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Creative Europe MEDIA

VIDEO GAMES AND IMMERSIVE CONTENT DEVELOPMENT

CREATIVE EUROPE DESK FINLAND MEDIA

SES FINNISH FILM FOUNDATION

MINISTRY OF EDUCATION AND CULTURE

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NEWSLETTER SIGNUP
(IN FINNISH)

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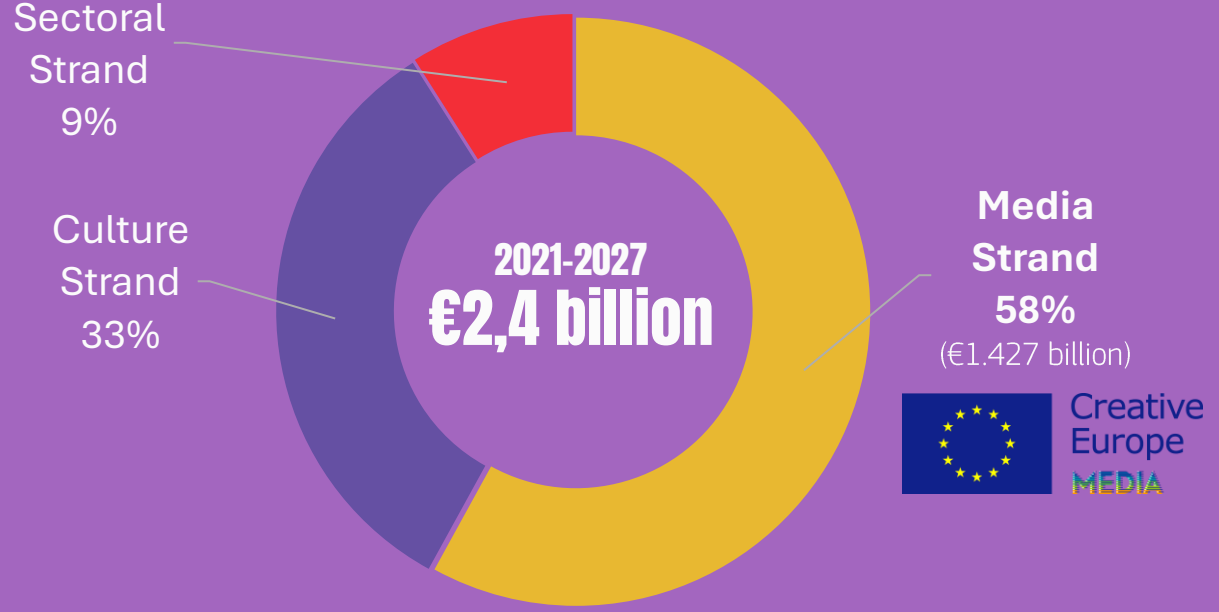
Creative Europe MEDIA

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.

Budget Breakdown



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CALL DETAILS
VIDEO GAMES AND IMMERSIVE CONTENT DEVELOPMENT

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FINNISH BENEFICIARIES

2023

- **RED STAGE ENTERTAINMENT**: E.I.N.S – Everything I Never Said, 150 000 €

2024

- **DREAMLOOP GAMES**: ALMA, 131 546 €
- **MAKING MOVIES**: ALMA, 25 841 €
- **FANTOMATICO**: Ancestors, 139 274 €
- **FROZENBYTE**: Six Heroes and a Villain, 200 000 €
- **VRKIWI**: Echoes of the Sunstone, 120 000 €



ALMA © Dreamloop Games Oy, Making Movies - Nordberg & Aho Oy (Video Games and Immersive Content Development 2024)



E.I.N.S – Everything I Never Said © Red Stage Entertainment (Video Games and Immersive Content Development 2023)

CALL BASICS

- Call ID: CREA-MEDIA-2027-DEVVGIM
- Total budget: 13.5 M€ (▲2026: 10 M€)
- Only one application allowed as coordinator

Grant Amount and Project Duration

- Support is a Lump sum grant, up to **€200,000**, max. 60% of eligible costs
- Project duration max. 36 months

Application process schedule

- Deadline: **2nd February 2027**, at 6 PM Finnish time
- Evaluation: February–June 2027
- Decisions to applicants: July 2027
- Grant agreement signature: October 2027

WHO CAN APPLY?

To be eligible, the applicant must be

- European, meaning:
  - **established** in one of the MEDIA countries
  - owned by majority by **nationals** from MEDIA countries
- A video game studio, XR studio or audiovisual production company
  - Criteria: Company profile and main objective of activity

What about **solo devs**?

- Natural persons cannot apply.
- Self-employed or sole traders with a business ID may apply, but in practice, meeting requirements of financial and operational capacity can be challenging.

It's possible to apply as **a single company** or **a team of companies**, called a consortium.

In a consortium, the main applicant is the **coordinator**, others are **partners**.

WORKS QUALIFYING AS ”RECENT EXPERIENCE”

The coordinator of the application must have a reference work, a video game or immersive experience, which has been commercially distributed in the period between 01/01/2024 and the deadline.

Commercially distributed = Must have generated income as sales or in ad sales. A report of income must be available on request.

Note: The amount of income is not relevant here.

Ineligible reference works

- Works in early access (Guideline: “the production phase must be finished”)
- Work-for-hire projects for another company
- Personal credits in a work produced by another company / legal entity

Note: Reference work doesn’t need to be a narrative project.

WHAT CAN BE FUNDED?

Support Is Limited To Narrative Games

- Interactive **narrative storytelling** = story must be told throughout the game or experience
- Rules out many genres like puzzles and educational games
- Intended for commercial exploitation
- All major platformas are ok: **PCs**, **consoles**, **mobile devices** and **other technologies**.

Support Can Only Cover Concept Development & Prototyping

- The concept development phase: starting from the first idea until the delivery of **the first prototype**.
- Prototype is understood either as **first playable**, **vertical slice, Alpha version** or **Trial/Demo version**

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OTHER CALLS FOR THE GAME INDUSTRY

Immersive & VR projects are eligible for the **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.

Creative Innovation Lab is a cross-sectoral call, where projects must have partners from different sectors of the creative industries.

GOOD TO KNOW

Creative Europe hosts **the MEDIA Stand** in Gamescom's Business Area – Studios can apply in the spring to join.

Indie Arena Booth in Gamescom is funded by MEDIA – Studios can apply to be featured.



SUPPORT FOR APPLICANTS

JOIN OUR WEBINARS

- Application Walktrough: **Thursday 10th December, 2 PM**
- Detailed Budget Table Excel – January 2027
  - In Finnish (joint session for Co-development)

RESOURCES ON OUR WEBSITE MEDIADESK.FI

- Creative Dossier Advisory
- Recording & slides of EACEA Info session
- General Tips / Ohjeita hakijalle (in Finnish)

BOOK AN APPLICATION REVIEW

- Book a slot online – calendar opening soon!
- Send in your materials 2 working days in advance
- Review sessions on Teams (45 min) focusing on Application Form Part B

MEET THE DESK TEAM AT EVENTS

- Match XR 12.11.
- IGDA MeetUp 8.12.

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AGORAEU 2028-2034

Talks are ongoing about Creative Europe's successor programme Agora EU in the new EU MFF. The commission proposes a budget **€8.6 billion,** doubling the current programme budgets.

In the commission's proposal, AgoraEU consists of three strands:

- MEDIA+
- Creative Europe – Culture
- CERV+

In the proposal, the MEDIA+ strand has two objectives:

- **Audiovisual:** Strengthen Europe's audiovisual and video game sectors
- **News:** Support independent journalism and freedom of the press



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THANKS FOR JOINING!

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