Creative Europe MEDIA — Supporting high-quality audiovisual content

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

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The support of the MEDIA programme focuses on actions with a strong European added value, encouraging cross-border cooperation among producers and content developers and stimulating innovation in terms of content. It does so through high-quality storytelling, business models, use of technology by content companies and more.

The supporting actions in 2022 under the content cluster are:

- **European co-development**: to enable scaling up of projects and allow producers from different countries to start working together at development phase, with an expected increase of the quality and market potential of the final works. Cooperation amongst producers from different territory sizes and linguistic areas will be encouraged, to contribute to a more level playing field, foster talent, wherever it comes from, thereby preserving and stimulating cultural diversity.

- **European slate development**: to incentivise production companies to build a portfolio of 3 to 5 works, thereby increasing creative options and favouring quality. This should also allow production companies to reduce risks and increase their capacity to attract and retain talents, ultimately promoting long-term growth strategies. Beneficiaries will also be encouraged to support emerging talents by producing a short film.

- **European mini-slate development**: to respond to the specific need of producers from lower capacity countries to ensure increased investment in quality works. By encouraging a limited portfolio approach (2 to 3 works) this support takes into account the size and specificities of their markets by offering a pathway to scale up, develop business strategies, invest in creativity and increase production capacity.

- **TV and online content**: to provide opportunities to independent producers to take the initiative and pursue their own original productions. Such opportunities are key to creative freedom and financial independence and MEDIA will reinforce the capacity of European independent producers to retain the IP rights and exploit them globally, thus reinforcing European brands. European cooperation will be encouraged.

- **New in 2021! Video games and immersive content development**: to increase the capacity of European video game producers, Extended Reality (XR) studios and audiovisual production companies to develop video games and interactive immersive experiences with the potential to reach global audiences, and to improve the competitiveness of the European video games industry.
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.
Latest

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;

Browse 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 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.

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.

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