

MEDIA



Creative
Europe

INTRODUCTION TO
Creative Europe MEDIA





The Kindness of Strangers by Lone Scherfig



Gospod postoi, imeto i' e Petrunija (*God Exists, Her Name is Petrunya*) by Teona Strugar Mitevska

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. The Commission's Digital Single Market Strategy aims to improve access to digital and audiovisual content. Creative Europe, a programme of the EU, supports culture and audiovisual – not only in the EU, but in countries from Iceland to the Ukraine. It runs from 2014-2020 with an investment of €1.46 billion.

The EU invests some €100 million each year in the European film and audiovisual industries through Creative Europe MEDIA, the sub-programme of Creative Europe. Creative Europe MEDIA enables European films and audiovisual works to be seen and find markets beyond national and European borders and it nurtures innovation like new technologies.



Lampenfieber by Alice Agneskirchner



L'amica geniale (My Brilliant Friend) by Saverio Costanzo

What does Creative Europe MEDIA support?

DEVELOPMENT

- > **single projects** or a **slate** of 3-5 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.

INTERNATIONAL CO-PRODUCTION

- > **co-production funds** supporting, at the production or distribution stage, joint projects of European and non-European producers intended primarily for cinema release.

TV PROGRAMMING

- > **television works** involving at least three broadcasting companies from different Creative Europe MEDIA countries and with international distribution potential.

DISTRIBUTION

of European films outside their country of origin

- > **automatic funding** for *distributors* based on paying admission tickets sold – to be reinvested in the co-production, acquisition of distribution rights or editing, promotion and publicity costs;
- > **automatic funding** for *sales agents* based on sales and results – to be reinvested in international sales rights or in promotion, marketing and advertising;
- > **selective funding** for pan-european releases of European non-national films, coordinated by the sales agent of the film.

PROMOTION OF WORKS ONLINE

- > **VOD services**: to improve the visibility, discoverability and global audience of European audiovisual works and to increase cross-border collaboration between European VOD services;
- > **sales agents or aggregators**: to deliver digital packages of European audiovisual works foreseen for online releases in countries where these works are not available on any legal VOD service;
- > **innovative strategies** for distributing and promoting European audiovisual works: the aim is to develop new business models or tools (B2B or B2C) that increase the potential audience of European works.

MARKET ACCESS

- > activities providing **access to markets and events** for European professionals;
- > **European promotional** activities;
- > an **umbrella stand** at the European Film Market (Berlin), Marché du Film (Cannes), MIFA, MIPCOM, MIPTV and Series Mania (see media-stands.eu).

TRAINING

- > **capacity-building** programmes offering expertise in audience development; marketing, distribution and exploitation; financial and commercial management; development and production of audiovisual works, in particular the integration of digital technologies.



Mighty Mike by Franz Kirchner

REACHING THE AUDIENCE

- > **festivals** with a majority of their programming from at least from 15 different Creative Europe MEDIA countries, and a strong audience outreach and film literacy dimension;
- > **film education:** cooperation between European film literacy initiatives (in at least three different MEDIA countries and covering at least three different languages) in order to increase the knowledge and interest in European works.
- > through the **cinema network**, Europa Cinemas, more than 1 000 independent cinemas across Europe promoting European films outside their country of origin.

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:
http://ec.europa.eu/programmes/creative-europe/tools/creative-desks_en.htm.

CULTURAL AND CREATIVE SECTOR GUARANTEE FACILITY

The Creative Europe programme facilitates access to loans and other financial products for companies and organisations from cultural and creative sectors. The European Commission earmarked over €180 million to a mechanism acting as insurance to financial intermediaries (e.g. banks) offering financing to CCS initiatives. The programme is expected to create €1 billion in financial products through a catalyst effect. In addition, financial intermediaries will be provided with training to better understand the needs of cultural and creative sector projects. The guarantee scheme is managed by the European Investment Fund, on behalf of the European Commission, and aims to strengthen the cultural and creative sector's financial capacity and competitiveness.

http://www.eif.org/what_we_do/guarantees/cultural_creative_sectors_guarantee_facility/businesses_active_in_the_ccs.

FIND OUT MORE

This leaflet is for general guidance only. More detail on eligibility rules as well as calls for proposals can be found
http://eacea.ec.europa.eu/creative-europe/funding_en.

