Video game and immersive content development

Category: Creative Europe Programme Grants,Expired grants

Call for proposals by the European Commission to support the development of video games and immersive contents in order to increase the capacity of European video game producers, XR studios and audiovisual production companies to develop video games and interactive immersive experiences with the potential to reach global audiences.

Call ID: CREA-MEDIA-2025-DEVVGIM

Goal(s)

The objective of the support to Video games and immersive content development is to increase the capacity of European video game producers, XR studios and audiovisual production companies to develop video games and interactive immersive experiences with the potential to reach global audiences.

Eligibility

In order to be eligible, the applicants (beneficiaries and affiliated entities) must:

- be legal entities (public or private bodies)
- be established in one of the eligible countries
- be established in one of the countries participating fully in the MEDIA strand of the Creative Europe Programme and be owned directly or indirectly, wholly or by majority participation, by nationals from such countries. When a company is publicly listed, the location of the stock exchange will in principle determine its nationality.
- be European video game production companies, XR studios or audiovisual production companies
- the coordinator must demonstrate recent experience in producing internationally distributed works

Applications by single applicants are allowed (single beneficiaries; affiliated entities are allowed, if needed), as well as proposals submitted by a consortium of at least 2 applicants (beneficiaries; not affiliated entities).

Details

Support will be given to the development of works and prototypes of interactive narrative storytelling with original content and/or quality gameplay intended for production and global commercial exploitation via PCs, consoles, mobile devices, tablets, smart phones and other technologies.

The aim is to provide funds to video game production companies and other companies producing immersive content to develop works with a high level of originality and innovative and creative value, and that have a high level of commercial ambition and extensive cross-border potential to reach European and international markets. This will allow for further investment in innovative European content and increase the competitiveness of European companies in the digital global market.

Applications should present adequate strategies to ensure a more sustainable and more environmentally-

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respectful industry and to ensure gender balance, inclusion, diversity and representativeness.

Expected results

- Increased quality, appeal, feasibility and cross-border potential for selected projects.A stronger position on the European and international market for video games developers and
- companies producing interactive immersive experiences.

The estimated available call budget is EUR 7 000 000.

Project budget (maximum grant amount): EUR 200 000 per project.

Projects should not normally exceed 36 months. Extensions are possible, if duly justified and through an amendment.

Award criteria

- Relevance: Relevance of the project in relation to the call’s objective and targeted projects (35 points)
- Quality of content and activities: Quality of content and level of integration of the narrative (25 points)
- Project management: Adequacy of the development and financing strategy and feasibility potential of the project (20 points)
- Dissemination: Potential for European/international exploitation and distribution and quality of the marketing strategy (20 points)

How to Apply

Proposals must be submitted electronically via the Funding & Tenders Portal Electronic Submission System.

Deadline: 12 February 2025 at 17:00 Brussels time

Contact / More information

For individual questions on the Portal Submission System, please contact the IT Helpdesk.

Non-IT related questions should be sent to the following email address: EACEAMEDIA-DEVVGIM@ec.europa.eu.

Official webpage of the call

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