

All CCS and Cross-sectoral Funding Cross- Sectoral Policies and Governance

Creative Europe drives investments, visibility and sustainability for CCS collaborations

CREATIVESUNITE

Co-funded by
the European Union

Evaluating a decade of Creative Europe, the new Commission's report finds that Culture strand supported over 1,800 projects involving 6,700 organisations, while MEDIA-supported works were up to 9,5 times more visible than comparable non-MEDIA supported creations. Highlights include AI-related challenges and the persisting gap between funding demand and available budget to be taken under consideration in AgoraEU and the Culture Compass for Europe, among others.

A new report by the Commission evaluates the decade 2014-2023 of Creative Europe, highlighting its contribution to European cultural diversity and competitiveness of the audiovisual sector, visibility, EU added value and investment leverage.

The report traces rising challenges on artistic freedom, artificial intelligence and intellectual property, also linked with rapid technological changes and continuously changing consumers' preferences.

It sets proposals to be considered in the upcoming AgoraEU 2028-2034 and the Culture Compass for Europe, such as

focusing on youth and the news sector and addressing the persistent gap between demand for funding and available budget.

Drawing from a broad set of data and an external study by ECORYS Europe and KEA European Affairs, the European Commission's report examined the results and impact of the programme's three structural elements – Culture, MEDIA and Cross-sectoral.

Over the period 2014-2023, MEDIA supported works received around 1200 nominations and 500 awards from high ranking international festivals and awarding organizations. For example, supported works have received 127 awards at Cannes, 86 awards at the Berlinale, and 73 awards at the European Film Awards. This consistent critical acclaim and recognition, reflects the high cultural value and international standing of MEDIA-supported EU works.

In a sector significantly fragmented along national borders, MEDIA was found to strengthen transnational circulation of European films and series. On average, MEDIA supported EU films and series could be viewed by audiences in 9.5, 6.6 and 3.2 more EU countries across TV, cinema and video-on-demand respectively, than comparable EU works which did not receive MEDIA funding. It is estimated that, under Creative Europe 2014-2020, MEDIA supported EU films and series attracted at least 241 million admissions more in EU countries outside their home country compared to films and series which did not receive MEDIA support.

Between 2014-2023, the Europa Cinemas network increased its geographical coverage by 32% to reach over 750 municipalities. It sold almost 40% of all tickets for non-national European films in the EU by 2023, which shows significant EU added value.

MediaInvenst aims up to €400 million equity investment between 2022-2027

MediaInvest was introduced in 2021 under InvestEU as a novel equity investment platform dedicated to European audiovisual and gaming projects. It aims at leveraging up to €400 million equity investment between 2022-2027. Four investment deals totaling €95 million have already been signed under MediaInvest.

Focus on videogames, youth and wider digital audiences

The authors of the report call to strengthen support on videogames, as a dynamic and fast-growing sector of high economic importance and appeal among Europeans of all ages, where funding demand still largely exceeds current budget envelopes, despite improvement efforts.

Attracting wider digital audiences and responding to rapidly changing consumer preferences, especially related to digital native young people, are underscored as shared challenges for all industries of Intellectual Property intensive content, where MEDIA support and experience adds value and relevance.

The authors of the report highlight that since media markets are global, innovative and dynamic, monitoring trends and countries' collaboration with the whole audiovisual industry are necessary towards achieving synergies and addressing the scale of the challenges.



Culture strand: 8 in 10 collaborations continued after the completion of a project

During 2014-2023, the programme's Culture strand supported over 1,800 projects involving 6,700 organisations and funded almost 500,000 mobility days beyond national borders for artists and culture professionals. As 8 in 10 collaborations continued after the completion of a project, the Culture strand contributes to developing lasting partnerships and a European cultural space.

Acknowledging the programme's contribution to addressing key challenges, such as the fragmentation of the European market along national and linguistic lines and the transformations related to the green and the digital transition, the authors highlight emerging challenges, including attacks on artistic

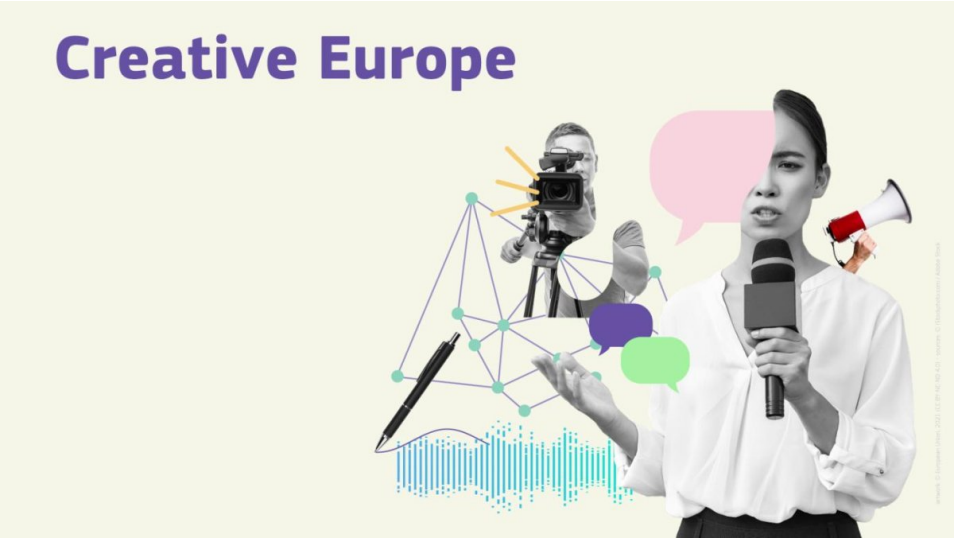
freedom or the rise of artificial intelligence, noting the need to address them in line with the Culture Compass for Europe.



Funding demand up to four times the available budget

The gap between funding demand and available budget is particularly acute in the European Cooperation Projects, which is the strand's largest action. A massive and increasing oversubscription is observed, rising from 463 submissions received in 2021 to 831 in 2023. Due to a stable budget, the success rate decreased from 27% in 2021 to 17% in 2023 and the overall increasing oversubscription trend continued in the years following 2023 for each Cooperation Projects call.

On the Cross-sectoral strand, the authors of the report note it is important to keep a combination of both, a sectorial and a horizontal approach, to ensure keeping a strong policy focus, while improving on the representation of sectors that are not sufficiently represented in the current horizontal actions of the strand, such as fashion and design.



Journalism Partnerships action has been oversubscribed by 700%

Support to news media totals to approximately EUR 15 million per year, however it is subject to high demand. For example, the Journalism Partnerships action has been oversubscribed by 700%. With increasing challenges across the EU such as on media freedom and pluralism, media viability and disinformation, further news media support will be crucial towards strengthening societal resilience and democratic participation.

Find more here

Images © European Commission