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E-000858/2025

Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(5.5.2025)

MediaInvest¹, a part of the InvestEU² programme, is a dedicated equity investment vehicle aimed at stimulating private investment in the audiovisual and gaming sectors. It is implemented by the European Investment Fund³ (EIF) on behalf of the Commission.

To date, the EIF has signed four deals under MediaInvest (Logical Content Ventures (France), focusing on content production; Behold Ventures (Sweden) focusing on video games sector; IPR.VC (Finland) focusing on European films and TV series; Together S.L.P (France), focusing on audiovisual small and medium enterprises).

The EIF publishes once a year on its website a list of (i) financial intermediaries⁴ being supported via InvestEU, including MediaInvest; and (ii) final beneficiaries⁵ that have received financial support via InvestEU for an amount of at least EUR 500 000.

As announced in the Communication ‘The Road to the next multiannual financial framework’⁶, the Commission intends to present its proposal for the next multiannual financial framework in July 2025.

InvestEU aim at ensuring that financial intermediaries commit to invest a minimum amount into EU eligible companies. In addition, MediaInvest requires that a significant percentage of the investments targets audiovisual projects based in the EU.

¹ <https://digital-strategy.ec.europa.eu/en/policies/mediainvest>

² <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=LEGISSUM:4516649>

³ eif.org/index.htm

⁴ www.eif.org

⁵ https://www.eif.org/InvestEU/equity_products/ieu-equity-visibility-report-final-recipients.pdf

⁶ COM(2025) 46 final.