

European financial support for the Video Games sector

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Creative Europe, Invest EU et al.

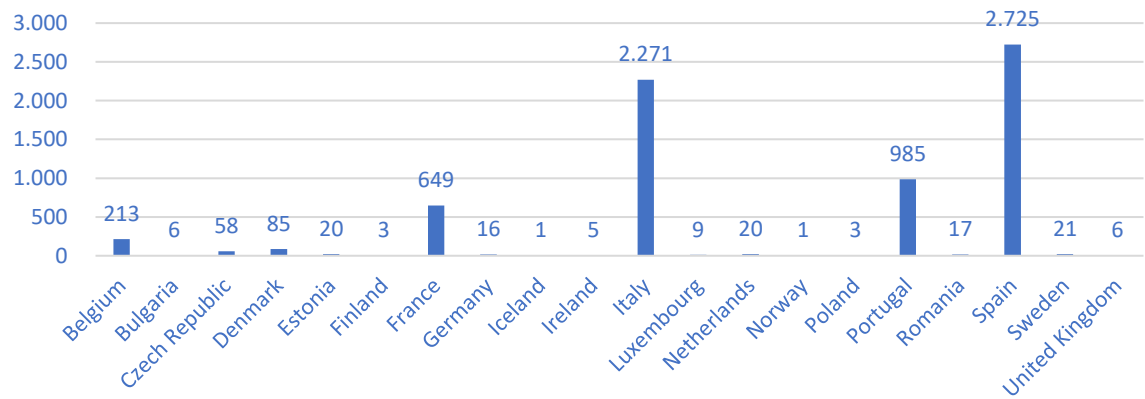
- Creative Europe MEDIA calls:
 - Training; Development; Market; Media literacy
- Horizon Europe:
 - Research call, 2023 ‘A world leading European video game innovation system’ (EUR 12 million).
- Digital Europe: no specific focus on game dev, but courses in key digital areas like AI, data, blockchain, 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)

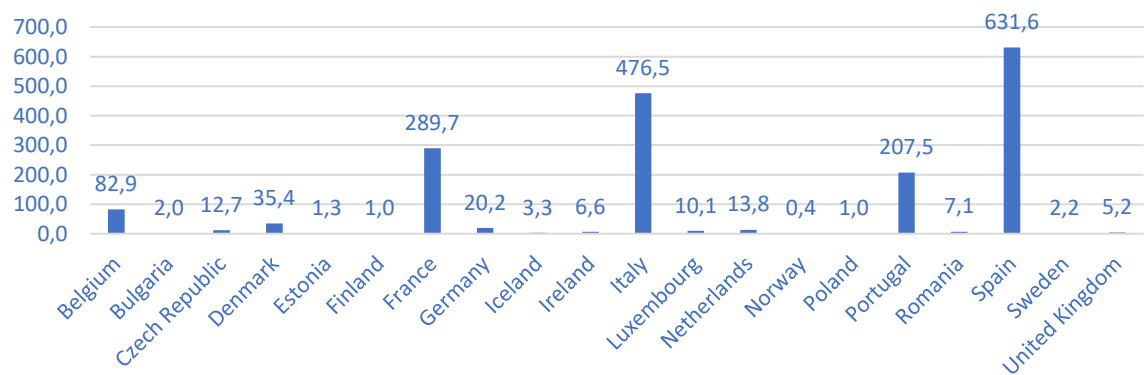
Over 7k supported companies

>EUR 1.8bn of financing

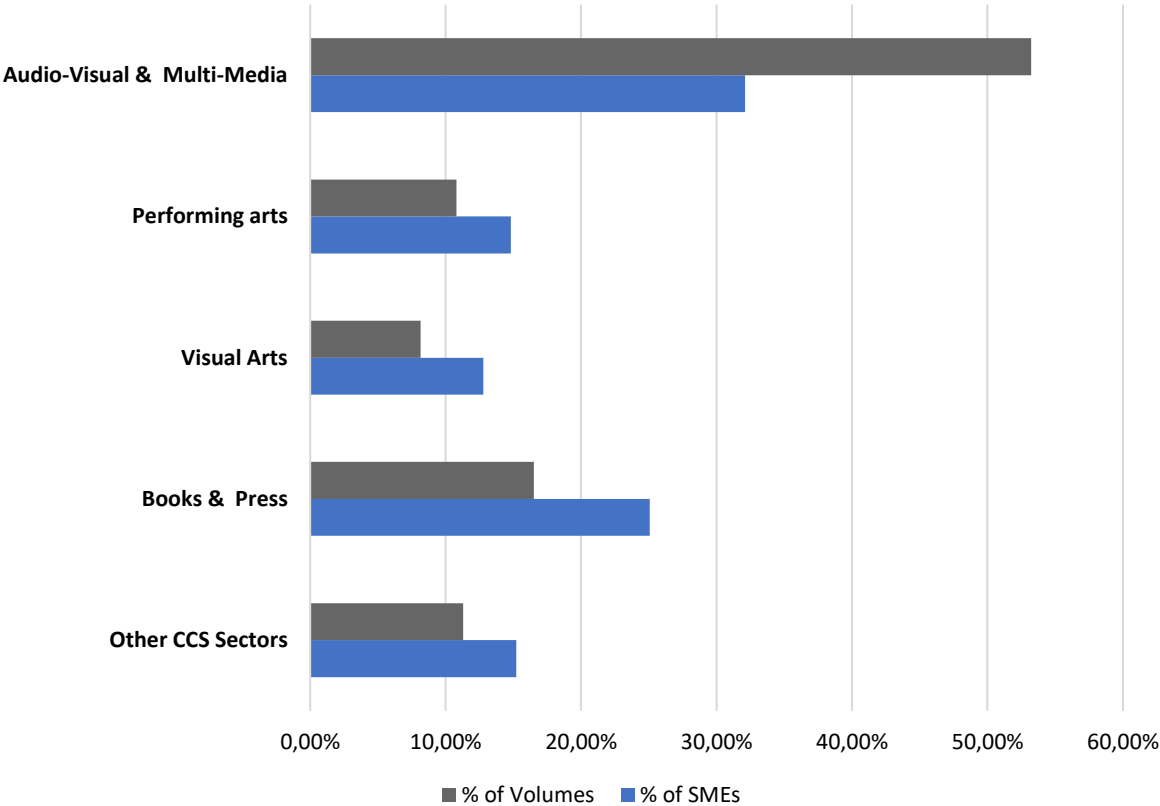
Number of companies by country



Financing amount (EUR m) by country



CCS GF per Subsector



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.

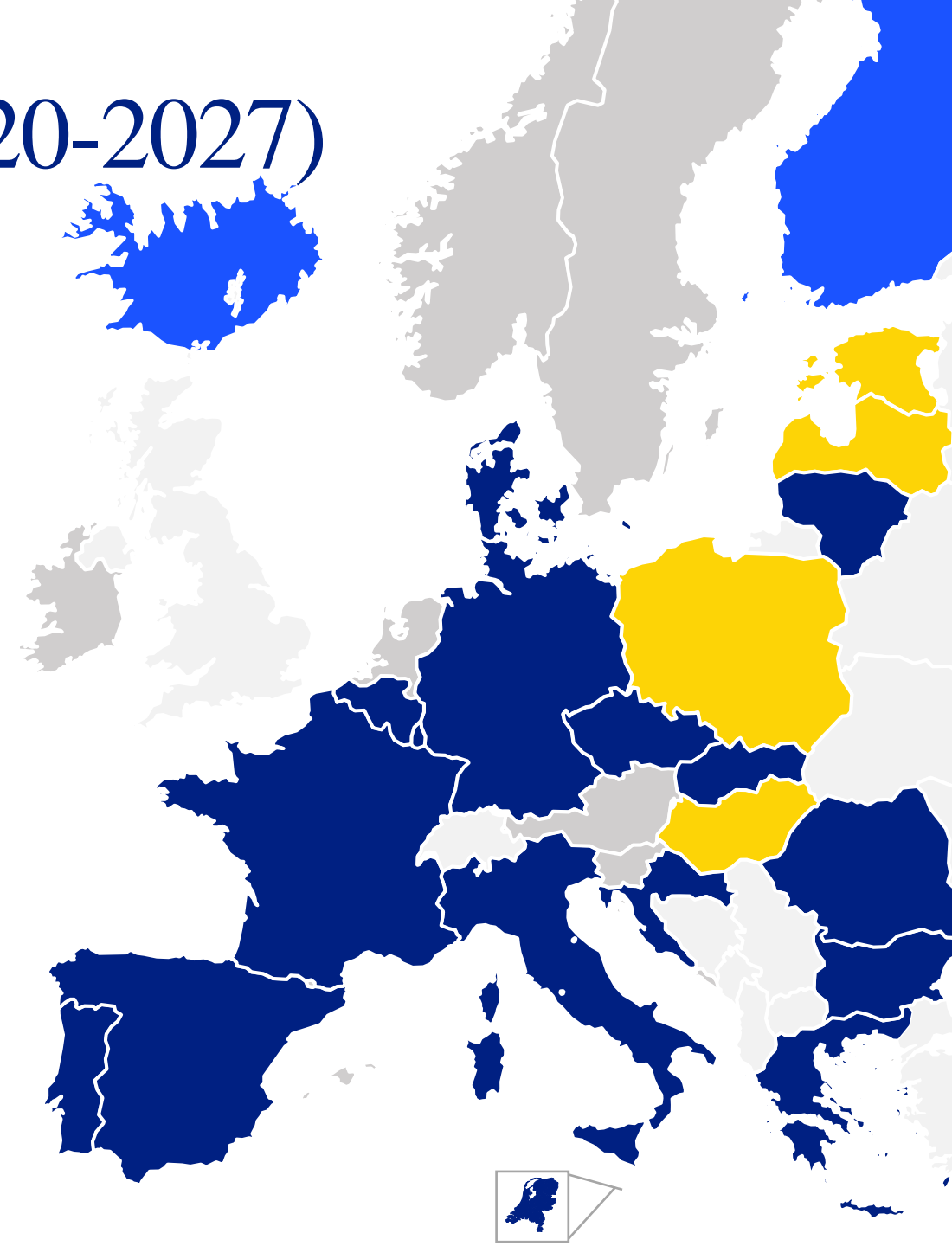
41 Transactions signed
for total amount of EUR
343m

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



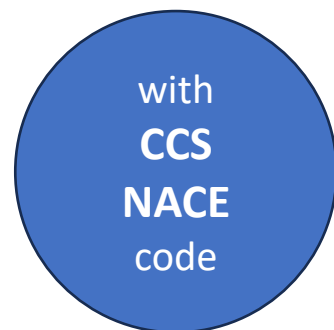
List of Financial Intermediaries provided separately and available EIF's website

Unless otherwise stated, figures as of September 2024

** Signed and approved to be signed transactions*

Eligibility (Invest EU CCS objective)

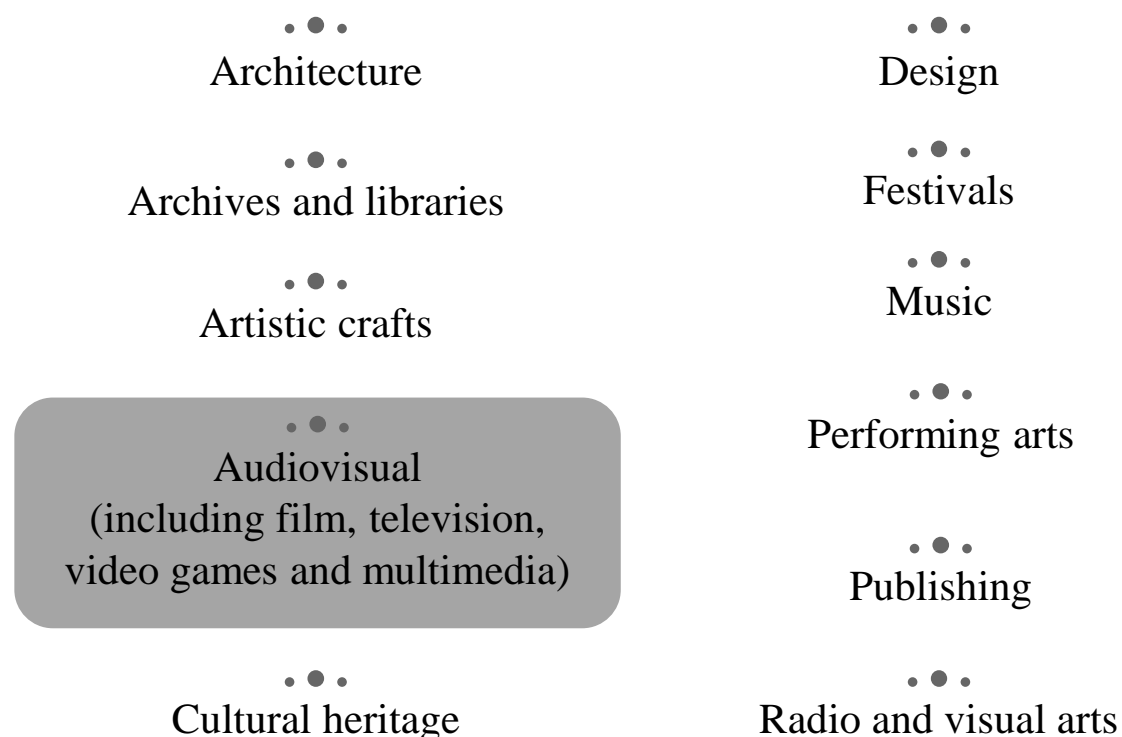
SMEs, Small Mid-Caps and Small Public Enterprises:



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



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)**

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.



Equity Funds focused on

Audiovisual
Content
Production

Audiovisual
Production/
Distribution

Videogames

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:

€180m



Expecting to mobilise over
€400m

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



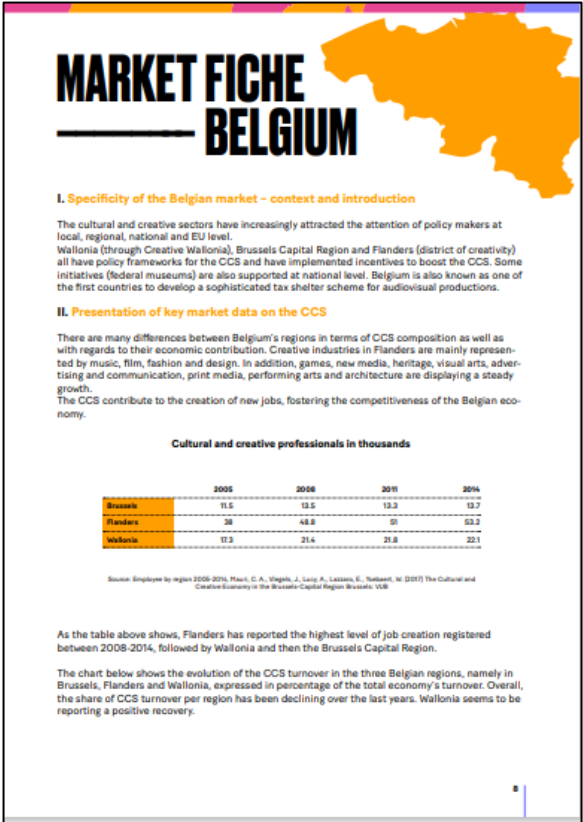
Guide for financial intermediaries²



SME book guideline on how to obtain financing¹



31 Country/ Market Fiches



A [guide for SMEs](#) for CCS on how to obtain financing
A guide to [assessing loan applications](#) from CCS SMEs