

Creative Europe MEDIA Programme

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



In 2021, the MEDIA programme celebrates 30 years of support to European audiovisual content: 30 years helping stories to travel across borders and helping the industry and talents to grow.

What is the MEDIA Programme?

Creative Europe is the EU programme supporting the cultural and creative sectors. The new Creative Europe 2021-2027, with a budget of €2.44 billion, will invest in actions that reinforce cultural diversity and respond to the needs and challenges of the cultural and creative sectors. Its novelties will contribute to the recovery of these sectors, reinforcing their efforts to become more digital, greener, more resilient and more inclusive.

The programme is split in three different strands: CULTURE, MEDIA and CROSS-SECTORAL.

The MEDIA strand focuses on:

- encouraging cooperation both across the value chain and at EU level in order to scale up audiovisual enterprises and European content globally;
- nurturing talents, wherever they come from, and broadening participation and collaboration across countries;
- enhancing global circulation, promotion and distribution of European audiovisual works, taking into account the new digital environment;
- supporting the engagement and development of audiences of all ages, in particular young audiences, across Europe and beyond.

The supporting actions of the new MEDIA programme 2021-2027 are divided in 4 thematic clusters, according to the goals they pursue:

1. content: encouraging collaboration and innovation in the creation and production of high-quality works.
2. business: promoting business innovation, competitiveness, scalability and talents to strengthen Europe's industry vis-à-vis global competitors.
3. audience: strengthening the accessibility and visibility of works for their potential audiences, through distribution channels and audience development initiatives.
4. policy: supporting policy discussion/exchange fora, studies and reports. Promoting awareness-raising activities.

Why?

The digital revolution and the COVID-19 crisis have reshaped the audiovisual sector. New issues arose as key challenges, such as the protection of intellectual property, securing access to finance in a rapidly changing sector and ensuring the proper distribution of works.

The objective of Creative Europe is to focus on initiatives that can have a real impact on the sector across Europe. This impact can come either from supporting individual works and initiatives that promote new skills in the sector or initiatives in favour of international cooperation in the sector.

In addition, the programme promotes efforts and best practices that contribute to the achievement of key European Commission priorities such as the Green Deal, inclusiveness and gender balance.

Where can I find out more?

More information on the funding opportunities available under the MEDIA strand is available on the site of the European Education and Culture Executive Agency (EACEA).

You can also contact the Creative Europe Desks in your national country.

Instagram: [Creative.eu](#)

Monitoring report: Creative Europe 2019

Project results

Follow the latest progress and learn more about getting involved.

Follow the Commission's work on media @MediaEU

Latest

PRESS RELEASE | 16 September 2021

State of the Union: Commission calls on Member States to improve journalists' safety across the EU

On 15 September 2021, on the occasion of her State of the Union Address, President Ursula von der Leyen said: "Information is a public good. We must protect those who create transparency - the

journalists. That is why today we have put forward a recommendation to give journalists better protection.”

PRESS RELEASE | 13 September 2021
Venice International Film Festival: Three EU-supported films won awards

The winners of the 78th edition of the Venice International Film Festival were announced on Saturday 11 September, with three films funded by the EU winning awards.

PRESS RELEASE | 01 September 2021
Venice Film Festival 2021: Six EU-supported films nominated for awards

Six EU-funded films have been nominated for awards at the 78th edition of the Venice International Film Festival. ‘Il buco’ by Michelangelo Frammartino has been selected in the Venezia 78 competition.

PRESS RELEASE | 19 July 2021
Five MEDIA-supported films awarded in 2021
Cannes Film Festival

Five EU-funded titles have received awards in this 74th edition of the Cannes Film Festival, which concluded on Saturday, 17 July with a closing ceremony.

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Big Picture

Audiovisual and Media Services

These days we can watch our favourite programmes not just on TV, but also online. These shows are subject to the rules of the single market.

Dig deeper

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.

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.

See Also

Media Convergence

The transformation of the audiovisual media landscape offers the potential for new experiences and opportunities. It also poses many questions for us.

The international context of audiovisual policy

International agreements and constraints in the audiovisual sector play an important role on how the EU and Member States develop audiovisual policy.

Revision of the Audiovisual Media Services Directive (AVMSD)

The revised Audiovisual Media Services Directive creates a media framework for Europe's digital decade.

The European Film Forum

The European Film Forum is a platform for a structured dialogue between policy makers and stakeholders in the audiovisual sector.

European Media and Audiovisual Action Plan

The Media and Audiovisual Action Plan (MAAP) aims to boost European media and help maintain European cultural and technological autonomy in the Digital Decade.

Source URL: <https://digital-strategy.ec.europa.eu/policies/creative-europe>