



Information session

Video Games & Immersive Content Development

6 November 2024 – 10.00-12.00 (Brussels time)

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For more details, you can contact us: EACEA-MEDIA-DEVVIGIM@ec.europa.eu



Video games & immersive content development

2025 Call for proposals

Info session – 6 November 2024

European Education and Culture Executive Agency



Agenda

1. Introduction – policy context
2. Objectives and eligibility criteria
3. Q&A
- Coffee break*
4. Assessment of proposals
5. How to apply – common errors
6. Q&A

Policy context: cross-cutting priorities



EU Green Deal

A more sustainable and environmentally-respectful industry



EU Gender Equality Strategy

Gender-balance, inclusion, diversity & representativeness



Creative Europe 2021-2027

MEDIA

Supporting

Europe's audio-visual
and film sectors

Audience

New distribution channels
and strengthened audience
development

Policy

Promoting discussion
and exchange

PUSH BOUNDARIES

Budget
1.427 billion

Content

Collaboration and
innovation for high
quality works

Business

Boosting innovation,
competitiveness and
talent

co-funded by
the European Union



Creative
Europe
MEDIA

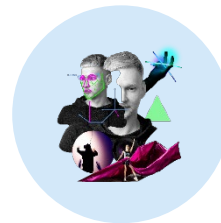
Content cluster



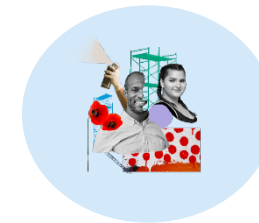
European (mini-)slate development



European co-development



Video games and immersive content development



TV and online content

Development

Production

Increase capacity of producers to develop projects with potential for wide circulation

Foster **competitiveness** of European independent production companies and increase their economic weight on the market

Support **cooperation** among production companies from different MEDIA countries

Support the **development/production** of high-quality European works with wide cross-border exploitation potential

Strengthen the **independence** of producers in relation to broadcasters and digital platforms

Originality

Innovation

Commercial ambition



Video games and immersive content development

« An entire generation of talented people – engineers, artists, scriptwriters, musicians, programmers – have been busy creating a whole new art form for us. The name of this new game is interactivity. »

– *Ralf H. Baer*

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

- Concept 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

Timetable and budget

- **Evaluation:** February-July 2025
- **Results:** End of July 2025
- **GA signature:** November 2025
- **Budget:** 7 000 000 EUR



Overview per application

- Consortium is allowed
- Max. **grant amount** = **200 000 EUR**
- Max. **co-financing rate** = **60%**
- Possible to apply with *multiple proposals* and get funding for more than one project
- Possible to apply under *other Calls* with different projects

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 01/01/2022 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

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

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

Q&A





Stretch your legs...
Have a cup of coffee...

Back in 10 minutes



How are proposals assessed?



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

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. 70 pages – does not include other annexes)

Financial and operational capacity

- **Financial capacity:**
 - Have stable and sufficient resources to implement project
 - 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

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

Award criteria

2. Quality of content and activities (25 points)

- a) Quality of **storytelling**
- 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

Award criteria

2. Quality of content and activities (25 points)

e) For non-immersive video games:

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

f) 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)

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)

How to apply?



How to apply

Any application must consist of:


- **Part A: Administrative information**, duration and max. EU grant
- **Part B: « Technical » project description**
 - Info that addresses the award criteria
 - Definition of work packages and deliverables
- ~~Part C~~ has been replaced by a **KPI collection tool**
- **PDF** be generated via MEDIA Database
 - Fill in info on previous work(s) *and* work in application
- **Mandatory annexes** (downloaded together with Part B)

How to apply

Mandatory annexes:

- Detailed **budget table** (*mandatory template*)
- **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 and/or WP2:** Update on key crew/casting
- **WP 2:** Link to prototype / trial version / trailer / teaser if produced
- **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 'VG2023' 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**

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

TOTAL DIRECT COSTS INCLUDING SUBCONTRACTING (A+B+C+D)	E. Indirect costs 7%	TOTAL COSTS (A+B+C+D+E)
400.000,00	28.000,00	428.000,00

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

Max TOTAL EU Contribution

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 !!!!

<i>FILL IN THE VALUES BELOW BEFORE STARTING:</i>	
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) man days (you can change the types based on your structure)

Producteur et personnel du producteur
Techniciens cadres et réalisateurs
Techniciens non cadres
Comédiens
Stagiaires

Common mistakes in estimated budget

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

List of Beneficiaries and Affiliated Entities			
<i>BE NR/AE</i>	<i>BE/TP name</i>	<i>Acronym</i>	<i>Country</i>
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	
<i>WP Nbr</i>	<i>WP Label</i>
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 errors 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.

Common errors 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 errors 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(2020) 7115 and set out in Annex 2a. 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 errors in estimated budget

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



Any comments			
<i>nr</i>	<i>BE ref</i>	<i>WP ref</i>	<i>Comments</i>
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 substinence 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 €

Max TOTAL EU Contribution



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

Amounts in Budget

Amounts in Part A

Common errors 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 errors 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

Common errors 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 shares and nationalities. If the company is publicly listed, provide the location of the stock exchange
%	

Common errors 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 errors 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!

IF YOU WANT FURTHER INFORMATION 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



Thank you



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