

**GET  
FUNDED  
2025**

# **CREATIVE EUROPE / MEDIA**

EU Funding For Video Games & Immersive Content Development



Creative  
Europe  
MEDIA

# CREATIVE EUROPE DESK FINLAND / MEDIA



Creative  
Europe  
MEDIA

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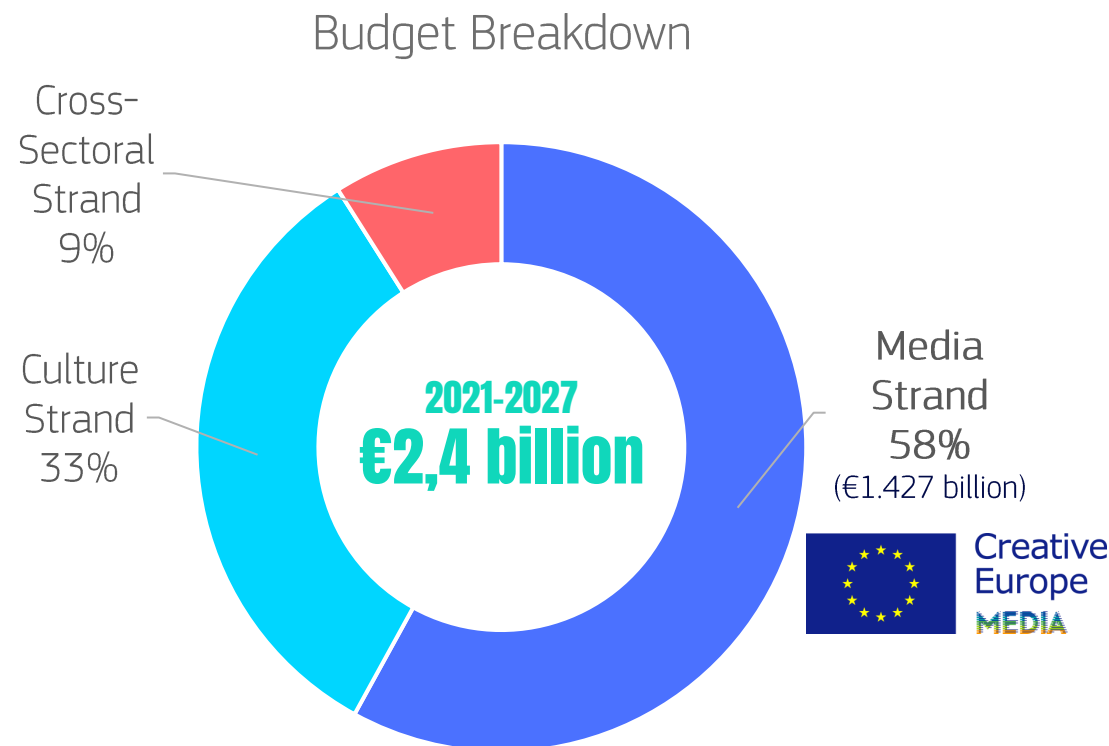


NEWSLETTER SIGNUP  
(IN FINNISH)

# CREATIVE EUROPE 2021-2027

Creative Europe (2021-2027) is a EU funding programme that provides opportunities for organisations and professionals in the European cultural, creative and audiovisual sectors.

The programme is divided into two strands, Culture and MEDIA, and is supported by a cross-sectoral strand.



# CLUSTERS AND CALLS IN THE MEDIA STRAND

## CONTENT

Actions financing the development and production of high-quality European audiovisual content, such as films, TV series, animation, documentaries, narrative video games and immersive experiences such as VR & XR.

### CALLS

- European Co-Development ✓
- European Slate Development ✓
- TV and Online Content ✓
- Video Games and Immersive Content Development ✓
- European Mini-Slate Development (Note: Not available in Finland.)

## BUSINESS

Actions focus on supporting business innovation, scalability and talents in across the European audiovisual industry's value chain. Funding for e.g. capacity building, networking, theatrical distribution of films and innovation projects.

### CALLS

- Skills & Talent Development
- Markets and Networking
- European Film Distribution ✓
- European Film Sales ✓
- Innovative Tools and Business Models
- Media 360

## AUDIENCE

Actions aim at connecting European audiovisual works with their audiences and support audience development. Funding for e.g. film festivals, cinemas and theatrical distribution, the development of VOD operators and media education.

### CALLS

- European Festivals ✓
- Networks of European Festivals ✓
- Networks of European Cinemas ✓
- European VOD Networks and Operators
- Films on the Move ✓
- Audience Development and Film Education ✓

# VIDEO GAMES AND IMMERSIVE CONTENT DEVELOPMENT

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## Objective

- Increase the capacity and global competitiveness of European video game producers, XR studios, and audiovisual companies developing **interactive, narrative-based experiences**.

## Funding

- Total available budget in 2025 call: **€10 million**
- Grants up to **€200,000** per project at 60% co-financing rate

## Eligible Projects

- Development of works and prototypes of **interactive narrative storytelling** with original content and/or quality gameplay
- Intended for commercial exploitation via **PCs, consoles, mobile devices and other technologies**.

## Join our info for Finnish applicants

- **Tuesday 9th December from 1 PM to 2:30 PM – pre-register online!**

# VIDEO GAMES AND IMMERSIVE CONTENT DEVELOPMENT

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## Deadline for applications

- The call is **now open** in EU's Funding & Tenders
- **Deadline** for submissions is **11th February 2026, 6 pm (Finnish time)**

## Schedule for evaluation

- Evaluation: February-June 2026
- Information on evaluation results: August 2026
- Grant Agreement signature: November 2026

Note: Applicants are contacted about the results in August, which is a holiday period in Finland. Make sure that the person who has rights to your company's account in the Funding & Tenders portal is reachable during the period.

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# VIDEO GAMES AND IMMERSIVE CONTENT DEVELOPMENT

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## Eligible activities

- Supports only **early-stage development** (writing, design, prototyping).
  - Production must not begin until at least 10 months after submission deadline.
- ” *The production phase is ineligible. Production is understood as the phase starting from the testing and debugging of the first prototype until the end of the production of the Gold Master or equivalent.*”

## Examples of previously funded projects from Finland

- E.I.N.S - Everything I Never Said by Red Stage Entertainment
- Cross-media project **ALMA** by Dreamloop & Making Movies

# OTHER MEDIA CALLS FOR THE GAME INDUSTRY

- Immersive & VR projects are eligible for applying for European Co-development and European Slate Development calls
- Innovative tools and business models call has had applications and funded projects linked to the game industry.
- Networks of European Festivals call: “Scope of the action includes video games and immersive content”

## OTHER CREATIVE EUROPE ACTIONS - GOOD TO KNOW

- Creative Innovation Lab is a cross-sectoral call, where projects must have partners from different sectors of the creative industries.
- MEDIA Stand in Gamescom – studios can apply in the spring to join the stand

# MEDIA FUNDING IN THE 2028-2034 EU BUDGET

## TALKS ARE STARTING ON SUCCESSOR PROGRAMME AGORAEU

AgoraEU will consist of three strands:

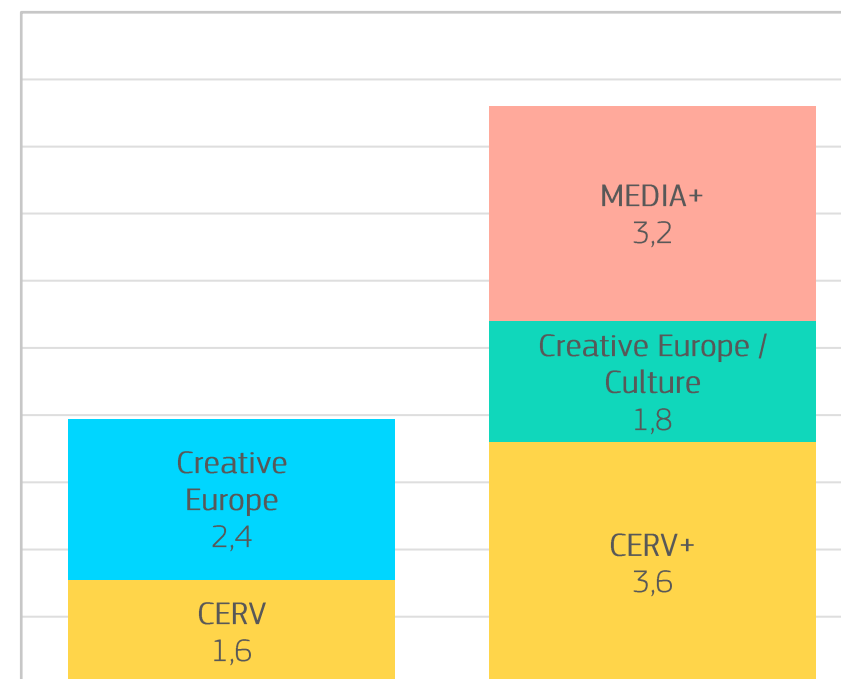
- MEDIA+
- Creative Europe – Culture
- Democracy, Citizenship, Equality, Rights and Values (CERV+)

## COMMISSION PROPOSES TO DOUBLE THE BUDGET

The total proposed budget for AgoraEU is €8.6 billion:

- MEDIA+: €3.2 billion
- Creative Europe – Culture: €1.8 billion
- CERV+: €3.6 billion

Budget Comparison:  
Current vs. Proposal (€ billion)



# MEDIA+ AUDIOVISUAL EVOLUTION, NOT REVOLUTION

Key priorities include:

- ❑ Supporting the **creation** of European audiovisual works
- ❑ Boosting **distribution and visibility** of European audiovisual works
- ❑ Building audiences for European works via a **network** of cinemas and festivals
- ❑ Supporting the development of European **video games** and **immersive content**, now also through **audience-driven strategies**
- ❑ Responding to **market and technological changes** by enhancing talent development, improving access to finance, supporting business networking, and promoting innovative tools, business models, and **cross-media/IP exploitation strategies**



# CREATIVE EUROPE DESK FINLAND / MEDIA

Media Desk supports applicants by offering:

- Consultation in Media and Cross-sectoral calls
- Feedback on applications
- Info sessions on funding calls
- Knowledge of funded projects, courses and forums
- A monthly newsletter and targeted bulletins

Media Desk operates in the Finnish Film Foundation.



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