Creative Europe MEDIA — Supporting audience development for European audiovisual content

The MEDIA programme will support innovative ways of engaging with audience at all levels to ensure the widest audience for European audiovisual works.

The COVID-19 crisis has dramatically affected the viewing habits of European audiences. The progressive shift from cinema to platforms that the sector has witnessed in the last year was accelerated due to the closure of cinemas theatres during lockdowns in most Member States. The challenge for the sector now is to maximise the opportunities in terms of audience outreach of the digital transition.

The objective of the audience cluster is to connect European audiovisual works with their audiences and to support audience development across Europe and beyond.

The supporting actions in 2022 under the audience cluster are:

- **A network of European cinemas:** to increase audiences for European works through incentives and collaborative projects. Funding will promote innovative approaches to the cinematic experience that combines visibility for European works and the largest audience outreach. For 2021, adjusting cinema theatres to the changes brought about by the COVID19 crisis will be a priority.
- **European Video-on-Demand (VOD) networks and operators:** to increase audiences for
European works through incentives, curation of catalogues, collaborative projects and audience data analyses. Networks of VOD platforms in Europe screening a significant proportion of non-national European films and cooperating to foster the circulation of European works will be supported.

- **Films on the move**: to increase the circulation of European works and widen their pan-European audience by supporting theatrical and online distribution of non-national European films. Support will focus on pan-European distribution strategies coordinated by European companies for the distribution of European films with a focus on emerging talents and films for new audiences.

- **Subtitling of cultural content**: to increase the circulation of the European cultural programming across Europe. This action will support the provision of subtitles covering content in at least 3 languages on diverse European cultural content. It shall also aim at guaranteeing the online dissemination of this subtitled content.

- **Audience development & film education**: to stimulate the interest of audiences, in particular young audiences, in European films and audiovisual works. Cooperation between film institutions and online platforms will be encouraged. Supported projects should have a pan-European audience reach. Activities to be funded shall include audience oriented events and innovative audience development or cross-border film education initiatives.

- **New in 2022! A network of European festivals**: to foster the circulation of European works. In 2021, MEDIA exceptionally supported individual festivals which had been disrupted by the COVID-19 crisis in the form of a biannual grant. Support to individual festivals under the work programme for 2021 will subsequently be complemented in 2022 by support to European networks of festivals, building on the successful networks funded previously. Festivals will be encouraged to share innovative practices and maximize outreach through online dissemination.

Available funding will be published in the Funding and Tender opportunities Portal.

Calls will be published in the Funding and Tender opportunities Portal.
Follow the latest progress and learn more about getting involved.
CALL FOR PROPOSALS | 01 March 2022 - 02 June 2022
Creative Europe MEDIA: European VOD networks and operators

The objective is to support European Video on Demand (VOD) networks and operators, screening a significant proportion of non-national European
works, with the aim to improve their competitiveness and attractiveness.

CALL FOR PROPOSALS | 18 May 2022 - 08 September 2022
Creative Europe MEDIA: European Co-development

The objective is to support the cooperation among European production companies that are developing works with a strong international audience potential.

CALL FOR PROPOSALS | 18 May 2022 - 08 September 2022
Creative Europe MEDIA: European mini-slate development

The objective of the European mini-slate development support is to foster the competitiveness of European independent production companies and to increase their economic weight on the market.

CALL FOR PROPOSALS | 22 February 2022 - 28 June 2022
Creative Europe MEDIA: Markets & Networking

The objectives of the Markets & networking support: To encourage business-to-business exchanges among European audiovisual professionals, and in particular an increased participation from LCC Group B countries, by facilitating access to physical and online markets; To include industry events focused on contents and/or the uptake of new technologies and business models, as long as they can make an impact on visibility and sales of European works; To value environmental-friendly approaches;

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Big Picture

Creative Europe MEDIA Programme

The MEDIA strand of the Creative Europe programme is designed to support European film and other audiovisual industries.

See Also

Creative Europe MEDIA — Supporting a holistic European audiovisual policy
A common European approach to the main audiovisual policy issues is essential for the consolidation of a European audiovisual single market.

Creative Europe MEDIA — Supporting high-quality audiovisual content

The creation and production of high-quality content is the foundation of the European audiovisual industry.

Creative Europe MEDIA — Supporting business innovation in audiovisual

The MEDIA programme will support the audiovisual sector to create a business environment that can scale up the industry’s capacity at European level.