



**A QUICK GUIDE TO  
funding  
opportunities  
for the European  
audiovisual sector**



Creative  
Europe  
MEDIA



„The Queen of Spades“- Agnieszka Zwiefka

# How Creative Europe MEDIA 2014-2020 supports the audiovisual sector

Creative Europe MEDIA supports Europe's film and audiovisual industries financially in the development, distribution and promotion of their work. It helps launch projects with a European dimension and nurtures new technologies, including video games; it enables European films and audiovisual works to be seen and find markets beyond national and European borders; it funds training, and market access worldwide; it also supports international co-productions, and audience development and film literacy projects. Creative Europe MEDIA is a sub-programme of the EU's new Creative Europe Programme, which runs from 2014-2020.

This leaflet provides a brief introduction to the different types of funding, most of which have the same characteristics as the schemes operated under the MEDIA Programme from 2007-2013.

Applicants for funding should be from a Creative Europe MEDIA participating country. More detail on eligibility rules as well as calls for proposals can be found at [www.ec.europa.eu/media](http://www.ec.europa.eu/media).

## DEVELOPMENT

### Single projects, slates and video games

Independent European companies with a proven track record can receive support towards the cost of developing fiction films, animation projects and creative documentaries intended for cinema release, TV or digital platforms. This support is available either for *single projects* or for a *slate* of 3-5 projects. Support is also available for development of video games regardless of the platform for which they are designed or of how it is expected that they will be distributed – provided they are intended for commercial exploitation.

## INTERNATIONAL CO-PRODUCTION

### Co-production funds

*Co-production funds* are eligible for support if their main activity is support to international co-production of feature films, animations and documentaries intended primarily for cinema release. A financial contribution to these funds is available for international co-productions between European and non-European producers for films intended primarily for cinema release/and or the implementation of distribution strategies to improve circulation of these works in at least three territories.

## TV PROGRAMMING

Support is available for independent European companies to produce *television works* (fiction, animation or creative documentaries) involving the participation of at least three broadcasting companies from different Creative Europe MEDIA countries.

## DISTRIBUTION

### Distributors and sales agents

*Distributors* can obtain funding under an automatic or selective scheme, while there is only an automatic scheme for *sales agents*. The funding provided under the automatic scheme is based on how many paying admission tickets have been sold. It must be reinvested in co-production, acquisition of distribution rights or editing, promotion and publicity costs. The automatic scheme for sales agents is similar: the support provided is based on sales and results, and it must be reinvested, in this case either in international sales rights or in promotion, marketing and advertising of non-national European films. Activities eligible for support under the selective scheme are campaigns by groupings of at least seven distributors coordinated by the sales agent.



„Another Day of Life“- Raúl de la Fuente / Damian Nenow

## MARKET ACCESS

Partnership agreements and umbrella stands Support for market access takes the form of two-year *partnership agreements starting with the activities taking place in 2015*. The support is available to European entities (e.g. private companies, non-profit organisations, associations, charities, foundations, municipalities or local authorities) for activities providing access to physical markets for European professionals, online tools for professionals and common European promotional activities. Creative Europe MEDIA also provides an *umbrella stand* for European professionals at the European Film Market (Berlin), MIPTV, MIPCOM and the Marché du Film at the Festival de Cannes. More information about this activity can be found at [www.media-stands.eu](http://www.media-stands.eu).

## TRAINING

European entities, (e.g. private companies, non-profit organisations, associations, charities, foundations, municipalities or local authorities), can apply for a two-year partnership agreement to organise training programmes which aim to develop the capacity of audiovisual professionals to understand and integrate a European and international dimension in their work. The training programmes should improve expertise in one of a range of areas: audience development, marketing, distribution and exploitation; financial and commercial management (with a view in particular to stimulating access to finance); development and production of audiovisual works; or the opportunities and challenges of the digital shift.



„Ida”- Paweł Pawlikowski

## REACHING THE AUDIENCE

### Festivals, cinema networks and audience development

There are three ways in which Creative Europe MEDIA helps films reach their audience – support to festivals, to cinema networks and to audience development projects. *Festivals* in a country participating in Creative Europe MEDIA can receive financial support if the majority of their programming is from Creative Europe MEDIA countries, comes from at least 15 of those countries and particular importance is attached to audience outreach and film literacy. European *cinema networks* are eligible for support if they represent at least 100 independent cinemas primarily showing European films

in first run situated in at least 20 Creative Europe MEDIA countries. An *audience development project* can be a European film literacy initiative (involving at least three different territories and in at least three different languages) or an audience development event designed to create a word-of-mouth ‘buzz’ for important and successful non-national European films.

### IN THE PIPELINE...

A Financial Guarantee Facility to be operational from 2016 will make it easier for small operators to access bank loans. It will be managed by the European Investment Fund, an arm of the European Investment Bank.

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# Creative Europe Desks

There are Creative Europe Desks in each country which is a part of Creative Europe, the overarching programme of support to creative activities in the fields of culture and media of which Creative Europe MEDIA is a part.

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 [ec.europa.eu/culture/creative-europe/creative-europe-desks\\_en.htm](http://ec.europa.eu/culture/creative-europe/creative-europe-desks_en.htm).

[ec.europa.eu/media](http://ec.europa.eu/media)



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