Since 1991, MEDIA has provided support to strengthen Europe’s audiovisual sector, including the film, TV and videogames industries, so that it can creatively convey the breadth of Europe’s rich cultural diversity to audiences around the world. Over €2.4 billion has been invested in enhancing the careers of audiovisual professionals and in giving new audiences access to Europe’s wealth of creative and cultural achievements in cinemas, on TV and on digital platforms.

**EXAMPLES of success stories**

Many French projects have benefited from the help of the MEDIA programme:

- **The Returned** (2011: €450,000; 2014: €1,000,000) – TV Programming
- **Aide au Cinéma du Monde ACM** (2015: €280,000) – Co-production funds
- **Annecy International Animation Film Market** (2015: €300,000) – Access to Market

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**Under The Milky Way** is an international company dedicated to digital film distribution and marketing. Created in 2010, it operates in Europe, the United States, Canada, Australia, Latin America and Asia. In a time of rapid changes, the MEDIA programme has helped the company, through projects such as Walk this Way, the TIDE experiment or Working_SUB_Title, to support its development based on European experiments on straight-to-VOD distribution, multi-territorial releases or lower costs of production for subtitles (ST).

The Institut français is engaged in French film literacy with IFcinéma, an online cinema platform supporting programming and organization of public screenings. Wishing to develop this project at European level, the Institut français supported by Europe Creative MEDIA, has developed CinEd, an ambitious programme of European film literacy for young people aged 6 to 19, with 9 partners coming from 7 territories. CinEd is an innovative and collaborative pilot platform, proposing a catalogue of European films available for multilingual and not-for-profit public screenings all over Europe. Based on their respective experiences, the partners have created together a methodology for the analysis of films and are developing educational materials available in at least 7 languages and in English on the CinEd platform. Trainings will accompany the deployment of the platform.
The EU has invested €2.4 billion in the past 25 years in the Audiovisual industry. Over €800 million has been earmarked to support the competitiveness and the diversity of the industry for 2014-2020. In 2016, no less than €103 million are due to be invested in a number of actions, including:

- Training to audiovisual professionals
- Support for the development of TV series/drama
- Support for non-national distribution of films
- Support for the development of video games
- Support to access markets
- Support for the development of films
- Support for film festivals showing European content
- Support for cinema networks
- Support for international Co-production funds
- Support for audience development projects
- Support to online distribution

The €121-million Cultural and Creative Industries Guarantee Facility will be launched in 2016 with the objective of stimulating availability of loan financing to initiatives in these sectors; and aiming to increase the competitiveness of these key European industries. The European Commission (responsible for strategy, budget, communication), the Education, Audiovisual and Culture Executive Agency (responsible for operational management of the funding schemes) and the Creative Europe Desks (local information points in States taking part in the programme) work together on the implementation of Creative Europe MEDIA actions.

In 2014, 106 films approved by the national film centre were coproduced with 34 different foreign partners. On that year, 663 different features films were distributed in French theaters representing 46 different nationalities.

By stimulating collaboration, co-production and non-national distribution, Creative Europe MEDIA greatly contributes to cultural diversity on Europe’s screens.

For all questions on Creative Europe MEDIA programme opportunities, please contact Relais Culture Europe: infos@europecreativefrance.eu