# European financial support for the Video Games sector

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### Creative Europe, Invest EU et al.

- Creative Europe MEDIA calls:
  - o Training; Development; Market; Media literacy
- Horizon Europe:
  - o Research call, 2023 'A world leading European video game innovation system' (EUR 12 million).
- Digital Europe: no specific focus on game dev, but courses in key digital areas like AI, data, blockchain, virtual worlds (VR/AR), cybersecurity, IoT, HPC, quantum. Partnership: training providers, industry and research organisations.

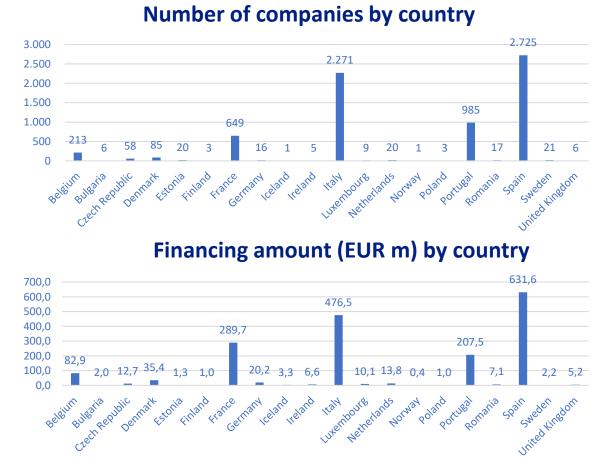


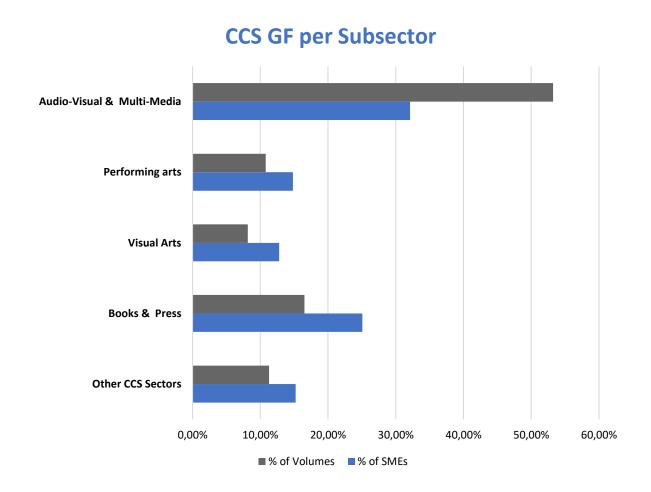
- Erasmus+ - developing a STEAM approach in higher education, and foster women participation in STEM

### Access to finance: CCS GF portfolio (2013-2020)

Over 7k supported companies

>EUR 1.8bn of financing





# Invest EU: CCS Guarantee (2020-2027)

In continuation of the CCS GF, under InvestEU the Guarantee Product facilitates lending to CCS final recipients by securing banks & non-banks portfolios.

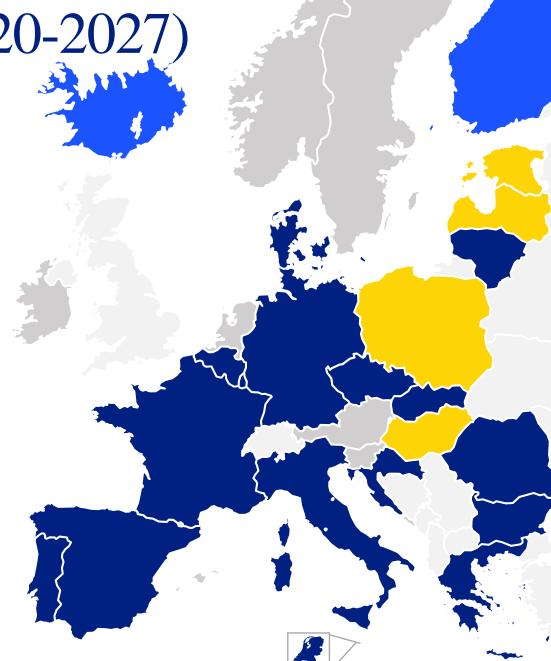
41 Transactions signed for total amount of EUR 343m

EUR 2.2bn

Expected investments to be mobilised in favour of CCS companies

22 countries covered, also via multi-country deals

- Signed operation (based on location of intermediary)
- Country covered via multi-country
- Approved operation



List of Financial Intermediaries provided separately and available EIF's website

# Eligibility (Invest EU CCS objective)

### **SMEs, Small Mid-Caps and Small Public Enterprises:**

with CCS NACE code

about to develop a CCS project

### **OR** for the past 36 months:

- Operating in the CCS
- Received debt financing for a CSS project by European or national CSS institution/association
- Awarded a CSS prize

- Filed copyrights, trademarks, distribution rights, etc. in the CCS
- Benefitted from tax credit/exemption for IP rights or CCS activities

### **Cultural and creative sector examples**

Architecture

Archives and libraries

Artistic crafts

Audiovisual (including film, television, video games and multimedia)

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Cultural heritage

Design

Festivals

Music

Performing arts

Publishing

Radio and visual arts

Audiovisual and multimedia companies represent the biggest sector in the IEU CCS portfolio with over 250 companies and total lent amount over EUR 160m (September 2024)

MediaInvest

## Equity support to CCS - Mediainvest

Dedicated **equity investment instrument** designed to foster European audiovisual productions and distribution businesses and videogame companies.

#### **Investors**

The EIF invests alongside other investors into equity funds.



Investment Fund



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Other investors (private and/or public)

**Equity Funds focused on** 

Audiovisual Content Production

Audiovisual Production/ Distribution



**Final Recipients** 

The funds will invest in projects/companies established and operating in EU + Norway and Iceland active in the following activities:



Audiovisual content production: films, series and other productions of audiovisual entertainments,



Audiovisual content distribution: cinemas, TVs, radios, online streaming services



Videogame companies: including immersive formats, such as augmented/virtual reality experiences.

#### Resources

The EIF will leverage Creative Europe resources:







### Capacity and market building activities

The market studies and guides specific to CCS to support financial knowledge of stakeholders, from financial institutions to companies

Market Analysis of the CCS

MARKET ANALYSIS
OF THE CULTURAL
AND CREATIVE
SECTORS IN EUROPE
A SECTOR TO INVEST IN

Guide for financial intermediaries<sup>2</sup>



SME book guideline on how to obtain financing<sup>1</sup>



#### 31 Country/ Market Fiches



#### I. Specificity of the Belgian market - context and introduction

The cultural and creative sectors have increasingly attracted the attention of policy makers at local, regional, national and EU level.

Wallonia (through Creative Wallonia). Prussels Capital Region and Flanders (district of creativity) all have policy frameworks for the CSS and have policy frameworks for the CSS and have implemented incentives to boost the CSS. Short includes the contractives (federal museums) are also supported at national level. Beiglium is also known as one of the first countries to develop a cophisticated tax shelter scheme for audiovisual productions.

#### II. Presentation of key market data on the CCS

There are many differences between Belgium's regions in terms of CCS composition as well as with regards to their economic contribution. Creative industries in Flanders are mainly represented by music, film, fashion and design. In addition, games, new media, heritage, visual arts, advertising and communication, print media, performing arts and architecture are displaying a steady growth.

growth.

The CCS contribute to the creation of new jobs, fostering the competitiveness of the Belgian economy.

#### Cultural and creative professionals in thousands

	2005	2008	2011	1
Brussels	TLS	13.5	12.2	
Flanders	38	48.8	SI	
Wallonia	17.3	21.4	21.0	

Source: Employee by region 2005-2014, Mauri, C. A., Viegels, J., Lucy, A., Lazzano, E., Yuebaert, W. (2017) The Cultural and

As the table above shows, Flanders has reported the highest level of job creation registered between 2008-2014, followed by Wallonia and then the Brussels Capital Region.

The chart below shows the evolution of the CCS turnover in the three Belgian regions, namely in Brussels, Flanders and Wallonia, expressed in percentage of the total economy's turnover. Overall, the share of CCS turnover per region has been declining over the last years. Wallonia seems to be reporting a positive recovery.

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