Video games & immersive content development

2027 Call for proposals



Info session – 20 October 2026

European Education and Culture Executive Agency

Agenda

Opening words

1. Overview & changes to 2027 call
2. Objectives and eligibility criteria
3. Q&A

(Coffee break)

4. Assessment of proposals
5. How to apply – Common errors
6. Q&A

European Commission

Timetable and budget

- **Budget:** 13 500 000 EUR



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Main changes in 2027 call

- Part B **max. 50 pages** instead of 70
- Restrictions **between** calls re-introduced last year
  - Applicants are allowed to make **only one application as coordinator** for the 2026 calls for either European co-development, European slate development, European mini-slate development or Video games and immersive content development
  - **BUT** applicants can – in addition to being a coordinator in an application for either of these four calls – **also be a partner** in other European co-development or Video games and immersive content applications

Objectives

- **Increase capacity** of EU video game (VG) producers, XR studios and audiovisual (AV) production companies **to develop** VG and interactive immersive experiences (IE) with potential to reach global audiences
- **Improve competitiveness** of EU VG industry and other companies producing interactive immersive content in EU and international markets by enabling the **retention of intellectual property** by European developers

Funded activities

- Development (pre-production) of **single** VG or interactive IE project with:
  - **Narrative** storytelling
  - Original content and/or quality gameplay
  - High level of **originality** and innovative & creative value
  - High level of **commercial** ambition: physical and digital distribution, location-based entertainment
  - Extensive cross-border potential

Overview per application

- Consortium is allowed
- Max. **grant amount** = **200 000 EUR**
- Max. **co-financing rate** = **60%**

- **NO LONGER possible** to apply with *multiple proposals* and get funding for more than one project as coordinator
- **NO LONGER possible** to apply under *other Content Calls* with different projects as coordinator

Financing

- **Customised lump sum**:
  - Output-based
  - Established after applying
  - Max. **60% co-financing** rate to a verified and approved detailed budget
- Max. EU grant: **200 000 EUR**
- Pre-financing: 70% if financial capacity is good

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Financing

- **Estimated budget:**
  - All costs must be ***incurred*** ***by applicant***
  - All costs must be ***incurred*** ***during eligibility period*** of action
- **Duration action:** normally not more than 36 months
  - Extensions possible *if justified* and requested through an amendment
- **Start of the action:**
  - Default: after signature of Grant Agreement
  - Retroactivity to date of submission with justification + approval

Eligible participants

- European
- Video game, XR studios or audiovisual production companies
- Coordinator able to demonstrate recent experience in producing commercially distributed works
- **Applications by single applicants or consortium**
  - Main applicant = **coordinator**
  - Other applicant = **partners or affiliated entities** of coordinator/partners

Eligible participants

European = established in one of the MEDIA countries

- And owned directly or indirectly, wholly or by majority participation, by nationals from MEDIA countries
- Publicly listed companies ➔ location of stock exchange determines nationality

Company profile	Main objective and activity
VG production companies	VG production, (entertainment) software development
XR studios	VR, AR or MR content production
Audiovisual production companies	Audiovisual production

Publishing companies are NOT eligible (!)

Eligible participants

Coordinator must demonstrate recent experience in producing at least 1 work fulfilling the following conditions:

- **VG** or **IE** (interactive or not) – **no longer needs to be narrative and can also be a type of work that is ineligible for funding**
- **Commercially distributed** (i.e. generated income) in the period between 01/01/2024 and the deadline
  - ***Not*** produced as **work-for-hire** for another company
  - ***Not*** produced by another company, even if a member of the applicant company has a **personal credit**
  - ***Not*** in **early access** (the production phase must be finished)

Eligible participants

- Previous work **must** **be detailed in the MEDIA Database** (same for submitted work)
- Previous work is *ineligible* or *not encoded* ➔ application is **ineligible** (no other works will be considered)
- Info provided in MEDIA DB must be **CORRECT**
  - **Proof must be available upon request**
  - In case of false/incorrect statements ➔ see exclusion

Eligible activities

- Concept development (pre-production) of **single** work or prototype
- **Narrative** VG or **interactive narrative** IE
  - story must be told *throughout* VG or IE
  - Not only as introduction or ending
- **Development** = phase starting from first idea *until* production of first prototype or first trial version, whichever comes first
- **Entry into production** (i.e., as soon as first prototype is available)
  - **Min. 10 months after deadline**

Eligible activities

- Work must be **intended** for **commercial exploitation**
- Consortium must own majority of rights to project through signed contract
  - This includes adaptation rights, if relevant

Ineligible projects

- Puzzle games, memory games, sports games, racing games, running games, rhythm/singing/dancing games, social games, quiz games, party games, versus-fighting games, word and spelling games, number games, mind games, ***even if they have a narrative element***
- Projects where professional education, training or therapy is ***main*** **objective**
- Multimedia **art** projects and installations
- Immersive tours, events, music videos and IEs used in retail

Ineligible projects

- Works of **promotional nature** (e.g., promotional campaign or advertisement)
- Projects including **pornographic** or **racist material** or **advocating violence**
- **Platforms** for games or interactive experiences and websites being, or dedicated specifically to, social platforms, social networking, internet forums, blogs or similar activities
- **Tools and software services aimed solely at technological development** and/or used solely for further developing already existing game or interactive experience concepts
- **Reference works** (encyclopedias, atlases, catalogues, databases and similar), “how-to” works (instructional guides, manuals and similar) and (interactive) e-books
- Information or purely transactional services

Q&A



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Stretch your legs…
Have a cup of coffee…

Back in 10 minutes



How are proposals assessed?



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How are the proposals assessed?

ADMISSIBILITY CRITERIA

- Submission requirements

ELIGIBILITY CRITERIA

- Eligible participants
- Eligible activities

FINANCIAL AND OPERATIONAL CAPACITY AND EXCLUSION

- Expertise and solvency
- Situations of exclusion (e.g., bankruptcy)

AWARD CRITERIA

- Evaluation of the quality of the proposal

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Admissibility criteria

- **Submit *before* the deadline (!)**
  - **NO** late submissions accepted
  - **BUT** you can resubmit revised versions up till the deadline
- Submit **electronically** via FTOP (no applications by email or on paper)
- Use **templates** provided in submission system
  ⇔ Not the templates on topic page (those are for info only!)
- Submission only possible when **complete**
  - Including all mandatory parts and mandatory annexes
- Respect page limits (Part B max. 50 pages – does not include other annexes)

Eligibility criteria

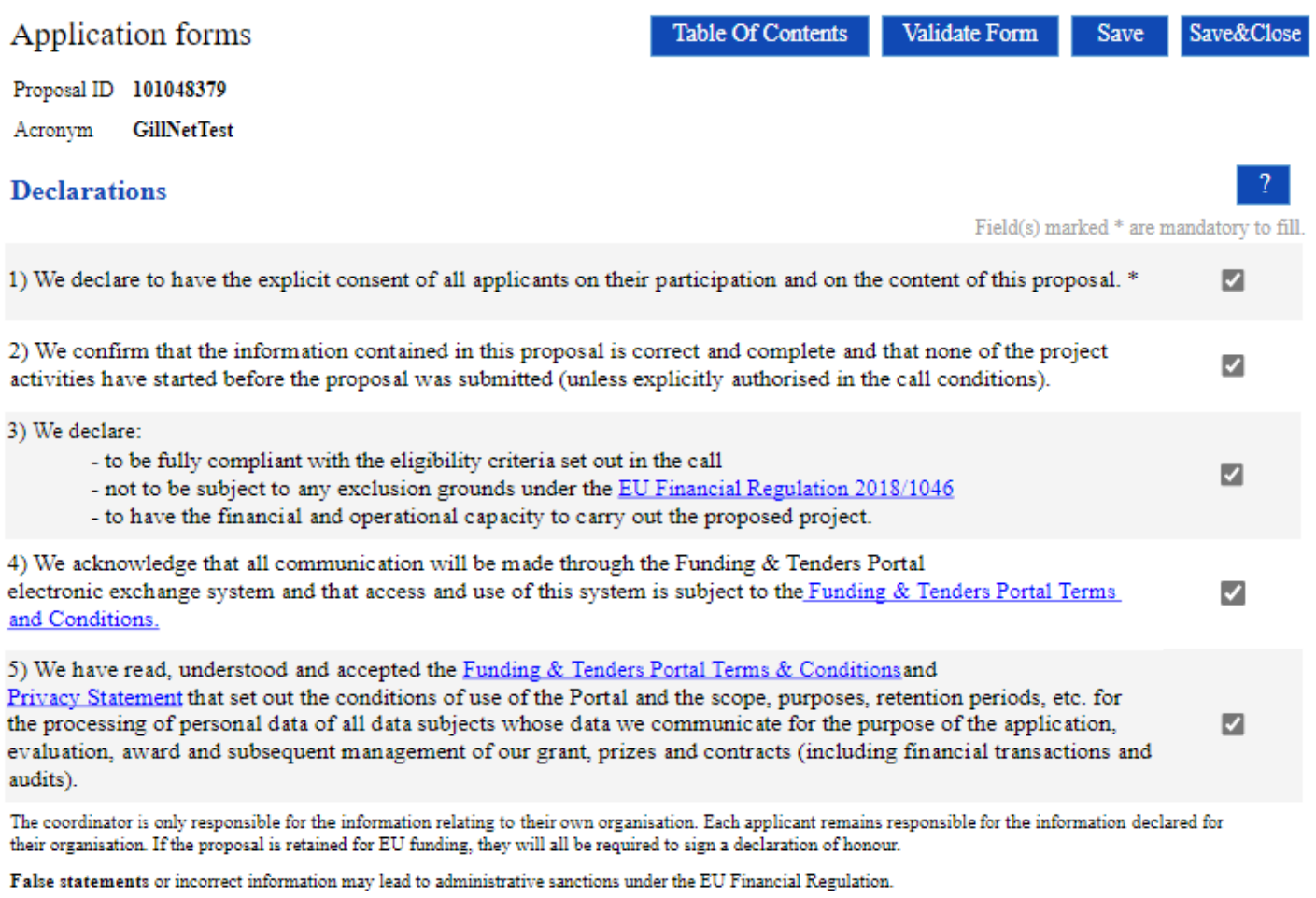
- In principle checked before assessment of the award criteria
  - **BUT** call foresees that eligibility of previous work and European ownership will only be checked at GAP stage
  - **Why?** Reduction of workload ➔ speeding up selection
  - Some applications entering GAP may be declared ineligible at that stage only
  - No check will be done on applications not reaching the funding threshold
- Criteria are **strict** so make sure that you respect them fully before submitting an application

Financial and operational capacity

- **Financial capacity:**
  - Have stable and sufficient resources to implement project and contribute to financing
  - Based on annual accounts (to be uploaded in Participant Portal in case of selection)

- **Operational capacity:**
  - Have know-how, qualifications and resources to implement the project
  - Based on ‘project management’ criterion

Exclusion – declaration



Application forms

Table Of Contents | Validate Form | Save | Save&Close

Proposal ID 101048379

Acronym GillNetTest

Declarations ?

Field(s) marked * are mandatory to fill.

1) We declare to have the explicit consent of all applicants on their participation and on the content of this proposal. * ☑

2) We confirm that the information contained in this proposal is correct and complete and that none of the project activities have started before the proposal was submitted (unless explicitly authorised in the call conditions). ☑

3) We declare:
- to be fully compliant with the eligibility criteria set out in the call
- not to be subject to any exclusion grounds under the EU Financial Regulation 2018/1046
- to have the financial and operational capacity to carry out the proposed project. ☑

4) We acknowledge that all communication will be made through the Funding & Tenders Portal electronic exchange system and that access and use of this system is subject to the Funding & Tenders Portal Terms and Conditions. ☑

5) We have read, understood and accepted the Funding & Tenders Portal Terms & Conditions and Privacy Statement that set out the conditions of use of the Portal and the scope, purposes, retention periods, etc. for the processing of personal data of all data subjects whose data we communicate for the purpose of the application, evaluation, award and subsequent management of our grant, prizes and contracts (including financial transactions and audits). ☑

The coordinator is only responsible for the information relating to their own organisation. Each applicant remains responsible for the information declared for their organisation. If the proposal is retained for EU funding, they will all be required to sign a declaration of honour.

False statements or incorrect information may lead to administrative sanctions under the EU Financial Regulation.

Exclusion criteria are based on a declaration in Part A of the application

Read each declaration carefully

Check if applicant left out or misrepresented information required to participate in the call

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Award criteria

- Common structure
  1. Relevance (*35 points*)
  2. Quality of content and activities (*25 points*)
  3. Project management (*20 points*)
  4. Dissemination (*20 points*)



- Overall threshold: **70/100**

Consult criteria breakdown in Call document and keep all elements in mind when preparing your application

Award criteria

1. Relevance (*35 points*)

a) **Originality** and **creativity** of concept against existing work, including originality of story (*10 points*)

b) **Level of innovation** (*15 points*):

- "Cutting edge" technique & content, e.g., use of new/latest technologies or platforms
- Innovation in gameplay,
- Level of immersion and interactivity
- Innovation in visual/graphic approach
- Innovative use of cinematography and viewing

Award criteria

1. Relevance (*35 points*)

c) Adequacy of strategies to ensure **a more sustainable and environmentally-respectful industry** (*5 points*)

d) Adequacy of strategies to **ensure gender balance, inclusion, diversity and representativeness** (*5 points*)

- either in the project/content or in the way of managing the activity

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Award criteria

2. Quality of content and activities (*25 points*)

a) Quality of **storyteling**

b) Quality of **visual approach** (e.g. artwork, mock-ups, sketches, mood boards)

c) Quality of the **graphic and sound design**

d) Accessibility measures for users with disabilities and other impairments

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Award criteria

2. Quality of content and activities (*25 points*)

d) **For non-immersive video games:**

- Quality and originality of the gameplay
- Integration between gameplay and storytelling
- Quality of the level and character design

d) **For interactive immersive video games & experiences:**

- Quality of the immersive experience
- Level and quality of interactivity

Award criteria

3. Project management (*20 points*)

a) Adequacy of **development strategy** (*10 points*)

- Adequacy of the development plan
- Schedule
- Development budget
- Foreseen partnerships to match needs of project

b) Adequacy of **financing strategy** & **feasibility potential** of project (*10 points*)

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Award criteria

4. Dissemination (*20 points*)

a) **Potential for** European/international **exploitation** and **distribution** (*10 points*)

- Transnational appeal
- Potential to cross borders
- Relevance of distribution strategy

b) **Marketing strategy** allowing to reach audiences at an early stage (*10 points*)

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How to apply?







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How to apply

Any application must consist of:

- **Part A**: **Administrative information**, duration and max. EU grant
- **Part B**: **« Technical » project description** (*mandatory template*)
  - Info that adresses the award criteria
  - Definition of work packages and deliverables
- **Part C**: **KPI collection tool**
- ***7 mandatory* annexes**

Mandatory templates are available in the Submission System.
Not using them may result in inadmissibility/ineligibility

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How to apply

Mandatory annexes:

- Detailed **budget table** (*mandatory template*)
- PDF with info on previous and current work downloaded from **MEDIA Database**
- **Creative dossier**: description of gameplay, info on GUI/HUD, level & character design, pictures, graphic bible, script, storyboard, creative director's note, etc.
- **Rights contract / proof of ownership of rights** (and in case of adaptation, rights of adaptation) for the project
- Supporting documents of co-production, distribution and financing
- **Declaration on independence and ownership**: breakdown of company shareholding (*mandatory template*)
- Declaration on language of the submitted materials (*mandatory template*)

How to apply

- **Part B**: Correct definition of work packages & deliverables are crucial to obtain full EU grant
- **Work package structure** (*mandatory to use these exact names*):
  - **WP 1**: Artistic development (narrative part, characters, graphic approach, etc.)
  - **WP 2**: Technical development (GUI, HUD, etc.)
  - **WP 3**: Financing, distribution and marketing activities

How to apply

Mandatory deliverables (*mandatory to use these exact names*):

- **WP 1:** Updated creative development (treatment, script, bible, game design document)
- **WP 1: Declaration on European ownership and independence**
- **WP 1 and/or WP2:** Update on key crew/casting
- **WP 2: Video of** or link to prototype / trial version / trailer / teaser
- **WP 3:** Updated financing/budget and production schedules
- **WP 3:** Updated distribution and marketing strategies
- **WP 3:** Interoperable standard identifier

How to apply

Deliverables:

- Will need to be submitted during lifetime of project
- Be realistic:
  - Reduction of EU grant in case of partial implementation
  - Request amendment if needed

Common mistakes in submission system

Acronym and short summary (encode when starting application)

- **Acronym**:
  - Helpful if it refers to the company/project
  - Not something generic such as ‘VG2026’ for example
- **Short summary** (abstract):
  - Objectives, activities & expected results
  - Type & number of persons benefiting from project
  - Type & number of outputs to be produced
  - ***Do not include confidential info*** **(!)**
  - **Project synopsis goes in MEDIA Database**

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Common mistakes in Part A

Budget (EU grant requested) incorrectly encoded in Part A ⚠

- Entire production budget instead of EU grant requested
- Different amounts than in budget
- Too many or too few zeros (e.g., 1M instead of 100K)

Application forms

Proposal ID **SEP-210993925**
Acronym **Test2Prod**

3 - Budget

No	Name of Beneficiary	Country	Requested grant amount
1		BE	125 000.00
2		BE	37 500.00
3		FR	37 500.00
	Total		200 000.00

Click here to go to the column
Max TOTAL EU Contribution

		TOTAL DIRECT COSTS INCLUDING SUBCONTRACTING (A+B+C+D)	E. Indirect costs 7%	TOTAL COSTS (A+B+C+D+E)	Max TOTAL EU Contribution
Coordinator	COO	250.000,00	17.500,00	267.500,00	125.000,00
Partner 1	PAR1	75.000,00	5.250,00	80.250,00	37.500,00
Partner 2	PAR2	75.000,00	5.250,00	80.250,00	37.500,00
TOTAL	Consortium	400.000,00	28.000,00	428.000,00	200.000,00

Max TOTAL EU Contribution
=
60 %
of 428.000,00 €
or
200.000,00 €

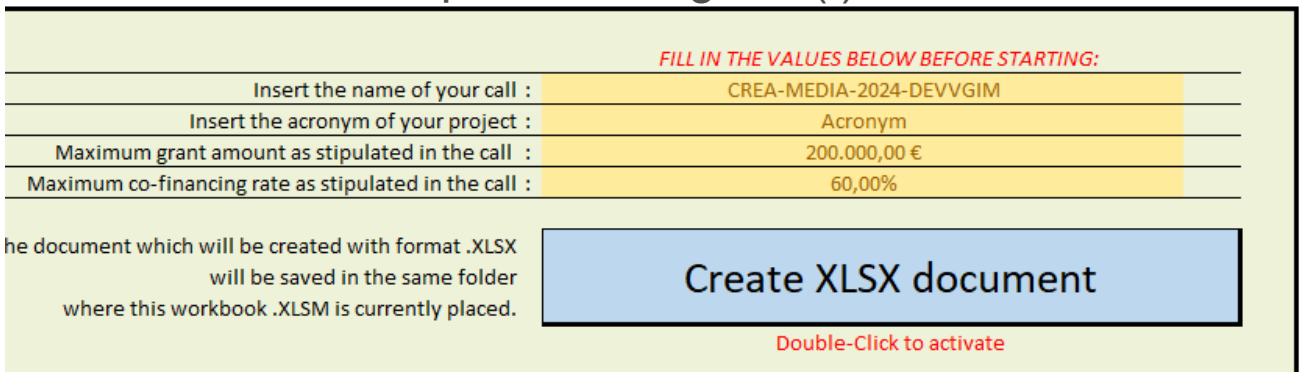
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Common mistakes in estimated budget

- Max. grant amount (200 000 EUR) and max. co-financing rate (60%) incorrectly encoded in ‘Instructions’ sheets

  ➔ incorrect calculation of the max. EU contribution in the ‘Proposal Budget’ sheet

  ➔ incorrect requested EU grant (!)



	FILL IN THE VALUES BELOW BEFORE STARTING:
Insert the name of your call :	CREA-MEDIA-2024-DEVVGIM
Insert the acronym of your project :	Acronym
Maximum grant amount as stipulated in the call :	200.000,00 €
Maximum co-financing rate as stipulated in the call :	60,00%

he document which will be created with format .XLSX
will be saved in the same folder
where this workbook .XLSM is currently placed.

Create XLSX document

Double-Click to activate

- Do not forget to break down type of employees

A1. Employees (or equivalent) person months (you can change the types based on your structure)
OWNER
EMPLOYEE
VR CONSULTANT
3D and 2D artists
Developer

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Common mistakes in estimated budget

- **Encode applicants** correctly (corresponding to Part A) and click on **apply changes**

List of Beneficiaries and Affiliated Entities			
BE NR/AE	*BE/TP name*	*Acronym*	*Country*
BE 001	COORDINATOR	COO	DK
BE 001 / AE 001	AFFILIATED ENTITY	AE	NO

APPLY CHANGES

- **Encode work packages** correctly (corresponding to Part B) and click on **apply changes**

List of Work Packages	
WP Nbr	*WP Label*
WP 001	Artistic development
WP 003	Technical development
WP 004	Financing, distribution and marketing activities

APPLY CHANGES

Common mistakes in estimated budget

Only encode **eligible costs (!):**

1. Actually incurred by beneficiary(-ies) and not by third parties
2. Incurred during eligibility period of action (not before, not after)
3. Declared under one of eligible cost categories
4. Incurred in connection with action and necessary for its implementation
5. Identifiable and verifiable (i.e., recorded in beneficiary's accounts)
6. Comply with national law on taxes, labour and social security
7. Reasonable, justified and comply with principle of sound financial management

Common mistakes in estimated budget

Ineligible costs – most relevant examples:

- Costs incurred **before/after** eligibility period
- Costs for **ineligible** activities
- In-kind contributions: e.g., deferrals
- Financial support to third parties
- Costs for loans
- Deductible or refundable VAT
- **Costs covered by flat rate for indirect costs**: office rent, electricity, telephone, postage, copies, internet, etc.

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Common mistakes in estimated budget

Encode staff costs under the correct categories:

- **Employees**: personnel working for the applicant under an employment contract (or equivalent appointing act) and assigned to the action.
- **Natural persons under direct contract**: persons working with the applicant under *a contract other than* an employment contract but assigned to the action. These « in-house consultants » should work under similar conditions than those of an employee concerning tasks, premises, results and salaries.
- **Seconded persons**: natural persons *employed by a third party* against payment but temporarily assigned to work on the action proposed in the application, and this for an organisation (i.e. the applicant) that is not their current employer. The applicant must reimburse the actual costs incurred by the third party (not with profit).

Common mistakes in estimated budget

- **SME owners (and natural person beneficiaries):** SME owners that work on the action *without receiving a salary*. You need to estimate the number of days and units that the person will work on the action and apply unit costs established in Decision 'C(2024) 5328 final' and multiplied by the country coefficient. Note that you need to keep proof of the number of units declared.
- **Volunteer costs:** not eligible

In case of doubt, consult the Annotated Grant Agreement:
https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga_en.pdf

Common mistakes in estimated budget

Subcontracting:

- Only use this category for tasks related to **the core tasks**
  - *For example: character design, story development, …*
- There are seperate budget categories for:
  - Freelancers (A.2) or seconded persons (A.3)
  - Communication & marketing, or events (C.3)
  - Artistic fees (C.3)
- Transparent procedure with **best value for money** and **no conflict of interest** (!)
- Concrete company is not needed at application stage, but procedure should be outlined

Common mistakes in estimated budget

Provide explanations on units and grouped costs in ‘Any comments’ tab of budget

	Any comments		
nr	***BE ref***	***WP ref***	***Comments***
A1	BE001	WP1	Personnel costs (in-house consultants) for the Artistic development of the product
A1	BE001	WP2	Personnel costs (in-house consultants) for the Artistic development of the product
C3	BE001	WP2	Costs for localisation of the script and costs for asset and technical development software (subscription-based software such as Adobe Creative Suite etc - no depreciation)
A1	BE001	WP3	Personnel costs (in-house consultants) for the Artistic development of the product
A3	BE001	WP3	Costs for accessibility consultancy
C1	BE001	WP3	Travel, accomodation and substince costs for the attendance at meetings with producer and selected events (see Part B - Section 5.2)
C3	BE001	WP3	Costs for the attendance to the course for Certified Accessible Player Experiences® Practitioner

Particularly important for:

- **Subcontracting costs**: must also correspond with info detailed in PART B
- **Purchases** if not depreciated

  ⇔ **Equipment must be depreciated and detailed in ‘Depreciation Costs’ tab**
- **Production costs** and technical costs of prototyping

Common mistakes in estimated budget

Do not forget to fill in '**Requested EU Grant Amount**' and **make sure it corresponds to budget in Part A**

Click here to go to the column Max TOTAL EU Contribution

		TOTAL DIRECT COSTS INCLUDING SUBCONTRACTING (A+B+C+D)	E. Indirect costs 7%	TOTAL COSTS (A+B+C+D+E)	Max TOTAL EU Contribution
Coordinator	COO	250.000,00	17.500,00	267.500,00	125.000,00
Partner 1	PAR1	75.000,00	5.250,00	80.250,00	37.500,00
Partner 2	PAR2	75.000,00	5.250,00	80.250,00	37.500,00
TOTAL	Consortium	400.000,00	28.000,00	428.000,00	200.000,00

Max TOTAL EU Contribution = 60 % of 428.000,00 € or 200.000,00 €

Application forms

Proposal ID SEP-210993925

Acronym Test2Prod

3 - Budget

No	Name of Beneficiary	Country	Requested grant amount
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	Total		200 000.00

Amounts in Budget

Amounts in Part A

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Common mistakes in Part B

- **Use the template** (!) (*goes for all mandatory templates*)
  - Do NOT put it in another format
  - Ensure everything is readable
  - Do NOT add other types of documents such as CVs
- **Provide info in the correct section**
  - Do NOT leave mandatory sections blank (*no info = 0 points*)
- Ensure info is coherent with rest of docs in application

Common mistakes in info on shareholding

- First **encode applicant company** (i.e., not natural persons) in ‘Instructions’ sheet and – if any – affiliated entity (must respect eligibility conditions)
- **Encode entire shareholding** of company and make sure it’s coherent
  - If shareholder is **company** ➔ *Legal person*
  - If shareholder is **individual** ➔ *Natural person*
- Don’t forget to **encode nationality**, i.e., either country where company is registered or nationality of natural person

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Common mistakes in info on shareholding

- **Main activity**: **only** to be filled in *for legal persons*, i.e., companies
- If the shareholder is a legal person:
  - Provide **full chain** of shareholding as requested
  - With **all necessary elements** (*including nationality*)
  - Until the level of natural persons (or stock market) is reached

%	If any of the listed shareholders is a legal person/company, please describe below the full chain of its own shareholders, including percentage of sharesand nationalities. If the company if publicy listed, provide the location of the stock exchange

Common mistakes in applications – Other

- Don’t forget to **submit the work(s) to the MEDIA Database**
  - **Upload the PDF** generated from MEDIA Database in application
- Don’t forget to **complete KPI Tool** and Declaration on language of the submitted materials
- **Make sure to upload the annexes in the right slot (!)**

If you do not upload all mandatory documents, the application can be considered inadmissible

Common mistakes in applications – Other

- Do not add documents that are not requested
- Do not use old templates
- **Submit on time (!)**

TIP: The better your application is structured, the smoother the evaluation and the quicker the decision (!)

Content related questions?

Creative Europe desks:

https://ec.europa.eu/culture/resources/creative-europe-desks

EACEA functional mailbox:

EACEA-MEDIA-DEVVGIM@ec.europa.eu

Technical (IT) questions?

IT related individual questions regarding the Portal Submission System:

https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/helpdesks/contact-form

F&TP support section:

https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/support

What can I do in case of rejection?

READ YOUR EVALUATION SUMMARY REPORT CAREFULLY

For more info, contact: EACEA-MEDIA-DEVVGIM@ec.europa.eu

ONLY INTRODUCE A REQUEST FOR REVIEW IN RARE CASES OF CLEARLY IDENTIFIABLE MISTAKES IN THE EVALUATION

Mere disagreement with comments or scores is not a valid reason for requesting a review!

Q&A







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Call for experts

We’re looking for **industry professionals** to evaluate applications for the video games and immersive content development call.

Register here: **Work as an expert | EU Funding & Tenders Portal**

Once registered in our expert database, we may check your availability to work for the European Commission as an independent expert.

You may be invited for the **DEVVGIM call or other calls** related to your field of expertise.

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Join us at the Creative Europe MEDIA stands!

Participation in the Creative Europe MEDIA stands will give you more opportunities for B2B exchanges, scalability and increase your capacity to operate transnationally and internationally.

Agile independent European companies, especially newcomers, as well as companies from countries with lower audiovisual capacity, are particularly encouraged to apply.

Services include meeting spaces, an online promotional catalogue & reduced registration fees.

For more info and to apply, please visit www.media-stands.eu

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ANNECY FESTIVAL

gamescom

mipcom

European Commission

Thank you



Creative Europe
2021-2027

PUSH BOUNDARIES

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