
Creative Europe
Desks Germany MEDIA
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Creative Europe MEDIA
GET FUNDED!

CREATIVE EUROPE DESKS

can be found in every participating country of the Creative Europe Programme. We answer questions, provide assistance related to the programme and help cooperating with organisations in other countries. You're very welcome to contact us, especially before and during your application process!

online

Germany-based? Visit
www.creative-europe-desk.de

Or find your
national desk here

CREATIVE EUROPE is the European Commission's programme for providing support to the culture and audiovisual sectors. It consists of three strands: MEDIA, CULTURE and CROSS SECTOR. For questions regarding the CULTURE strand, please contact your local Culture Desk.

MEDIA aims to support pan-European cooperations. It increases the visibility of European films and projects and contributes to the internationalisation of the industry. The programme contains the following calls for proposals:

content

- European Co-Development
- European Slate Development
- TV and Online Content
- Video Games & Immersive Content Development

business

- Skills & Talent Development
- Markets & Networking
- Innovative Tools & Business Models
- MEDIA 360°
- European Film Distribution
- European Film Sales

audience

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

CROSS SECTOR encourages the collaboration between different cultural and creative sectors and supports the news media sector. The programme contains the following calls for proposals:

cross sector

- Creative Innovation Lab
- NEWS - Journalism Partnerships
- NEWS - Media Literacy
- NEWS - Media Freedom Rapid Response Mechanism

content

EUROPEAN CO-DEVELOPMENT



»No Good Men« by Shahrbanoo Sadat © Virginie Surdej, Adomeit Film

Funding for the collaborative development of a project for commercial distribution in cinemas, on TV or online. The project can be an animation, a creative documentary, a fictional work (one-off or series), or an immersive project.

Applicants

Two or more independent European production companies from two MEDIA countries can apply as a consortium if:

- they signed a co-development agreement
- one company holds the majority of rights to the project
- the leading company can show a reference project that has been produced within the previous seven years and commercially distributed in at least three countries other than that of the applicant
- the first day of principal photography/start of animation is scheduled at least ten months after the call deadline

Funding

The grant amounts to a maximum of 70% of the eligible costs and a maximum of €120,000 for an application with two partners. For each additional partner, the maximum grant increases by €60,000. In case of the co-development of a drama series with a production budget of over €20 million, the maximum grant amounts to €200,000.

EUROPEAN SLATE DEVELOPMENT



»No Mercy« by Isa Willinger © Tondowski Films, RFF

Funding for the development of three to five projects submitted by one company. The production of a short film by an emerging director can be added to the slate. Eligible project types are: animation, creative documentary, fiction (one-off or series) and immersive projects for commercial distribution in cinema, on TV or online.

Applicants

Independent European production companies can apply if:

- the company holds the majority of rights to the projects
- the applicant can show two reference projects that have been produced within the previous seven years and commercially distributed in at least three countries other than that of the applicant
- the first day of principal photography/start of animation is scheduled at least ten months after the call deadline

Funding

The grant will be a lump-sum grant per project of €30,000 to €100,000, depending on the type of projects within the slate. An attached short film is funded with €10,000.

content

TV & ONLINE CONTENT



»Smillas Sense of Snow« by Amma Asante © Andrej Vasilenko, Constantin Film

Funding for the production of creative documentaries, animation and fiction works (one-off or series) intended primarily for TV or online distribution.

Applicants

Independent European production companies can apply if:

- a minimum of 50% of the total financing comes from MEDIA countries
- 40% of the total financing is confirmed and comes from third parties
- at least two broadcasting companies or platforms from different MEDIA countries are involved via co-production or pre-sale (binding LOCs or contracts required)
- the application is submitted no later than the first day of principal photography/start of animation
- the project has a high percentage of secured non-national financing

Funding

The grant will be a lump-sum grant of €70.000 to €2 million, depending on the production budget.

content

VIDEO GAMES & IMMERSIVE CONTENT DEVELOPMENT



»Highreach« © VestGames

Funding for the concept development (pre-production) of a narrative video game or interactive immersive project. The concept development is understood as the phase starting from the first idea until the delivery of the first prototype. In order to be considered "narrative", the story must be told or shown throughout the whole game or immersive experience.

Applicants

An independent European video game production company, XR studio or audiovisual production company can apply if:

- it holds the majority of rights to the project
- it can show a reference project that has been commercially distributed

Funding

The maximum grant amounts to 60% of the eligible costs, with a maximum of €200,000.

business

SKILLS & TALENT DEVELOPMENT



»Talent Bridge« © T-Port

Funding for training and mentoring initiatives that enhance the capacity of European audiovisual professionals from different countries to adapt to new creative processes, market developments and digital technologies that affect the whole value chain.

Applicants

European entities, organisations or universities can apply individually or as a consortium.

Funding

The grant is limited to a maximum co-financing rate of the total eligible costs of 80%.

MARKETS & NETWORKING



»Connecting Cottbus« ©Jerzy Wypych

Funding for film markets and networking activities that foster the cooperation among audiovisual professionals as well as the promotion of European content on the global market. The markets and actions can take place inside or outside the EU.

Applicants

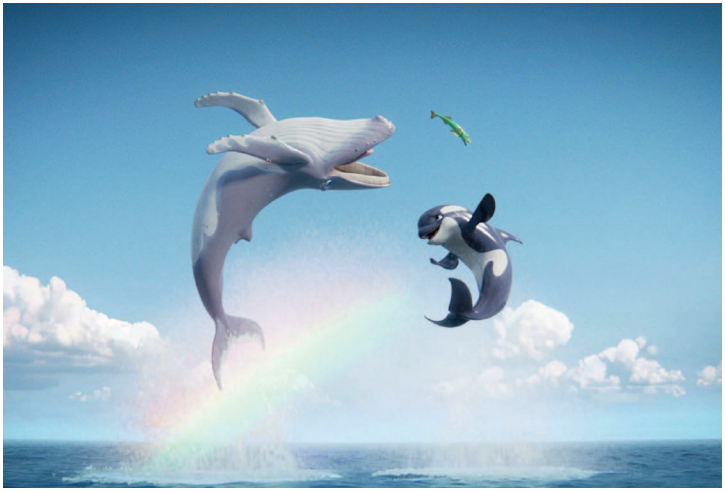
European entities and organisations can apply.

Funding

The grant is limited to a maximum of 70% of the total eligible costs.

business

INNOVATIVE TOOLS & BUSINESS MODELS



»The Last Whale Singer« by Pavel Hrubos, Steven Majaury, Reza Memari © Telescope Animation

Funding for projects that offer the audiovisual industry solutions in fields such as visibility, availability, audience and diversity of European works. Possible funded projects can be business and technical tools, rights management, technologies, data analytics, AI, blockchain, tools for distribution, producing, financing and greening etc.

Applicants

European companies and organisations can apply.

Funding

The grant is limited to a maximum of 70% of the eligible costs.

business

MEDIA 360°



»Berlinale Talents« © Jack Hare, Berlinale

Funding for activities that benefit the value chain in two or more of the following fields: »Skills & Talent Development«, »Markets & Networking«, »Support to International Co-Productions«, »Innovative Tools & Business Models« and »Audience Development«. Its aim is to develop major audiovisual hubs capable of proposing a strategic set of activities which respond to key opportunities and challenges at European level.

Applicants

European organisations that are Creative Europe MEDIA experienced players in the European audiovisual industry, such as festivals or training organisations.

Funding

The grant is limited to a maximum co-financing rate of the total eligible costs of 70%.

business

business

EUROPEAN FILM DISTRIBUTION



»White Snail« by Elsa Kremser & Levin Peter © Panama Film

Performance-based funding for distributors to reinvest in the acquisition, promotion and distribution (including online) of recent non-national European films. With this call, the wider transnational distribution of European films shall be encouraged.

1. Distributors generate a potential fund based on admissions of non-national European films distributed in the previous year.
2. The grant must be reinvested in new non-national European films in the form of co-productions, minimum guarantees, or P&A costs.

Applicants

European theatrical distribution companies can apply.

Funding

The generated amount depends on the number of admissions in the previous year, the country of origin of the distributor and the nationality of the films. The generated amount covers a maximum 70% of costs for new films.

EUROPEAN FILM SALES



»Crocodile Tears« by Tumpal Tampubolon © 2Pilots Filmproductions

Performance-based funding for sales agents to reinvest in the acquisition, promotion and distribution (including online) of recent non-national European films. With this call the wider transnational distribution of European films shall be encouraged.

1. World sales generate a potential fund based on their performance in the previous year.
2. The grant must be reinvested in max. five eligible non-national European films in the form of co-productions, minimum guarantees, or P&A costs.

Applicants

European sales agents can apply.

Funding

The generated amount can be reinvested in a maximum of 70% of the costs for acquisition, production or P&A of new films.

business

FILMS ON THE MOVE



»Romería« by Carla Simón © Piffl Medien

Funding for pan-European distribution campaigns (theatrical and/or online outside the country of origin of the film), coordinated by the sales agent.

Applicants

European sales agents apply with a group of at least seven distribution companies. No less than two of the distributors need to be from »lower capacity countries«.

The film has to be:

- European, with a copyright not older than two years
- produced with a maximum budget of €30 million, of which at least 50% comes from MEDIA countries
- released at the earliest ten weeks after the submission of the application

Funding

The grant is limited to a maximum of 90% of the eligible costs of the sales agent. The maximum amount per distributor is limited to 70% of the P&A costs within a range of €10,000 to €150,000, depending on the territory.

NETWORKS OF EUROPEAN CINEMAS



»Cinema & Kurbelkiste Münster« © Peter Leßmann

Annual funding for the European Cinemas Network to increase the circulation and diversity of European films. Cinemas that are part of the Europa Cinemas network get support up to €50,500 (plus bonuses) to screen 40% to 50% of European films. There are over 1200 cinemas in the network worldwide.

For further information:

www.europa-cinemas.org

audience

AUDIENCE DEVELOPMENT & FILM EDUCATION



»European Film Awards« © Sebastian Gabsch

Funding for European audience development and film education initiatives aimed at young audiences. Priorities are European cooperation, innovation, use of digital technologies and the enhanced visibility of European works.

Applicants

Independent European public institutions, non-profit organisations, companies, universities or schools can apply with:

- projects with at least 50% European audiovisual works
- projects with at least five MEDIA countries involved

Funding

The grant is limited to a maximum of 70% of the eligible costs.

EUROPEAN VOD NETWORKS & OPERATORS



»The Mysterious Gaze of the Flamingo« by Diego Céspedes © Filmreederei

Funding for collaborative actions of European Video on Demand (VOD) networks and operators screening a significant proportion of non-national European works to increase the visibility and accessibility of European works online.

Applicants

A group of at least three European VOD operators from at least two different MEDIA countries can apply. A VOD platform operating in two different countries is also eligible.

Funding

The grant is limited to a maximum of 60% of the eligible costs.

audience

NETWORKS OF EUROPEAN FESTIVALS



»SCHLiNGEL« © SCHLiNGEL Filmfestival

Funding for European festival networks of at least four festivals – one coordinator and three partners. The network should reinforce cooperation among the festivals to expand to new audiences; to increase the impact of their work; to increase the visibility of the films; to exchange knowledge and best practices; and to harness the digital transformation, including developing and updating online tools and data applications.

Applicants

A consortium of at least four festivals can apply, that:

- shows at least 50% non-national films from at least 15 MEDIA countries (including »low capacity countries«)
- provides both industry and audience programmes

If additional festivals within the network do not fulfill the criteria, the network can still be eligible, but the festivals in question will not receive any MEDIA support.

Funding

The grant is limited to a maximum of €100,000 per festival and a maximum 90% of the eligible costs.

EUROPEAN FESTIVALS



»Masters Pitch« © DOK.fest München

Funding for European festivals that programme a significant proportion of non-national European films; aim at year-long activities targeted to expand and renew audiences; implement innovative audience outreach activities; and implement initiatives especially designed for young audiences.

Applicants

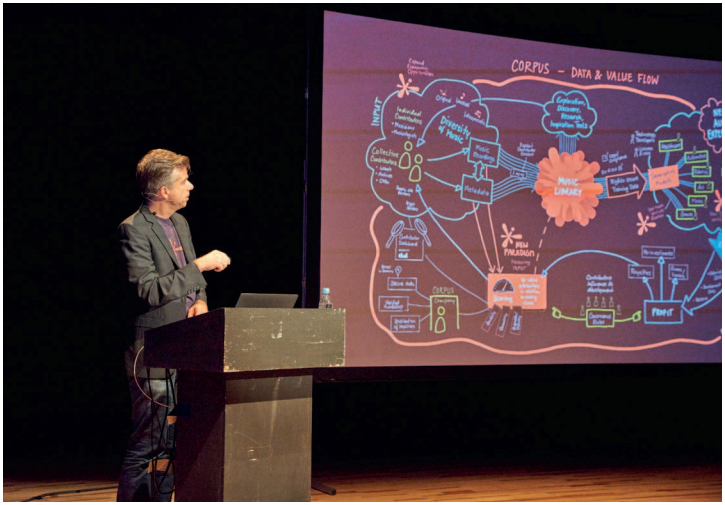
European festivals can apply if they screen at least 50% European, non-national films from at least 15 MEDIA countries.

Funding

Grants are awarded as lump sums between €19,000 and €75,000, depending on the genre of the festival and the number of films shown.

cross sector

CREATIVE INNOVATION LAB



»Corpus« © Ingolf Hatz

Funding for the design, development and/or distribution of innovative tools, models or solutions applicable in the audiovisual sector and at least one of the following sectors: music, books or museums. The envisioned impacts of such cross-sector innovations are mutual support in environmental transitions and/or the improvement of the competitiveness and visibility of European content across borders.

Applicants

Single applicants or a consortium of at least two companies from countries participating in the Creative Europe programme can apply.

Funding

The grant is budget-based and limited to a maximum of 80% of the eligible costs.

NEWS - JOURNALISM PARTNERSHIPS



© Charles Deluvio, Unsplash

Funding for the European news media sector to promote cooperation between professional news media organisations and to strengthen professionally produced journalism. The call consists of two independent actions.

1. Collaborations

Applicants

Consortia of at least three partners can apply. The partners must be from different countries (at least three, all of them taking part in the Creative Europe programme) and should represent different legal entities (profit, non-profit, public) as well as different sectors of the news media industry.

Funding

The grant is limited to 80% of the eligible costs, with a maximum of €2 million.

2. Pluralism

Applicants

Consortia or organisations, which themselves offer funding for journalism of public interest and particular importance for democracy.

Funding

The grant is limited to 90% of the eligible costs, with a maximum of €3 million.

cross sector

cross sector

NEWS - MEDIA LITERACY



© Melyna Valle, Unsplash

Funding for pan-European activities that accelerate the critical perception and use of media. Possible actions are the creation of innovative concepts, toolkits and workshops or the distribution of knowledge and best practices. Citizen inclusiveness, civic engagement and participatory culture should be a fundamental aspect of the application.

Applicants

Proposals must be submitted by a consortium of at least three applicants from three different eligible countries. The consortia may include profit and non-profit organisations (private or public), public authorities (national, regional, local), international organisations, universities, tech providers etc.

Funding

The grant amounts to a maximum of 70% of the eligible costs, maximum €500,000.

NEWS - MEDIA FREEDOM RAPID RESPONSE MECHANISM



© European Commission

Funding for the design and management of a pan-European rapid response mechanism to support media freedom and journalists' safety, covering all EU Member States.

Applicants

Open to consortia of at least two entities from a minimum of two different countries participating in the programme. The consortia may include profit and non-profit organisations (private or public), public authorities (national, regional, local), universities, educational institutions and research centres.

Funding

The grant amounts to a maximum of 90% of the total eligible costs.

cross sector

general information

GOOD TO KNOW



»A Private Life« by Rebecca Zlotowski © Jerome Prebois, Les Films Velvet

- → All funding schemes are listed in the „EU Funding and Tenders Portal“ (FTOP) of the European Commission. For every funding scheme you can find a „Call document“ in the FTOP. It contains the guidelines for the application.
- → Applications will only be accepted online via the FTOP. Start your application with a registration of your company in the FTOP.
- → Requested annexes differ from call to call. It is mandatory to use the provided templates. Do not change the format of the templates.
- → The applications are evaluated by non-national experts.
- → The horizontal priorities of diversity and sustainability apply to all funding schemes.
- → Grants are understood as non-repayable loans.

Please note:

The application process is complex. It is highly recommended to contact a Creative Europe Desk before and during your application process. The complete consultation process is free of charge.

CONTACTS



»Kika« by Alexe Poukine © Little Dream Pictures

Four Creative Europe Desks in Germany provide information and advice on MEDIA. All offices are available for questions regarding the CROSS SECTOR strand.

Creative Europe Desk Berlin-Brandenburg

☎ 0331-743 87-50 / -51 / -52 ✉ info@ced-bb.eu

Creative Europe Desk Hamburg

☎ 040-390 65 85 ✉ info@ced-hamburg.eu

Creative Europe Desk München

☎ 089-54 46 03 30 ✉ info@ced-muenchen.eu

Creative Europe Desk NRW

☎ 0221-260 30 340 ✉ info@ced-nrw.eu

www.creative-europe-desk.de

For all questions regarding Creative Europe CULTURE there is a dedicated Desk in place:

☎ 0228-201 67 10 ✉ info@ced-kultur.eu

www.kultur.creative-europe-desk.de

general information

Further information

Find all the official calls for proposals here

Or find a condensed overview of all calls here (in German)

Germany-based and interested in the programme? Visit www.creative-europe-desk.de

Or find your national Creative Europe Desk here

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info@ced-hamburg.eu, www.creative-europe-desk.de

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Back
»Silent friend« by Ildikó Enyedi © Pandora Film

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