Improving access to finance in the audiovisual sector through MediaInvest

MediaInvest is the European Commission's equity investment instrument that helps to bridge the financial gap in the audiovisual sector by stimulating more investment.

The new financial tool, announced in the Media and Audiovisual Action Plan (https://digital-strategy.ec.europa.eu/en/policies/media-and-audiovisual-action-plan), is intended to increase investment into European audiovisual production and distribution companies helping them to preserve their autonomy and increase their capacities. The tool is launched in the wider context of InvestEU, under the area Creative & Cultural Sectors. Designed by the European Commission, it is managed by the European Investment Fund (EIF). Funding is drawn from the Creative Europe MEDIA (https://digital-strategy.ec.europa.eu/en/policies/creative-europe-media) programme and InvestEU Equity package among others.

Commissioner Breton presented MediaInvest (https://youtu.be/GV_LqPQyy6E) on 20 May 2022, during the European Film Forum at the 75th edition of Cannes Film Festival, followed by discussions on private investments in the sector and the value of IP exploitation.

A new financial instrument to crowd in investors

The European audiovisual sector is characterised by a large number of highly innovative and creative independent production and distribution companies with high growth potential. However they often
lack the financial strength to compete at the international level. At the same time, European investors remain largely unaware of the potential of such companies. MediaInvest aims to strengthen the competitiveness of the audiovisual industries across Europe, by supporting investments totalling €400 million between 2022-2027.

The EIF will implement MediaInvest by providing equity investments directly into financial intermediaries (e.g. funds) alongside other investors investing in the same risk class and in market terms. While it addresses financial intermediaries, the ultimate beneficiaries will be audiovisual content production companies (incl. films, series, videogames, immersive formats…) and distribution companies such as cinemas, TVs and online streaming services.

**Investment readiness and capacity building**

MediaInvest will be complemented by investment-readiness support for interested companies that will receive tailor-made guidance adapted to their business strategy in order to attract investors and identify the most promising projects. It will also develop an investment pipeline through capacity-building activities for investors and financial intermediaries – aimed at increasing their knowledge of global production and distribution markets and their associated risks.

**Practical information:**

- [Call for expression of interest](https://www.eif.org/InvestEU/equity_products_calls/index.htm), deadline: 30 June 2027
- [Find out more details about the requirements and how to apply](https://engage.eif.org/investeu/how-to-apply)

**EU support to the AV sector**
Follow the latest progress and learn more about getting involved.

On Monday 4 December, the Slovenian branch of the International Council of Museums (ICOM) celebrated its award Ceremony in the Museum of Modern History in Ljubljana, giving the international cooperation award to an EU-supported project for the preservation of film heritage.
Thirteen nominations to EU-supported films at the 2023 European Film Awards

The European Film Awards ceremony will take place in Berlin on 9th December 2023.

NEWS ARTICLE | 31 October 2023
The Commission supports the promotion of non-national European films across borders.

The EU supports audiovisual audience development by connecting European audiovisual works with their audiences through all distribution channels.

NEWS ARTICLE | 02 October 2023
Nine EU-supported films among San Sebastian Film Festival winners

The 71st San Sebastián International Film Festival ran from 22nd to 30th September 2023, culminating with the Award Ceremony. Among the list of EU-supported nominated films, nine have received a total of eleven awards.

Browse MEDIA programme
The Media and Audiovisual Action Plan (MAAP) aims to boost European media and help maintain European cultural and technological autonomy in the Digital Decade.
The Commission is holding a dialogue with the audiovisual sector to improve access to and availability of audiovisual content across the EU.

The Virtual and Augmented Reality Industrial Coalition is a platform for structured dialogue between the European VR/AR ecosystem and policymakers.

A free, viable and pluralistic media environment is key to keeping citizens informed, holding power to account, and strengthening open, democratic societies.

The aim of the interactive mapping tool is to facilitate access to EU-related financial support mechanisms. It comprises information on funding opportunities for entities from both the audiovisual and the news media sectors. It will help media market players identify and apply...

The European Commission has adopted the Media and Audiovisual Action Plan to support the recovery and transformation of the media and audiovisual sector.

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

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