

Markets & Networking

CREA-MEDIA-2026-MARKETNET

Info session

5 November 2025

European Education and Culture Executive Agency (EACEA)



Welcome!

- General information about the call, it's objectives and expected impact
- Admissibility and eligibility criteria, and selection process
- How to apply?
- Q&A



Call ID

- Call: “**MARKETS & NETWORKING**” (CREA-MEDIA-2026-MARKETNET)
- Budget: **EUR 16 500 000**
- Call opening: **30 September 2025**
- Deadline for submission: [F&T Portal deadline](#)
- Information on evaluation results: **June 2026** (*indicative*)
- Proposals: submitted **electronically** via the [F&T Portal](#) > Start submission



Objectives and expected impact



Promotion of European content in the global market



Cooperation among audiovisual professionals

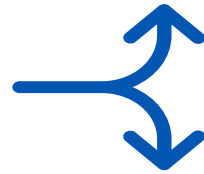
Impact:

- Innovative and systemic impact of markets
- Creation of networks of markets
- Networks among European professionals
- Sustainability and greening
- Competitiveness, circulation and promotion on international markets
- Diversity and inclusion in the markets and networks
- Participation in technological and business innovation



Activities

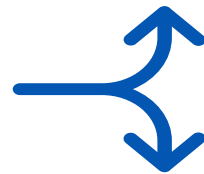
Markets



Individual markets

Networks of markets

**Networking
activities**



B2B promotion activities

Co-creation of series



Activities

Activities to be implemented over 2 years

Markets

- Industry events
 - B2B exchanges
 - Co-production, promotion and sales
 - Market trends and innovative content
- Networks of markets
 - Thematic
 - Geographical (regional)
 - Specific types of works

Networking Activities

- Existing markets
 - In and out of MEDIA countries
 - B2B promotional activities
 - Distribution of works
 - Exchange of best practices
 - Innovative technologies
- Co-creation of series
- Financial support to third parties



Admissibility

- Submitted **electronically**
- Before **deadline**
- **Complete:**
 - Part A - administrative information (*to be filled in directly online*)
 - Part B - technical description of the project (*template, maximum **50 pages**, uploaded as .pdf*)
 - Part C - additional project data (*to be filled in directly online*)
 - Annexes: **No** additional annexes or supporting documents!



Eligibility

- Applicants (beneficiaries and affiliated entities) must be:
 - **Legal entities** registered in the Participant Register (PIC)
 - **Established in eligible country** (EU member states and [countries participating in Creative Europe MEDIA Programme](#))
- **Single applicants** as well as **consortia** of at least 2 applicants (beneficiaries, not affiliated entities).



See more on eligibility under section 6. Eligibility of the [Call document](#)



See more on consortium roles under section 13. Important of the [Call document](#)



Evaluation (award criteria)

- **Relevance (40 points):** relevance of the project vis-à-vis objectives, positioning vs other similar actions - USP, European dimension, sustainability and environmentally-respectful activities, strategies to ensure gender balance, inclusion, diversity and representativeness
- **Quality of content and activities (30 points):** quality and efficiency of the activities, innovation and digital technologies, visibility of professionals coming from low audiovisual capacity countries, coherence of the business model, sustainability and cost-efficiency
- **Project management (10 points):** coherence and complementarities of the project team, tasks division, work coordination, decision-making process and the exchange of knowledge
- **Dissemination (20 points):** systemic impact (co-production, financing, visibility, circulation, reach), assistance and follow up, effects on the European audiovisual industry, added value to enter targeted markets, reinforced co-production and international circulation

 Quality threshold: 70 points



How to submit a proposal?

The screenshot displays the EU F&T Portal interface. At the top left, the European Commission logo and the text 'EU F&T Portal' are visible. On the top right, there are 'Sign in' and 'EN' buttons. A blue navigation bar contains a hamburger menu icon. Below this, a sidebar on the left offers filters: 'Programming per...', 'Programme', 'CREA-MEDIA-20...', and 'Submission status', along with an 'All filters' button. The main content area shows '1 item(s) found'. It includes a calendar icon, an RSS icon, and an 'Opening date' dropdown menu. The primary result is a call for proposals titled 'Markets and Networking' (indicated by a red arrow), which is 'Open For Submission'. The details include 'CREA-MEDIA-2026-MARKETNET | Calls for proposals', an opening date of '30 September 2025', and a deadline date. Below the title, it specifies 'Programme: Creative Europe Programme (CREA) | Type of action: CREA Project Grants'. At the bottom, there are pagination controls showing 'Items per page: 50' and 'Showing 1-1 of 1'.



How to submit a proposal?

Start submission Need help?

To access the Electronic Submission Service, please click on the submission-button next to the **type of action** and the **type of model grant agreement** that corresponds to your proposal. You will then be asked to confirm your choice, as it cannot be changed in the submission system. Upon confirmation, you will be linked to the correct entry point.

To access existing draft proposals for this topic, please login to the Funding & Tenders Portal and select the My Proposals page of the My Area section.

Please select the type of your submission:

CREA Project Grants [CREA-PJG], CREA Action Grant Budget-Based [CREA-AG]



Create proposal



Deadline

17:00:00 Brussels Local Time

days left until closure

Call data

Call: CREA-MEDIA-2026-MARKETNET

Topic: CREA-MEDIA-2026-MARKETNET

Type of action: CREA-PJG

Type of MGA: CREA-AG

⚠ Topic and type of action can only be changed by creating a new proposal.

Download Part B templates



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Online Manual

IT How To

IT Helpdesk

FAQ

Service Desk:



EC-FUNDING-TENDER-SERVICE-DESK@ec.europa.eu



+32 2 29 92222

Find your organisation

PIC ⁱ *

Short name ⁱ *

230

Search

Organisations you have been previously associated with. (Click to select)

Short Consulting 111 ✓

Short Consulting 111

Your role

Please indicate your role in this proposal *

Main contact

Contact person

Your proposal

It will appear also in the "General Information" section of the Application Form Part A and can also be updated there.

Acronym *

16

Short Summary *

Short Summary

1714

SAVE AND GO TO NEXT STEP



Participants



Deadline

17:00:00 Brussels Local Time

days left until closure

Call data

Call: CREA-MEDIA-2026-MARKETNET

Topic: CREA-MEDIA-2026-MARKETNET

Type of action: CREA-PJG

Type of MGA: CREA-AG



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Proposal data

Acronym:

Draft ID: SEP

Number of participants: 1

Reorder

Coordinator

1

Add Affiliated Entity +

Change organisation

Contact organisation

Contacts 1

Add contact +

Main contact

Add Partner +

Add Associated partner +

SAVE


SAVE AND GO TO NEXT STEP

NEXT



Part A


Proposal forms

 **Deadline**
26 January 2026 17:00:00 Brussels Local Time

 days left until closure

Call data

Call: CREA-MEDIA-2026-MARKETNET
Topic: [CREA-MEDIA-2026-MARKETNET](#)
Type of action: CREA-PJG
Type of MGA: CREA-AG

 Topic and type of action can only be changed by creating a new proposal.

Proposal data

Acronym:
Draft ID: SEP-

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 Your proposal contains changes that have not yet been submitted.

Administrative forms (Part A)

[Edit forms](#)  [Edit Part C \(KPI\)](#) [View history](#) [Print preview](#) 

Part B and Annexes

In this section you may upload the technical annex of the proposal (in PDF format only) and any other requested attachments. 

Part B of proposal  * 

[< BACK TO PARTICIPANTS LIST](#) [VALIDATE](#) [SUBMIT](#)



Topic: CREA-MEDIA-2026-MARKETNET

Type of Action: CREA-PJG
(CREA Project Grants)

Proposal number: SEP [blurred]

Proposal acronym: [blurred]

Type of Model Grant Agreement: CREA Action Grant Budget-Based

Table of contents

Section	Title	Action
1	General information	Show
2	Participants	Show
3	Budget	Show
4	Other questions	Show



Port s/	Indirect costs/EUR	Total eligible costs/EUR	Ineligible costs/ EUR	Total estimated project costs and contributions/EUR	Funding rate	Maximum EU contribution to eligible costs/EUR	Requested EU contribution to eligible costs/EUR	Max grant amount/EUR	ge
0	7 000.00	107 000.00	0	107 000.00	70	74 900.00	75 000.00	75 000.00	
0	7 000.00	107 000.00	0	107 000.00		74 900.00	75 000.00	75 000.00	



Table of contents

Validate form

Save form

Save & exit form

Topic: CREA-MEDIA-2026-MARKETNET

Type of Action: CREA-PJG

(CREA Project Grants)

Proposal number: SEP

Proposal acronym:

Type of Model Grant Agreement: CREA Action Grant Budget-Based

Table of contents

Section	Title	Action
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2	Participants	Show
3	Budget	Show
4	Other questions	Show



[< Other questions](#)

Validation result

[Exit form >](#)

[Table of contents](#)

[Validate form](#)

[Save form](#)

[Save & exit form](#)

Application forms

Validation result

There are no validation errors.



Part B

Proposal forms



Deadline

28 January 2026 17:00:00 Brussels Local Time

days left until closure

Call data

Call: CREA-MEDIA-2026-MARKETNET

Topic: [CREA-MEDIA-2026-MARKETNET](#)

Type of action: CREA-PJG

Type of MGA: CREA-AG



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Acronym:

Draft ID: SEP-

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Call: [insert call identifier] — [insert call name]



EU Grants: Application form (CREA MEDIA and CROSS): V5.0 – 15.09.2025

TECHNICAL DESCRIPTION (PART B)

COVER PAGE

Part B of the Application Form must be downloaded from the Portal Submission System, completed and then assembled and re-uploaded as PDF in the system. Page 1 with the grey IMPORTANT NOTICE box should be deleted before uploading.

Note: Please read carefully the conditions set out in the Call document (for open calls: published on the Portal). Pay particular attention to the award criteria; they explain how the application will be evaluated.

PROJECT	
Project name:	[project title]
Project acronym:	[acronym]
Coordinator contact:	[name NAME], [organisation name]



1. RELEVANCE

1.1 Background and general objectives

Background and general objectives

For 'European co-development', 'European slate development', 'European mini-slate development', 'TV and online content' and 'Video games and immersive content development':

- Provide a presentation of the applicant company (and partners for the European co-development, TV and online and Video games and immersive content development actions), its management, its activities, its present position in the national and European markets and its editorial line in terms of development and production.
- For European slate and mini-slate development, also describe the company's development plans and its present and forecast financial status (this must include the company's total turnover and total development expenditure in the last two financial years in €).

For 'Skills and talent development', 'Markets & networking', 'Innovative tools and business models', 'MEDIA360°', 'Networks of European cinemas', 'Networks of European festivals', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Media Literacy', 'Media Freedom Rapid Response Mechanism', 'Media Pluralism Monitor' and 'Journalism Partnership': Define the objectives of your proposal and explain their relevance to this call for proposals.

For 'European Film Distribution' and 'European Film Sales': Describe your company position on the national and European/international market as well as your editorial line/catalogue (size, genre, focus, etc.) and the latest developments/changes in regards to release windows. Describe typical/planned marketing and promotion campaigns for the release/sale of European non-national film(s) including online releases. If a release is already planned please be specific on the release campaign (number of prints and cinemas, type of marketing and promotion activities, innovative ways to attract audiences, type of audience, objectives in terms of admissions, online activities, etc). For European Film Distribution, please also explain how you intend to co-produce and/or acquire and/or promote European non-national films. For European Film sales, you can also indicate the festivals/markets that you principally target.

For 'Films on the Move': Describe the experience of the sales agent on pan-European projects, the number of distributors involved and the experience of distributors and their involvement in the project.

For 'Creative Innovation Lab': Define the objectives of your proposal and explain their relevance to this call for proposals. Describe the tool, model or solution to be designed, developed or spread and the main steps of the design, development or dissemination process. Describe the innovative aspects of your project. Describe the scope of your cross-sectoral approach and explain which cultural/creative sectors are targeted and how the audiovisual industry (Feature films/TV series/Narrative video games/animation/Creative documentaries/Interactive narrative immersive content) can benefit from your project. Describe the innovative aspects of your project.



3.3 Development strategy

Development strategy (n/a for 'TV and online content', 'Skills and talent development', 'Markets & networking', 'MEDIA 360', 'European Film Distribution', 'European Film Sales', 'Innovative tools and business models', 'Networks of European cinemas', 'Networks of European festivals', 'European festivals', 'European VOD networks and operators', 'Films on the move', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Creative Innovation Lab', 'Media literacy', 'Media Freedom Rapid Response Mechanism', 'Media Pluralism Monitor', 'Journalism Partnership')

For European co-development, European slate development, European mini-slate development and Video Games and Immersive Content development:

Describe the stage at which the project is submitted and identify its needs in terms of development.

Describe the envisaged activities during the development of the project, the development schedule until the start of production (including: scriptwriting, script editing, research work, choice of director, casting, locations, scheduled start of filming, etc) and the breakdown of the development budget.

The time schedule must indicate the key dates and especially the start dates of the production phase (i.e. the first



Estimated budget — Resources														
Participant	Costs (<i>n/a</i> for Lump Sum Grants: 'European co-development', 'European slate development', 'European mini-slate development', 'TV and online content', 'European festivals' and 'Video games and immersive content development', 'Skills and talent development')													
	A. Personnel		B. Subcontracting	C.1a Travel			C.1b Accommodation	C.1c Subsistence	C.2 Equipment	C.3 Other goods, works and services	D.1 Financial support to third parties		E. Indirect costs	Total costs
[name]	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X EUR	X EUR	X EUR	X EUR	X grants	X EUR	X EUR	X EUR
[name]	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X EUR	X EUR	X EUR	X EUR	X prizes	X EUR	X EUR	X EUR
Total	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X EUR	X EUR	X EUR	X EUR	X grants X prizes	X EUR	X EUR	X EUR

For non-prefixed Lump Sum Grants: 'European co-development', 'TV and online content', 'Video games and immersive content development', 'Skills and Talent development', see detailed budget table/calculator (annex 1 to Part B; see [Portal Reference Documents](#)).

Work Package ...

To insert work packages, copy WP1 as many times as necessary.



ANNEXES

LIST OF ANNEXES

Standard

Detailed budget table/Calculator (annex 1 to Part B) — *mandatory for Lump Sum Grants (see [Portal Reference Documents](#))*

CVs (annex 2 to Part B) — *mandatory, if required in the Call document*

Annual activity reports (annex 3 to Part B) — *not applicable*

List of previous projects (annex 4 to Part B) — *mandatory, if required in the Call document.*



Special

Other annexes (annex X to Part B) — *mandatory, if required in the Call document*



Proposal forms



Deadline

20 January 2026 17:00:00 Brussels Local Time

0 days left until closure

Call data

Call: CREA-MEDIA-2026-MARKETNET

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Proposal data

Acronym:

Draft ID: SEP-

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Part C


Proposal forms

Deadline
28 January 2026 17:00:00 Brussels Local Time

days left until closure

Call data

Call: CREA-MEDIA-2026-MARKETNET
Topic: [CREA-MEDIA-2026-MARKETNET](#)
Type of action: CREA-PJG
Type of MGA: CREA-AG

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Proposal data

Acronym:
Draft ID: SEP-

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CREA Media Trainings, Markets and Events

Location ^

Country +

Belgium ⌵ ⌵

Type of project, thematic area and types of activities ⌵

Type of project participants ⌵

Output, result and impact indicators (only at reporting) ⌵

DF Application, Release 4.1.0 - 16 Oct 2025 13:32:10

 View PDF

 Discard changes

 Save data

 Close



Proposal forms



Deadline

20 January 2026 17:00:00 Brussels Local Time

days left until closure

Call data

Call: CREA-MEDIA-2026-MARKETNET

Topic: CREA-MEDIA-2026-MARKETNET

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Validations



There are no errors



Proposal forms



Deadline

20 January 2026 17:00:00 Brussels Local Time

0 days left until closure

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Proposal data

Acronym:

Draft ID: SEP-

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Part B of proposal *



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Manage proposal



Deadline

2026-01-20 17:00:00 Brussels Local Time

0 days left until closure

Call data

Call: CREA-MEDIA-2026-MARKETNET

Topic: CREA-MEDIA-2026-MARKETNET

Type of action: CREA-PJG

Type of MGA: CREA-AG

Proposal data

Acronym: **SEP**

Draft ID: SEP-2026-000000000

Final ID: SEP-2026-000000000



Your proposal was submitted on: 2025-10-20 16:15:11 (Brussels Local Time)

Your proposal is part of call CREA-MEDIA-2026-MARKETNET. The call deadline is 2026-01-20 17:00:00 (Brussels Local Time).

Your proposal ID is SEP-2026-000000000. This number is important and will be used as future reference during the evaluation process.

Revisit your proposal

You can edit your proposal and re-submit at any time before the deadline 2026-01-20 17:00:00 (Brussels Local Time).

Update proposal

The time-stamped and digitally signed PDF version of your proposal is not yet available (and may still take some time). Please contact the Helpdesk if it is not available within 24 hours after the deadline.

Download

You may withdraw your proposal at any time before call closure. When withdrawing, your proposal will not be considered in the evaluation stage.

Withdraw proposal



Results

- Information on evaluation results: June 2026 (indicative)
- Awarded proposals + Reserve list + Rejected proposals


What can be done in case of rejection?


- Read your evaluation summary report (ESR) carefully.
- Request admissibility/eligibility or evaluation review (*redress review*) **only in case of an error in the selection procedure**. A review request cannot be based solely on disagreement with the received comments and/or scores or provide additional clarifications about the evaluated proposal in response to ESR.
- Do not be discouraged from applying to our calls in the future!





Don't forget!

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 IT Helpdesk

 FAQ

Service Desk:

 EC-FUNDING-TENDER-SERVICE-DESK@ec.europa.eu

 +32 2 29 92222

-  Read carefully the [Call document](#)
-  EACEA-MEDIA-MARKETS@ec.europa.eu for non-IT related questions
-  Check the **completeness of your proposal** before submission
-  Do not submit your proposal at the **last moment!**



Creative Europe MEDIA stands



- Don't miss the chance to connect, collaborate, and showcase your work in the Creative Europe MEDIA stands!
- Spots are limited and participants will be selected to ensure a diverse mix of European audiovisual and gaming industry players.
- Newcomers, innovative companies as well as companies coming from countries with lower audiovisual capacity, are particularly encouraged to apply.
- <https://media-stands.eu>



Thank you!

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