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# **CREATIVE EUROPE FOR VIDEO GAMES DEVELOPERS**

26 November 2014

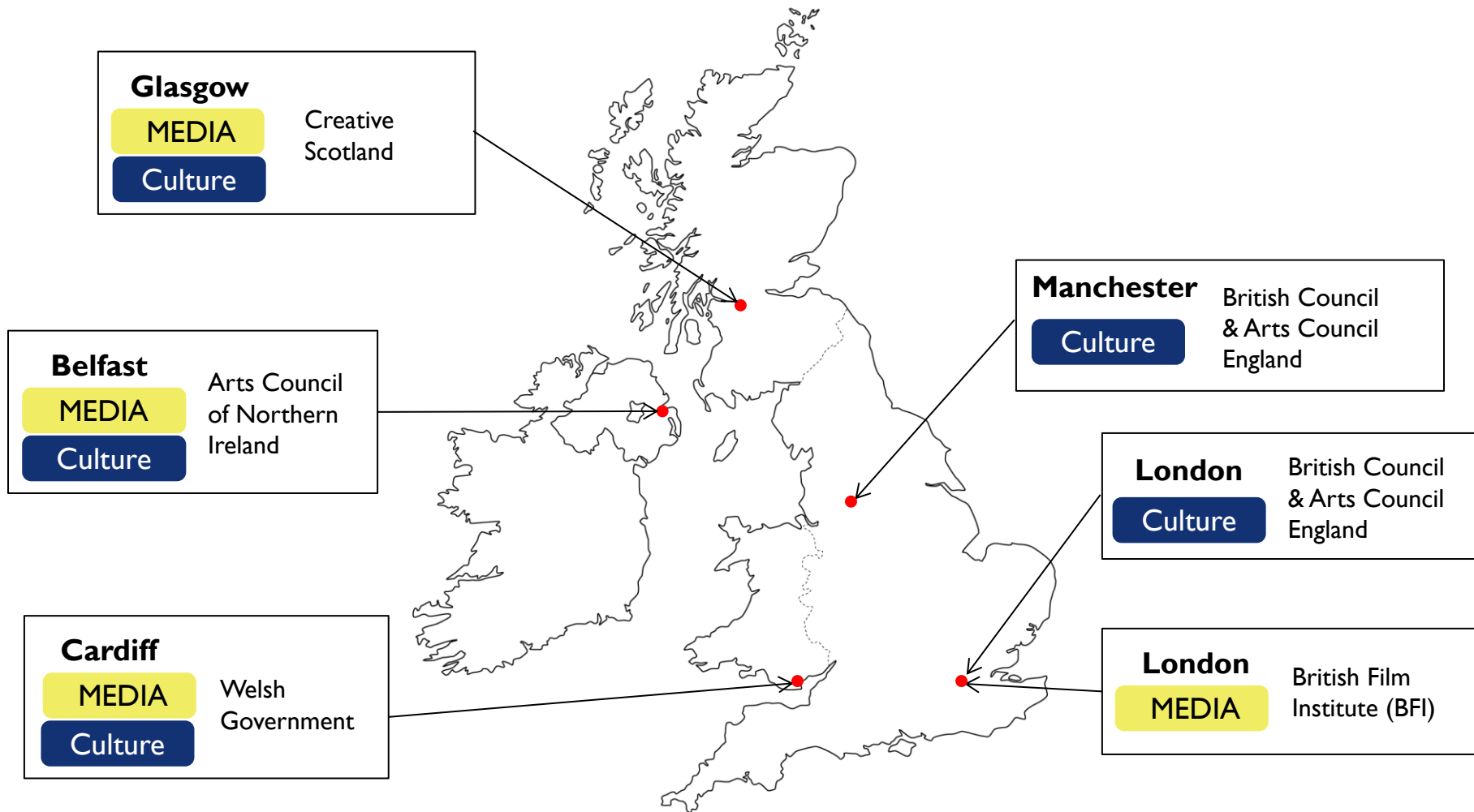
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[www.creativeuropeuk.eu](http://www.creativeuropeuk.eu)

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# CREATIVE EUROPE DESK UK



UK-wide co-ordination led by:  **BRITISH COUNCIL**  **Film Forever**

# CREATIVE EUROPE

2014 – 2020  
Budget: €1.46 billion



**MEDIA**

€823 million  
56.3%

**Culture**

€455 million  
31.1%

**Cross Sector**

€184 million  
12.6%

# MEDIA SUB-PROGRAMME

PRODUCER SUPPORT	DISTRIBUTION	TRAINING & NETWORKS	AUDIENCE DEVELOPMENT
Development Single Project	Automatic	Training	Film Festivals
Development Slate Projects	Selective	Access to Markets	Cinema Networks
TV Programming	Sales Agents	Access to Markets (Single Actions)	NEW! Audience Development
NEW! Development Video Games	VOD/DCD	NEW! Co-production Funds	



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## VIDEO GAMES

Support for independent European companies to develop commercial, narrative led video games for European and international markets.

# WHAT'S AVAILABLE?



- €2.5 million
- 20 projects
- Non-repayable grants
- €10,000 to €150,000
- 50% match-funded

# WHAT CAN BE FUNDED?



- Any platform
- Must be intended for commercial distribution
- Must have substantial narrative elements
- Must include a level of interactivity
- Up to an Alpha or Beta version of the game
- Production of Gold Master must not start until 8 months after application is submitted

# ELIGIBLE COSTS



- Writing and rights acquisition
- Initial visual concepts and sounds
- A demo or a playable prototype game
- Search for and identification of industry partners and financiers
- Preparation of:
  - Business plan and financing plan
  - Provisional production budget
  - Production schedule up to delivery
  - Initial marketing and sales plans



# WHAT CAN'T BE FUNDED?



PUZZLE GAMES



QUIZ GAMES



PARTY GAMES



SPORTS GAMES



REFERENCE WORKS



INSTRUCTIONAL GUIDES OR MANUALS



SOCIAL PLATFORMS OR NETWORKS



E-BOOKS



PROMOTIONAL OR BRANDED CONTENT

# WHO CAN APPLY?



Applicant companies must:

- Be a European video games company
  - established in a participating country
  - majority owned by nationals from those countries
- Be registered for at least 12 months
- Own the IP rights to the project

# TRACK RECORD



Applicants must have a proven track record:

Company credit on one previous eligible video game

- Substantial narrative element
- A level of interactivity
- Commercial distribution in the last two years

# HIGH SCORE

87 / 105



# AWARD CRITERIA

# 5 AUTO POINTS

PROJECTS TARGETED AT YOUNG AUDIENCES



# AWARD CRITERIA

# 20 POINTS

QUALITY AND CONTENT OF THE PROJECT



# AWARD CRITERIA

# 20 POINTS

## INNOVATIVE CHARACTER OF THE PROJECT



# AWARD CRITERIA

# 20 POINTS

## RELEVANCE AND EUROPEAN ADDED VALUE

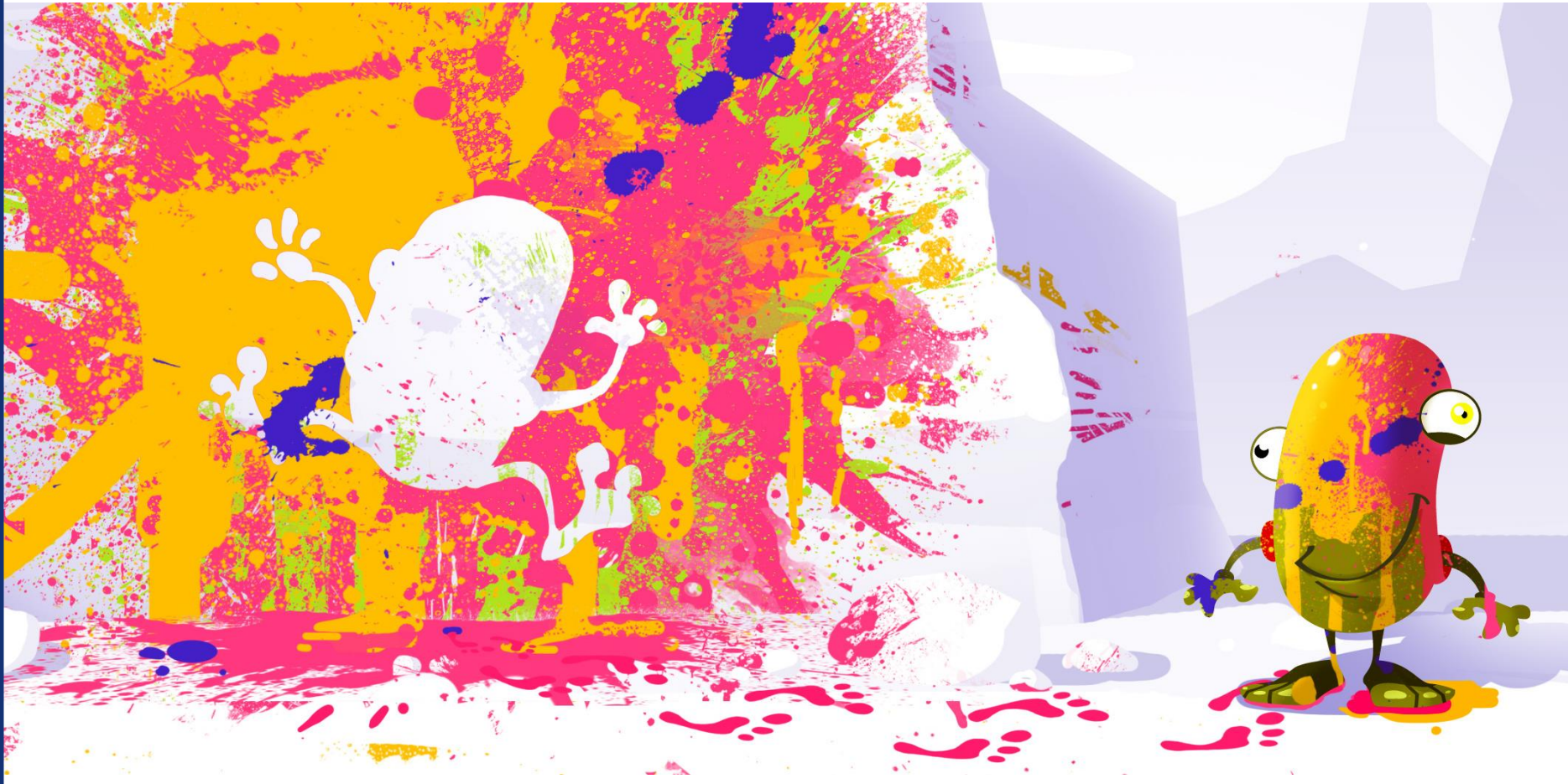




# AWARD CRITERIA

# 20 POINTS

## DISSEMINATION OF PROJECT RESULTS



# AWARD CRITERIA

# 10 POINTS

QUALITY OF THE PROJECT TEAM



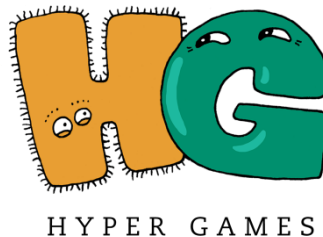
# AWARD CRITERIA

# 10 POINTS

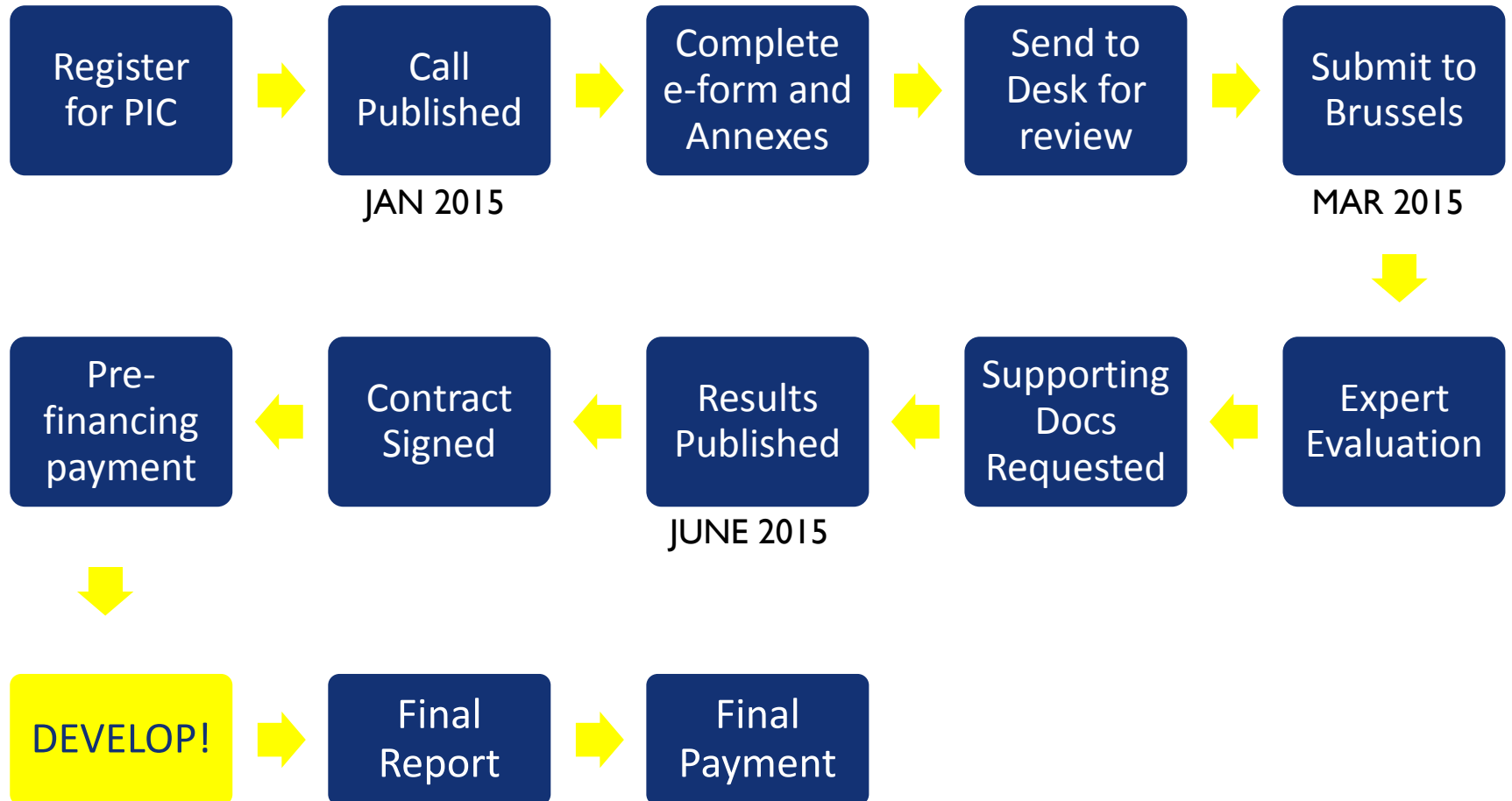
## IMPACT AND SUSTAINABILITY



# EUROPEAN FUNDED COMPANIES



# HOW TO APPLY



# QUESTIONS?

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Creative Europe Desk UK is led by:



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