

# BE CREATIVE MAKE YOUR PITCH

## MEDIAINVEST

### IMPROVING ACCESS TO FINANCE FOR CULTURAL & CREATIVE INDUSTRIES

#### THE FIRST EVER EQUITY INVESTMENT INSTRUMENT...

MediaInvest is a dedicated **equity investment instrument** designed to foster European audiovisual productions and distribution businesses. It belongs to the broader **InvestEU Equity programme**, under the area Creative & Cultural Sectors, and is managed by the European Commission and implemented by the European Investment Fund (EIF). Its goal is to **mobilise private investors** and **increase equity investment volumes**.

#### ... TO BRIDGE THE FINANCIAL GAP ...

The European audiovisual sector is characterised by a large number of **highly innovative and creative independent production and distribution companies** with high growth potential. They often however **lack the financial strength** to compete at the international level. At the same time, European investors remain largely unaware of the potential of those companies.

MediaInvest aims at **injecting investment** to strengthen the competitiveness of the audiovisual industries in Europe, by supporting **€ 400 Million** of total investments for the period 2022-2027.

#### ... IN THE AUDIOVISUAL SECTOR ...

While MediaInvest addresses equity financial intermediaries, the ultimate beneficiaries will be **audiovisual content production companies** (incl. films, series, videogames, immersive formats...) and **distribution companies** such as cinemas, TVs and online streaming services. The instrument will be complemented by **investment readiness support** for interested companies that will receive tailor-made guidance adapted to their business strategy to attract investors and identify the most promising projects.

#### ... BY STIMULATING MORE INVESTMENT.

The EIF will implement MediaInvest by providing equity investments directly into a fund or a co-investment vehicle (alongside the fund) with other investors investing in the same risk class.

MediaInvest will also develop an investment pipeline through capacity **building activities for investors** – aimed at increasing their knowledge of global production and distribution markets and their associated risks.

### PRACTICAL INFORMATION

Interested applicants for MediaInvest can submit a formal Expression of Interest via the EIF website **before 30 June 2027**.

For more information about how to apply [click here](#).



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InSmall