

**OPEN CALL
FOR
PROPOSALS!**

MIPCOM 2024

21st October 2025



Creative
Europe
MEDIA

Creative Europe 2021-2027

□ Budget: 2.440 M€



Actions that promote competitiveness, innovation and sustainability in the European audiovisual sector.



Initiatives that promote and enhance artistic and cultural cooperation at European level.



Initiatives that promote innovative and collaborative actions in the cultural and creative sectors.

MEDIA

1.427 M€ (58%)

CULTURA

804 M€ (33%)

CROSS SECTORAL

211 M€ (9%)

MEDIA: Cross-cutting priorities



EU Green Deal

A more sustainable and environmentally friendly industry



- EU Gender Equality Strategy Gender balance, inclusion, diversity and representativeness

MEDIA supports a more sustainable and equal society

MEDIA CALLS 2024-2025

CONTENT CLUSTER

- TV & online content | December 5th 2024 – May 14th 2025**
- Co-development | February 26th 2025**
- European Slate development | December 5th 2024**
- Video Games and Immersive content development | February 12th 2025**
- European Mini-slate Development | September 17th 2025**

**OPEN CALL
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TV AND ONLINE CONTENT

Deadline: 5 December 2024 and 14 May 2025



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MEDIA CALLS 2024-2025

Call for audiovisual **independent production companies** for the production of works for television with international potential for television or digital platforms.

Eligible projects: Audiovisual works in the following genres involving at least two broadcasters (TV channels or VoD platforms) from two countries participating in Creative Europe MEDIA.

- Fiction (film or series) with a total duration of at least 90 minutes, intended primarily for television exploitation on both linear and non-linear services.
- Animation (film or series) with a total duration of at least 24 minutes, intended primarily for television exploitation on both linear and non-linear services.
- Creative documentary (film or series) with a total duration of at least 50 minutes, intended primarily for television exploitation on both linear and non-linear services.

MEDIA CALLS 2024-2025

The application must be submitted no later than the first day of shooting.

Funding: Customized lump sum grant.

- Creative documentary: €300,000 per project.
- Animation: €500,000 per project.
- Drama: depends on the eligible production budget.

€500,000 if the eligible production budget is less than €10 million.

€1 million if the eligible production budget is between €10 and €20 million.

€2 million if the eligible production budget is more than €20 million.

CO-DEVELOPMENT



Deadline: February 26th 2025

MEDIA CALLS 2024-2025

Call for **two or more audiovisual production companies in a consortium** aimed at developing an audiovisual project with international potential for film, television or digital platforms.

The **aim of the call is to support cooperation between European producers.**

The **project leader must be able to demonstrate having produced a previous work of at least 24 minutes since 2018** that has been released commercially (cinema) or broadcast (TV, digital platform) in at least three countries other than the applicant's own.

MEDIA CALLS 2024-2025

Eligible projects:

- **Fiction feature film, animation film and creative documentary** with a minimum duration of 60 minutes. Project primarily intended for theatrical release.
- Fiction (single installment or series) with a minimum total duration of 90 minutes, animation (single installment or series) with a minimum total duration of 24 minutes and Creative documentary (single installment or series) with a minimum total duration of 50 minutes. Project primarily intended for television release or exploitation on digital platforms.
- **Interactive, non-linear fiction**, animation or creative documentary (e.g. virtual reality narrative projects) of any length.

MEDIA CALLS 2024-2025



The project must not be scheduled to start filming within ten months of the call deadline.

The maximum EU grant per applicant (e.g. per coordinator and eligible partner) is €60,000, except for the co-development of TV series with an expected production budget of €20 million or more, in which case the maximum EU grant per applicant is €100,000.

**OPEN CALL
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EUROPEAN SLATE DEVELOPMENT

Deadline: 5 December 2024



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MEDIA CALLS 2024-2025

Eligible applicants: Independent European audiovisual production company that can demonstrate having produced two previous works of at least 24 minutes (except VR) since 2018 that have been released commercially (cinema) or broadcast (TV, digital platform) in at least three countries other than the applicant's own.

Eligible projects: same as Co-development.

The applicant company **must own the majority of the rights** related to the works

The day of **principal photography** of the submitted projects must not take place within a period of ten months after the deadline of the call.

MEDIA CALLS 2024-2025

Funding: The maximum amount of the grant will be between 90,000 and 510,000 euros per project.

- Animation: 55,000 euros | series 60,000 euros.
- Creative documentaries: 30,000 euros | series 35,000 euros.
- Fiction with a production budget of less than or equal to 5 million euros: 45,000 euros.
- Fiction with a production budget of more than 5 million euros: 60,000 euros.
- Fiction series with a production budget of less than or equal to 5 million euros: 55,000 euros.
- Fiction series with a production budget of more than 5 million euros, but less than or equal to 20 million euros: 75,000 euros.
- Fiction series with a production budget of more than 20 million euros: 100,000 euros.
- Short film: 10,000 euros.

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**INNOVATIVE TOOLS AND
BUSINESS MODELS**

Deadline: 16 January 2025



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MEDIA CALLS 2024-2025

BUSINESS CLUSTER

- Innovative tools and business models | January 16th 2025**
- Skill & Talents Development European | April 24th 2025**
- MEDIA 360 | January 9th 2025**
- European Film Distribution | April 24th 2025**
- European Film Sales | June 19th 2025**
- European VOD Networks and Operators**

**OPEN CALL
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**AUDIENCE
DEVELOPMENT AND
FILM EDUCATION**

Deadline: 27 March 2025



MEDIA



MEDIA CALLS 2024-2025



AUDIENCE CLUSTER

- European Festivals Network | July 16th 2025**
- European Festivals | March 11th 2025**
- Audience Development & Film Education | March 27th 2025**
- Films on the move | March 20th – July 17th 2025**
- Networks of European Cinemas | July 16th 2025**

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CROSS SECTORAL

- Creative Innovation Lab | April 24th 2025
- MEDIA Literacy | March 6th 2025
- Journalism Partnerships | To be published at the end of October
- Journalism partnership – Collaborations
- MFP - Media Freedom Rapid Response Mechanism
- MFP - Media Pluralism Monitor

MEDIA CALLS 2024-2025

- Be ambitious when selling your project. We are competing with all of Europe.
- Keep in mind that it is a work of months. Count on the Desks.
- A project that has European partners will always be more highly valued. And remember that you don't always have to be a leader.
- Demonstrate that you have a good team. It doesn't matter if the company is small. The important thing is to have good professionals.

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- Training is a seal of quality. An investment.
- Outsource aspects that you do not manage, such as the marketing and communication plan.
- Sustainability and inclusion are very important. Support yourself with OBS reports, 50/50...

MEDIA CALLS 2024-2025

- Take into account the selection criteria. The evaluators base their evaluation on them.
- **Relevance and European added value (40 points)**
- **Quality of content and activities (20 points)**
- **Project management (25 points)**
- **Quality of the marketing strategy and the European and international distribution plan (15 points)**

CONTACTS

Thank you!

Creative Europe Desk MEDIA Spain

Peter Andermatt - peter@oficinamediaespana.eu

Europa Creativa Desk MEDIA Euskadi

Ainhoa González - a.gonzalez@europacreativaeuskadi.eu

www.europacreativaeuskadi.eu