

■ **Audience development and film education:** projects providing mechanisms for pan-European cooperation and pan-European audience reach with the aim to stimulate interest and increase knowledge of audiences in European films and audiovisual works including specific programmes on film heritage

■ **Network of European cinemas:** through Europa Cinemas network, more than 1 200 independent cinemas across Europe promoting European films outside their country of origin

POLICY CLUSTER

■ **MEDIA Stands:** umbrella stands for European independent companies at major audiovisual festivals and markets – MIPTV (Cannes), Marché du Film (Cannes), MIFA (Annecy), MIPCOM (Cannes), Series Mania Festival (Lille), European Film Market (Berlin) and gamescom (Cologne).

■ **European Audiovisual Observatory:** institution collecting and providing statistical and analytical information on the audiovisual industry

■ **European Film Forum:** a structured dialogue with stakeholders at major film festivals, which aims to develop a strategic policy agenda for strengthening the audiovisual industry in the digital era

Creative Europe Desks

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

A full list of these Desks and information about their Creative Europe MEDIA specialists can be found at:



<https://ec.europa.eu/culture/resources/creative-europe-desks>

Find Out More

This leaflet is for general guidance only. More detail on eligibility rules as well as calls for proposals can be found on the Funding and Tender Opportunities Portal.



<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/crea2027>

Fallen Leaves
Aki Kaurismäki
2023



INTRODUCTION TO CREATIVE EUROPE MEDIA



Anatomy of a Fall
Justine Triet
2023

Tony, Shelly and the Magic Light
Filip Pošivač
2023



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Stories** since 1991

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Creative
Europe
MEDIA

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. Creative Europe is the European Commission's programme for providing support to the culture and audiovisual sectors. It runs from 2021-2027 and has a budget of € 2.44 billion.

The MEDIA strand of the Creative Europe programme supports the European film and audiovisual industries to develop, distribute and promote European works, taking into account today's digital environment. To ensure more flexibility in the actions supported and to encourage cooperation among the different parts of the audiovisual value-chain, the priorities of the 2021-2027

Creative Europe programme are structured around 4 clusters:

Content, Business, Audience and Policy.

What does Creative Europe MEDIA support?

CONTENT CLUSTER

- **European co-development** of single projects or **European slate/mini-slate development** of 2-5 fiction, creative documentaries or animation projects intended for cinema release, TV or digital platforms
- **Video games and immersive content development:** for any platform and distribution channel, provided they are intended for commercial exploitation
- **TV and online content:** television and online works involving at least two broadcasting companies or VOD platforms from different Creative Europe MEDIA countries and with international distribution potential

BUSINESS CLUSTER

- **European film distribution and sales:** automatic funding based on paying admission tickets and results – to be reinvested in the co-production, acquisition of distribution/international sales rights, promotion and advertising costs
- **Markets & Networking:** physical, digital, or hybrid markets for European audiovisual professionals; business-to-business promotional activities of European works
- **Talent and skills:** training programmes on marketing, promotion and new modes of distribution and exploitation; greening of the audiovisual industry; financial and commercial management; development and production of audiovisual works; entrepreneurship, new business creations
- **Innovative tools and business models:** development and/or the spread of innovative tools and business models to increase the availability, visibility and audience of European works in the digital age and/or contribute to increase the competitiveness and greening of the European audiovisual industry
- **MEDIA 360°:** 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

AUDIENCE CLUSTER

- **Films on the Move:** selective funding for distribution campaigns by groupings of at least seven distributors coordinated by the sales agent
- **European Festivals / Networks of European Festivals** with at least 50% of their programming from at least 15 different Creative Europe MEDIA countries, and a strong audience outreach and film literacy dimension
- **European VOD networks and operators** joint/collaborative actions across borders with the aim to improve the competitiveness and attractiveness of European VOD platforms as well as to increase the accessibility, visibility, discoverability and prominence of European content

The Promised Land
Nikolaj Arcel
2023

