



# Creative Europe MEDIA — Supporting business innovation in audiovisual

This cluster of measures under [the MEDIA programme \(https://digital-strategy.ec.europa.eu/en/policies/creative-europe\)](https://digital-strategy.ec.europa.eu/en/policies/creative-europe) promotes business innovation, scalability and talents across the value chain. Specific groups driving the internationalisation of the sector – such as distributors and sales agents – and key market and networking initiatives will receive targeted support, with a view to strengthening the cross-border collaboration, learning and knowledge-sharing which allow the industry to grow beyond its national territories.

Stay tuned to the Creative Europe work programme 2025.

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