



Creative Europe MEDIA

2023

EN

Creative Europe

MEDIA and CROSS SECTOR 2023

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 in Germany 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. There are Creative Europe Desks in every member country.

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European Co-Development



»Totem« von Sander Burger © Volya Film



26.4.2023



6,5 Mio.

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 produced after 1 January 2016 and commercially distributed in three countries outside of the country of origin;
- the first day of photography is at least ten months after the call deadline.

Funding

Maximum of 70% of eligible costs, maximum 60.000 Euro per partner; for series with a budget over 20 Million Euro: 100.000 Euro per partner.

Content

European Slate Development



»A thin line« © Julia Terjung, Paramount/Weydemann Bros.



25.1.2023



19,5 Mio.

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

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 produced after 1 January 2016 and commercially distributed in three countries outside of the country of origin;
- 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 per project, depending on genre and budget. 10.000 Euro for the short film. Total for slate between 90.000 and 510.000 Euro.

Content

TV and Online Content



»Der Schwarm Making Of #DerSchwarmKommt« © ZDF/Fabio Loviono,



17.1. and 16.5.2023



22 Mio.

The scheme supports the production of creative documentaries, animation and fiction works (one-off or series) intended primarily for TV or online distribution.

Applicants

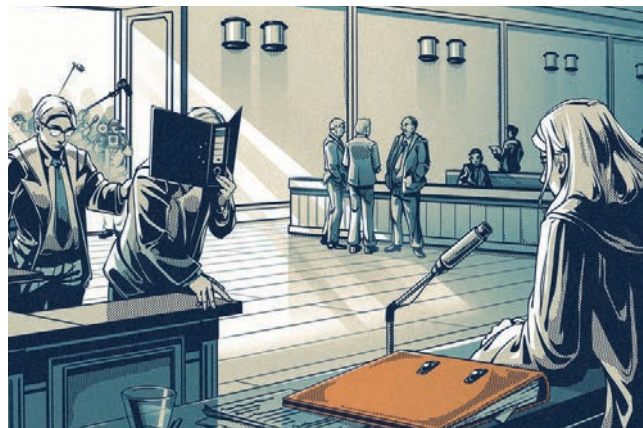
- Independent European production companies can apply if
- they hold the majority of rights to the project;
- the project has a high percentage of international/non-national financing;
- the application is submitted at the latest on the first day of principal photography/start of animation.
- Applicants have to prove that at least two broadcasting companies or platforms from different MEDIA countries are involved via co-production or pre-sale.
- 40% of the financing have to be in place.

Funding

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

Content

Video Games and Immersive Content Development



»The Darkest Files« © Paintbucket Games



1.3.2023



6 Mio.

The development of a narrative video 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 2020 and deadline).

Funding

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

Content

Fostering European Media Talents and Skills



© Erich Pommer Institut



2025



tbc.

Funding of training initiatives that strengthen the capacity of European AV professionals in the fields of 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.

Markets & Networking



»Animation Production Day« © APD



2024



tbc.

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.

The markets and actions can take place inside or outside the EU.

Applicants

European entities and organisations can apply.

European Film Distribution



»Heartbeast« © Port au Prince Pictures / Kerttu Hakkaraine



27.4.2023



34 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.

Distributors generate reference funds for the number of paying admission tickets sold for non-national European films in cinemas in 2022 and reinvest in new non-national European films in a second step. Reinvestment is possible in co-productions, acquisitions with a minimum guarantee or P&A costs.

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. The generated amount depends on the number of admissions in 2022, the country of origin of the distributor and the nationality of the distributed films.

Business

European Film Sales



»So damn easy going« © Salzgeber



20.6.2023



5,5 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 max. five eligible non-national European films in a) minimum guarantees or advances paid for the international sales rights;
b) P&A costs.

Applicants

European sales agents can apply.

Funding

Maximum of 70% of eligible costs.

Business

MEDIA 360°



»Crowd Pleaser How to Work with Extras« © Peter Himself, Berlinale 2022



2025



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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.

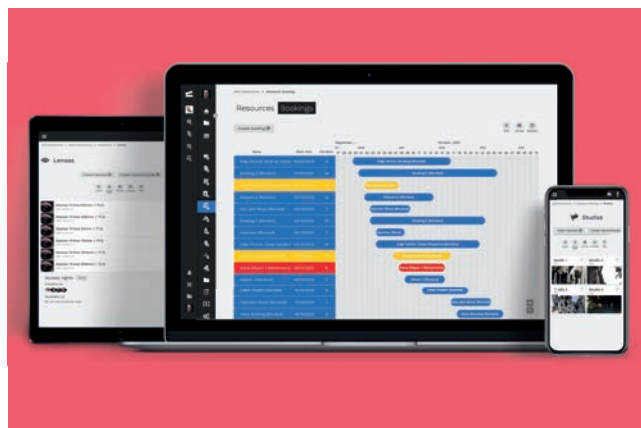
The activities shall benefit the value chain (»Talent and Skills«, »Markets and Networking«, »Support to international co-productions«, »Innovative tools and business models« and »Audience activities«) implemented by experienced European organisations.

Applicants

European organisations that have received funding before under different MEDIA funding schemes.

Business

Innovative Tools and Business Models



YAMDU – The Production Management Software for Films and Media © YAMDU



24.1.2023



8,88 Mio.

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 70% of eligible costs.

Business

Films on the Move



»An einem schönen Morgen« von Mia Hansen-Løve © Weltkino Filmverleih



14.3. and 4.7.2023



16 Mio.

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

Applicants

European sales agents apply in a grouping with at least seven distribution companies. Not less than two of the distributors need to be from »low capacity countries«. The film release can only start ten weeks after the submission.

- European film, copyright 2021 earliest
- Production budget of max. 15 Mio. Euro, financed min. 50 % from MEDIA countries

Funding

Maximum of 90% of eligible costs of the sales agent.
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.

Audience

European VOD Networks and Operators



»Maurice der Kater« © Telepool



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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.

Audience

Audience Development and Film Education



European Film Club © EFC



30.3.2023



6,5 Mio.

European audience development initiatives, including film education initiatives, aimed particularly at young audiences to promote interest in and knowledge of European audiovisual creation.

Priorities: European cooperation, innovation, use of digital technologies, horizontal topics of the MEDIA programme such as sustainability and diversity.

Applicants

Independent European public institutions, non-profit organisations, companies, universities or schools can apply with

- projects with min. 50% European audiovisual works
- projects with min. five MEDIA countries involved

Funding

Maximum of 70% of eligible costs.

Audience

European Festivals



Kurzfilm Festival Hamburg © Claudia Höhne



9.3.2023



10 Mio.

Funding for European festivals programming a significant proportion of non-national European films, aiming at year-long activities targeted to expand and renew audiences and implementing innovative audience outreach activities as well as initiatives for young audiences.

Applicants

European festivals that

- show minimum 50% European, non-national films from at least 15 MEDIA countries
- have had at least three editions of the festivals until the end of 2022

Funding

Lump-sums between 19.000 and 75.000 Euro, depending on the genre of the festival and the number of films shown.

Audience

Networks of European Festivals



© Schlingel-Internationales Filmfestival



2024



tbc.

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

Minimum four festivals showing at least 50% non-national films from at least 15 MEDIA countries (including »low capacity countries«) and providing 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.

Audience

Networks of European Cinemas



Abaton Kino Hamburg © Abaton



tbc.



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The MEDIA Programme supports the Europa Cinemas network of European cinemas with an annual budget of 15 million Euros. 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 1150 cinemas in the network worldwide.

<https://www.europa-cinemas.org/en>

Audience



Close © Pandora Film Vertrieb



»Alcarras« © Piffli Medien



»Corisage« © Ricardo Vaz Palma, Alameda Film



»Peter von Kant« © MFA+ Filmdistribution

#ProudToSupportTheBest



Creative
Europe
MEDIA

Creative Innovation Lab



© Silbersalz Institut



20.4.2023



5,4 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 long-term impact on multiple cultural and creative sectors. The call shall facilitate the creation of innovative solutions (e.g. tools, models and methodologies) that target the audiovisual sector and at least one other creative and/or cultural sector.

Applicants

Single applicants or a consortium of at least two companies from countries participating in the Creative Europe programme.

Funding

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

Cross Sector

News - Journalism Partnerships



Sam McGhee © unsplash.com



27.4.2023



10 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.

There are two actions in the 2023 call:

1. Collaborations: 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.

80% of the eligible costs, maximum 2 Mio. Euro

2. Pluralism: Consortia or individual organisations, which offer funding for journalism of public interest and of particular importance for the democracy.

90% of the eligible costs, maximum 3 Mio. Euro

Cross Sector

NEWS - Media Literacy



Marvin Meyer © unsplash.com



30.3.2023



2 Mio.

Media literacy aims to allow citizens to develop a critical understanding and use of 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 consortia 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.

Good to know



- **Grants = non 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)

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

Imprint

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Cover

»Der beste Film aller Zeiten« © Studiocanal

»Der Russe ist einer der Birken liebt«

© augenschein Filmproduktion / DASH Juan Sarmiento



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the European Union