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Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(2.6.2026)

The MEDIA strand of the Creative Europe programme¹ does not fund the National Centre of Cinema (CNC) Talent action². More generally, MEDIA does not include an online platform content action like the CNC Talent action, which targets content produced by online creators with a significant presence on video-sharing platforms.

When it comes to funding audiovisual content creation, the targeted beneficiaries of Creative Europe MEDIA funding are European independent audiovisual production companies, in line with the Creative Europe Regulation³. The definition of eligible production companies is not linked to a presence on video-sharing platforms. Most of the works supported for content creation under the Creative Europe MEDIA programme are intended primarily for cinema, followed by content made primarily for television.

In light of the above, questions 2) and 3) do not arise in this specific case.

¹ Regulation (eu) 2021/818 of the European parliament and of the Council of 20 May 2021 establishing the Creative Europe Programme (2021 to 2027).

² Information accessed on 28 April 2026 from https://www.cnc.fr/professionnels/aides-et-financements/creation-numerique/fonds-daide-aux-createurs-video-sur-internet-cnc-talent_190814.

³ See for example sub-section a) and b) of Section 2 of Annex 1, Regulation above.