

Content Vienna 2025

Guideline

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1. Background and objectives of the programme

The call for proposals "Content Vienna" of the Vienna Business Agency. A service offered by the City of Vienna, supports the further development of multimedia productions with high creative-artistic and design standards. The aim of the call is to support creative professionals working in the multimedia sector in Vienna in the completion and/or further development of their media content – both in monetary terms and through accompanying networking and service offers. Talents and innovations at the interface of creative industries and technology are promoted and the media location is strengthened.

As an incentive to engage with the advancing digitalisation and development of new technologies and production methods, special prizes with changing focal points are awarded in addition to production support. These aim to support projects that strengthen the understanding of democratic, cultural and economic contexts in a digitally shaped society¹.

2. Prize money

The Vienna Business Agency awards production grants² of EUR 10,000 each to **up to five** outstanding projects in accordance with the competition principle.

2.1. Special Prizes

2.1.1. Special Prize Digital Literacy

New technologies require new skills. Within the framework of Content Vienna 2025 and in cooperation with the Vienna Media Initiative, two special prizes on the topic of digital literacy³ will be awarded in the amount of EUR 5,000.00 each among all submitted projects.

The aim is to support outstanding creative submissions that strengthen digital literacy and the understanding of democratic processes and enable self-empowerment in a digitally shaped society. The projects submitted can range from journalistic formats to playful applications and games.

2.1.2. Special prize: Content Vienna Connecting – South by Southwest

Among all submissions to Content Vienna that have confirmed the corresponding field in the submission form, the special prize "Content Vienna Connecting: South by Southwest" will be awarded to up to five submitters.

¹ This is also at the heart of the City of Vienna's "Digital Humanism" initiative, which acts in the background at Content Vienna.

² According to the De-minimis regulation, see section 4 for details.

³ The term "digital literacy" describes the ability to use, understand and critically evaluate digital technologies. It is closely linked to democracy: In a digitally shaped society, access to information and the ability to understand and evaluate it is crucial for active participation in political processes.

South by Southwest, or SXSW for short, is one of the largest and most important events for digital innovation and creativity in the world. In cooperation with the WKO ADVANTAGE AUSTRIA – Creative Industries, up to five selected submitters will be given the opportunity to participate in SXSW 2026 as part of the internationalisation campaign go-international. They will receive a travel grant of up to EUR 1,500.00 each from the Vienna Business Agency and a ticket for SXSW 2026 worth more than EUR 1,200.00 from WKO ADVANTAGE AUSTRIA – Creative Industries.

The selected participants can thus establish international contacts for their work. At the same time, they represent Vienna as a creative location at the most important digital and creative event worldwide.

One person per submitted project can participate in "Content Vienna Connecting: South by Southwest".

2.2. Women's bonus

If women in leading positions are decisively and demonstrably employed in selected award-winning projects, an additional women's bonus of EUR 1,000 will be paid out.

The background to the bonus is the gender gap in submissions in the multimedia sector. The women's bonus is intended to provide incentives to give women responsible positions.

3. Which projects can be submitted?

Projects that are in development, prototypes, demo versions and concepts from the following areas can be submitted:

- Games (digital games and playful media)
- Augmented and virtual reality projects
- Projects in the fields of animation, visual effects, 360° video
- Digital literacy projects
- Apps and solutions for the web and mobile sector (including applications from the blockchain/web3 sector,)
- Concepts for serial online content
- Platforms for digital content publishing or other digital forms of distribution
- Wearable IT projects
- Creative projects from the field of machine learning or artificial intelligence

Each submitter/submitting company may participate with **one project** only. Admitted entries will be evaluated by an expert jury (please refer to the website).

4. Legal bases

The production grant awarded within the framework of "Content Vienna" is prize money that is **not earmarked for a specific purpose**.

The production support constitutes aid for companies in accordance with the provisions of Commission Regulation (EC) No 2023/2831 of 13 December 2023 on the application of Articles 107 and 108 of the EC Treaty to de minimis aid (de minimis Regulation). According to the De Minimis Regulation, the total amount of de minimis aid granted to a company may not exceed EUR 300,000.00 over a period of three years (calculated from the date of submission of this participation).

If the total aid amount of an aid measure exceeds this maximum amount, the legal advantage of this Regulation may not be claimed for a fraction of the aid that does not exceed this maximum amount. In this case, the legal advantage of this Regulation cannot be claimed for such an aid measure either at the time the aid is granted or at a later date. De minimis aid may not be cumulated with other aid for the same eligible expenditure if the aid intensity resulting from the cumulation would exceed the aid intensity laid down in a block exemption regulation or in a decision adopted by the Commission with regard to the specific characteristics of each case.

Recipients are responsible for the proper taxation of production support (and payment of any social security contributions).

5. Conditions of participation

In order to be eligible for participation (submission to the competition), the following requirements have to be met:

- the place of residence, company address is in Vienna **or**
- the project to be submitted is being developed mainly in Vienna **or**
- the project to be submitted has a thematic focus on Vienna that is innovative and/or formally relevant and a significant factor for the project
- the project to be submitted **may not be fully developed and available on the market**
- submission may not be anonymous, the full name/s of the applicant(s) has/have to be indicated.
- If there are several producers or in case of a co-production all persons involved have to be disclosed.
- The applicant/s is/are responsible for the involved persons' approval to disclose this information
- if the submission is made as part of an employment, the company has to be indicated applicants may not be involved in the implementation of the funding initiative every applicant or submitting company may only submit one project each

If the above basic requirements are met, any natural person (of legal age) who is already active as an entrepreneur or intends to set up a company and any legal entity are eligible to participate. Representatives and employees of the Vienna Business Agency as well as their relatives are not eligible to participate.

Submissions that do not meet the eligibility requirements cannot be assessed and are excluded from the competition.

Illegal, ideology glorifying, other immoral or questionable content will not be released by the Vienna Business Agency for jury evaluation. Submissions with clearly positioned political communication from parties are excluded from participation.

The conditions of participation have been translated into English. However, only the German version is legally binding.

6. Procedure of the competition

At the end of the submission deadline on 11 September 2025 (11.59 pm), the Vienna Business Agency will pre-select the submissions with regard to compliance with the conditions for participation and the approved project formats. If the productions meet these requirements, they will be assessed by a jury.

The jury members will evaluate the admitted projects according to the criteria listed under section 8. The finalists will be selected from the best-rated projects and will be able to present themselves to the jury **at a hearing in November 2025**. The finalists will be notified by the end of October 2025.

The jury will select up to five projects from the submissions of the finalists either after the hearing or after evaluation of the documents received and the answers to any questions asked. These projects will receive production grants of EUR 10,000.00 each.

Among all awarded projects, women's bonuses in the amount of EUR 1,000.00 each will be awarded (if the relevant requirements are met⁴). In addition, up to two further projects can be awarded the special prizes on the topic of Digital Literacy in the amount of EUR 5,000.00 each. Furthermore, up to five special prizes "Content Vienna Connecting: South by South West" (see point 2.1.) will be awarded.

The submitters will be notified of the jury's decision by the end of November 2025. After notification, the supported projects will be published on the website of the Vienna Business Agency and, where applicable, also via other media.

The detailed results of the evaluation are only accessible to the Vienna Business Agency and the reviewers and are excluded from inspection. Consequently, no reasoned rejections will be sent to the non-awarded participants of the competition.

7. Jury

An expert jury, consisting of international experts and employees of the Vienna Business Agency, will evaluate the content, as well as economic and design aspects of the submissions. All jury members are invited by the Vienna Business Agency. They are obliged to maintain strict confidentiality with regard to their activities as members of the jury and have any reasons that may

⁴ See section 2.2

cast doubt on their complete impartiality and must immediately inform the Vienna Business Agency and are not authorised to assess the relevant submission. The jury results cannot be contested by the submitters.

The jury will be published on the website of the Vienna Business Agency.

8. Assessment and evaluation criteria

Projects submitted by the deadline (11 September 2025) must comply with the objectives of the measure (cf. section 1) and conditions of participation (cf. section 5) and will be assessed, compared and ranked by the jury according to the competition principle, taking into account the following evaluation criteria:

- Creative quality
- Qualification and professionalism of the submitters and/or the project team
- Implementation planning

The evaluation of the individual submissions is carried out according to this scoring system:

0 = insufficient	10 = excellent
<ul style="list-style-type: none"> • Creative quality 	0-10
<ul style="list-style-type: none"> • Qualification and professionalism of the submitters and/or the project team 	0-10
<ul style="list-style-type: none"> • Implementation planning 	0-10
Maximum score	30

The jury bases its decision on the following indicators:

8.1. Indicator for creative quality (max. 10 points)

How high is the creative quality of the project?

Is the project based on a creative-artistic concept that suggests an excellent future implementation of the project in the respective field?

How can the submission be positioned in relation to other creative offers?

Do the skills and experience of the submitters suggest a high creative quality?

8.2. Indicator of qualification and professionalism of submitters (max. 10 points)

Are the project participants listed able to implement the planned project due to their qualifications?

Is the potential for successful implementation of the project discernible?

These questions must be answered taking into account the CVs.

8.3. Indicator for implementation planning (max. 10 points)

Is the implementation planning comprehensible?

Are there plausible considerations regarding the costs and financing of the project?

Are the resources presented suitable for the implementation of the project?

Is there a plausible communication and distribution strategy for publicising the project?

Are the measures presented suitable for the communication and dissemination of the project?

8.4. Awarding of the women's bonus

If women in leading positions are decisively and demonstrably active in selected award-winning projects, an additional women's bonus of EUR 1,000 each will be paid out.

This is the case if one or more women can be proven to be working in one or more of the following positions in the project:

- project head
- executive manager
- founder
- leading position in the implementation of the project, e.g. game design, direction, visual effects, etc.

8.5. Awarding of the special prizes

8.5.1. Special prize Digital Literacy

Among all submissions, the jury will award two special prizes on the topic of Digital Literacy in the amount of EUR 5,000.00 each to outstanding creative projects that deal with digital literacy. The submitted projects can range from journalistic formats to playful applications and games. (cf. section 2.1.1)

Creative, digital formats such as games, XR and animations can contribute to conveying digital competences, e.g. critical questioning of information and data or skills such as programming, in an innovative and entertaining way and encourage active participation.

8.5.2. Special prize Content Vienna Connecting – South by Southwest

Among all submissions to Content Vienna that have confirmed the corresponding field in the submission form, the special prize "Content Vienna Connecting - South by Southwest" will be awarded to up to five entrants.

The selection will be made by WKO ADVANTAGE AUSTRIA – Creative Industries and the Vienna Business Agency according to the following criteria:

- Professionalism and background of the submitters
- Radiance of the submitted project for the creative location Vienna
- The majority of the value creation in relation to the submitted project takes place in Austria

9. Submission modalities

Submissions must be made online via the Vienna Business Agency website (<https://viennabusinessagency.at/>).

After successful registration at <https://viennabusinessagency.at/registration/> and login at <https://viennabusinessagency.at/login/> the submission form can be accessed at the end of the Content Vienna funding page (<https://viennabusinessagency.at/current-funding/content-vienna/>) by clicking on the "Submit now" button. From there, you will be redirected to the Vienna Business Agency's funding cockpit (<https://cockpit.wirtschaftsagentur.at/>), where you can submit your application for Content Vienna.

In the funding cockpit, the Content Vienna competition can be found under "Programs" - "Creative Industries".

If you are already logged into your user account, you can access the funding cockpit via the "All funding" button. The Content Vienna competition can be found there under "Programs" under "Creative industries and media".

All required documents must be received by the Vienna Business Agency by the submission deadline of 11 September 2025 at 11:59 pm. The submitters are responsible for the timely submission of all required documents.

The required data and submission documents, which must be specified or uploaded on the website in the submission form, include:

- The project title
- A project description with a maximum of 600 characters
- The name(s) of the submitter(s)
- Details of the implementation plan including information on the estimated costs and financing as well as the planned communication and distribution of the submitted project (maximum 2000 characters)
- A PDF containing a presentation of the project to be submitted (up to 15 slides) or a script or treatment.
- A PDF containing comprehensive CVs of the submitters or the project team (in the case of submissions from private individuals or associations) or a company profile (in the case of submissions from companies).
- A project image (a photo or image illustrating the submission) in JPG or PNG format including copyright information in the file title.
- Up to two web or video links

If the submission is not made available online, it cannot be evaluated in the competition.

Note: For reasons of data security, the Vienna Business Agency cannot access files provided via Dropbox, Google Docs, WeTransfer or similar.

The Vienna Business Agency accepts no liability for the accuracy or completeness of the data provided or uploaded or for any errors, malfunctions or damage that may occur or have occurred. The Vienna Business Agency also accepts no liability for technical problems.

10. Deadline for submission

The deadline for entries is 11 September 2025 at 11:59 pm (23:59). The deadline for submission refers to the receipt of the complete documents at the Vienna Business Agency.

11. Granting of rights / rights of use

The submitter grants the Vienna Business Agency the irreversible and unlimited right to publish the submitted documents (in particular a brief description, project picture and, if necessary, a video link) in any form and free of charge. The submitters expressly agree that the short description of the submission and other uploaded documents (in particular project picture, if applicable also a video link) as well as further information (such as name and website addresses), the amount of the funding received and the reasons for the selection may be published free of charge without further enquiry. There is an unrestricted and free publication right regarding the names of those participants who receive the production grant.

12. Rights of use / copyrights

By participating, the submitters declare that they have all the rights necessary to participate in the present call for entries (in particular copyright and unrestricted rights to work and use). The Vienna Business Agency is not obliged to check whether the submitters are entitled to rights of use or other rights and licences to the productions they submitted or whether the terms of use have been complied with and whether any necessary permission from third parties for use has been obtained. If a submission violates the rights of third parties or if such violation is alleged by third parties, the participants undertake to indemnify and hold the Vienna Business Agency completely harmless from any claims or claims arising from the use of the submission. This also applies to the use of open data.

13. Data protection

The Vienna Business Agency processes the personal data (in particular name, company/company register number, address, telephone/fax number, e-mail addresses, URL, etc.) provided by the submitters on the basis of their consent and in order to fulfil a legal obligation. The processing of this data is also permitted after termination of Content Vienna, provided this is necessary to safeguard the legitimate interests of the Vienna Business Agency or to fulfil a legal obligation.

For further details see <https://viennabusinessagency.at/data-protection/>.

14. Miscellaneous

Submitters have no legal claim to the production grant. The jury's decisions or the preliminary review by the Vienna Business Agency cannot be contested. In the case of a co-production, the submitters are requested to share the monetary support among themselves.

Should unexpected events occur which completely or partially prevent the competition from being carried out, the Vienna Business Agency reserves the right to change the conditions of the competition at any time and without prior notice or to cancel the competition completely. In this regard, any claim for compensation on the part of the participants is completely excluded.

The participants agree that the Vienna Business Agency accepts no liability whatsoever for injuries, losses, costs, damages or other disadvantages of any kind that arise in whole or in part, directly or indirectly in connection with the participation in this competition.

The Vienna Business Agency reserves the right to take legal action in connection with manipulation or abuse. All submissions will be stored on data carriers by the Vienna Business Agency or third parties. The right of retention lies with the Vienna Business Agency.

Submitters take note of the fact that they are requested to answer questions from the Vienna Business Agency in writing in the course of monitoring and feedback activities. The selection of the selected projects cannot be contested, legal recourse is excluded.

15. Validity of the regulations

By submitting a projects, the regulations of this guideline are accepted.

Please note: Only the German version of this guideline is legally binding.

This competition and all disputes arising from or in connection with this competition shall be governed by Austrian law to the exclusion of conflict of laws rules. Place of jurisdiction is the competent court in Vienna.

16. Contacts

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