players that have received funding before under different MEDIA funding schemes.

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

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Innovative Tools and Business Models

Support to projects focusing on the specific challenges of the audiovisual industry such as discoverability, sequencing of release windows, financing and territoriality. Possible funded projects can be business and technical tools, rights management, technologies, data analytics, AI, blockchain, tools for distribution, producing, financing etc.

**Applicants**
European companies and organisations can apply.

**Funding**
Maximum of 60% of eligible costs.
Films on the Move

15.3. and 5.7.2022  € 16 Mio.

Funding for pan-European distribution campaigns (theatrical and online), coordinated by the SA of the film.

Applicants
European sales agents apply with at least seven distribution companies in a grouping. At least two of the distributors need to be from »low capacity countries«. The film (copyright 2020 earliest) can only start screening ten weeks after the submission.

Funding
Maximum of 90% of eligible costs. The amount for each distributor is limited to 70% of the P&A costs within the following limits: between 10,000 and 150,000 Euro depending on the territory.

European VOD Networks and Operators

2.6.2022  € 11 Mio.

European Video on Demand (VOD) network(s) and operators, screening a significant proportion of non-national European works, can be funded for collaborative actions across borders to increase the visibility and accessibility of European works online.

Applicants
A group of at least three European VOD operators from at least two countries with minimum 1000 titles and 30% European content from at least five MEDIA countries and representing five official EU-languages can apply. Also a VOD platform that operates within two different countries is eligible.

Funding
Maximum of 60% of eligible costs.
Networks of European Cinemas

With a budget of 15 Mio. Euro, the MEDIA programme annually supports the Europa Cinemas network. The cinemas get a support up to 50,500 Euro (plus bonus) and need to screen between 40% and 50% of European films, depending on the size. There are over 1,150 cinemas in the network worldwide.

The deadline to become a member in the Europa Cinemas Network is September 15, 2022.

www.europa-cinemas.org

Networks of European Festivals

Support to European festival networks of minimum four festivals – one coordinator and three members. The network should reinforce cooperation among the festivals to expand to new audiences, increase the impact of their work, the visibility of the films, to exchange knowledge and best practices and harness the digital transformation, including developing and updating online tools and data applications.

Applicants
The minimum four festivals show at least 50% non-national films from at least 15 MEDIA countries (including “low capacity countries”) and provide programmes to the audience and to the industry.

There can be festivals within the network additionally that do not fulfill the criteria, but they will not receive any MEDIA support.

Funding
Max. 90% of the eligible costs; max. 100,000 Euro per member, the coordinator can take a higher amount.
**Creative Innovation Lab**

**7.9.2022**

13,6 Mio.

The call for Creative Innovation Lab shall incentivise players from different cultural and creative sectors to design and test innovative digital solutions with a potential positive long-term impact on multiple cultural and creative sectors. The Lab shall facilitate the creation of innovative solutions (e.g. tools, models and methodologies) that can apply to the audiovisual sector and at least one other creative and/or cultural sector.

**Applicants**

Minimum three partner-organisations or companies from a MEDIA country apply together as a consortium.

**Funding**

Budget based, max. 60% of the eligible costs.

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**News - Journalism Partnerships**

**7.9.2022**

7,5 Mio.

Support is foreseen for collaborative projects in and between any news media (sub)sector and/or genre that aim to enhance cooperation and instil systemic change across the wider news media ecosystem. Sharing of best practices between operators in media markets with different and diverse characteristics (in terms of languages, production volumes, sizes, digitalisation levels etc.) is encouraged, to promote mutual learning.

**Applicants**

Consortia of at least three partners from countries taking part in the Creative Europe programme with a mix of profit/non-profit and different sectors of the news media industry can apply.

**Funding**

Between 300,000 and 2,5 Million Euro, budget based, max. 80% of the eligible costs.
**NEWS - Media Literacy**

**Media literacy aims to allow citizens to develop a critical understanding and use of the media. Media literacy is also a powerful instrument to limit the impact of disinformation. Funding is meant for activities around best practices from innovative media literacy projects, toolkits and media literacy practices. Citizen inclusiveness, civic engagement and participatory culture should be a fundamental aspect of the proposal.**

**Applicants**

Proposals must be submitted by a consortium of at least three applicants from three different eligible countries. The consortium may include profit and non-profit organisations (private or public), public authorities (national, regional, local), international organisations, universities, tech providers etc.

**Funding**

70% of the eligible cost.

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**Good to know**

- »Grants« = not repayable loans
- Horizontal priorities for all funding schemes: diversity and sustainability
- Evaluation by non-national experts

**Application online only**

Registration of the company in the Funding and Tenders Opportunities Portal (FTOP) of the European Commission

Call document = guidelines

Annexes (differ from call to call, do not change the format)