

BE CREATIVE MAKE YOUR PITCH

MEDIAINVEST

IMPROVING ACCESS TO FINANCE FOR CULTURAL & CREATIVE INITIATIVES

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. It has been designed by the European Commission and is managed 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, radios 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 financial intermediaries (e.g. funds) alongside other investors investing in the same risk class and in market terms. 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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