



Creative
Europe
MEDIA

INTRODUCTION TO
Creative Europe MEDIA





Ida - Paweł Pawlikowski

How Creative Europe MEDIA supports the audiovisual sector

Creative Europe MEDIA supports Europe's film and audiovisual industries, not only those in the EU, but in countries from Iceland to the Balkans.

There is financial support for independent European companies for the development, distribution and promotion of their work. Creative Europe MEDIA also supports international co-production. This funding is available for feature films, animations and documentaries.

In addition, Creative Europe MEDIA nurtures new technologies, including video games and online distribution; 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 supports audience development and film literacy projects.

Creative Europe MEDIA is a sub-programme of the EU's Creative Europe Programme, which runs from 2014-2020.



Apocalypse World War I - Isabelle Clarke



Every Thing Will Be Fine - Wim Wenders © Neue Road Movies

What does Creative Europe MEDIA support?

DEVELOPMENT

- > **single projects** or a **slate** of 3-5 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 *distributors* for distribution campaigns by groupings of at least seven distributors coordinated by the sales agent.

ONLINE DISTRIBUTION

- > **VOD services**: to improve the presence, the visibility and the global audience of European audiovisual works;
- > **sales agents or aggregators**: to deliver catalogues of digital packages of European films in countries where these works are not available on any distribution platform;
- > **innovative approaches**: for simultaneous or quasi-simultaneous multiplatform releases of European films in several countries.

MARKET ACCESS

- > activities providing **access to markets and events** for European professionals;
- > **online tools** for audiovisual professionals and **European promotional** activities;
- > an **umbrella stand** at the European Film Market (Berlin), MIPTV, MIPCOM and the Marché du Film at the Festival de Cannes (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.



Song of the sea - Tomm Moore

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;
- > **audience development**: cooperation between European film literacy initiatives (in at least three different languages) or audience development initiatives reaching out to wider audiences (minimum of three territories in both cases).
- > through the **cinema network**, Europa Cinemas, almost 1 000 independent cinemas across Europe promoting European films outside their country of origin.

IN THE PIPELINE...

The Cultural and Creative Sectors Guarantee Facility to be operational from 2016 will make it easier for SMEs to access bank loans. Creative Europe sets aside more than €120 million to fund the guarantee, which is expected to yield more than €600 million in affordable loans for enterprises active in the cultural and creative sectors. The guarantee will be managed by the European Investment Fund.

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.

Creative Europe Desks

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



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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.

