

# **Content Vienna 2026**

## Guideline

Vienna, May 2026

## Contents

1.	Background and objectives of the programme	3
2.	Prize money	3
2.1.	Production grants	3
2.2.	Special Prizes	3
2.2.1.	Special Prize Digital Design for Health	3
2.2.2.	Special prize: Content Vienna Connecting – South by Southwest	4
2.3.	Women’s bonus	4
3.	Which projects can be submitted?	4
4.	Legal bases	5
5.	Conditions of participation	5
6.	Procedure of the competition	6
6.1.	Initial screening	6
6.2.	Jury evaluation	6
7.	Jury	7
8.	Assessment and evaluation criteria	7
8.1.	Indicator for creative quality and/or innovation potential (max. 10 points)	8
8.2.	Indicator of qualification and professionalism of applicants (max. 10 points)	8
8.3.	Indicator for implementation planning and cost estimate (max. 10 points)	8
8.4.	Indicator for the project impact	9
8.5.	Awarding of the women’s bonus	9
8.6.	Awarding of the special prizes	9
8.6.1.	Special prize Digital Design for Health	9
8.6.2.	Special prize Content Vienna Connecting – South by Southwest	9
9.	Submission modalities	10
10.	Deadline for submission	11
11.	Granting of rights / rights of use	11
12.	Rights of use / copyrights	11
13.	Data protection	11
14.	Miscellaneous	11
15.	Validity of the regulations	12
16.	Contacts	12

## 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 development of creative multimedia productions. The aim of the call is to support creative professionals in Vienna in implementing outstanding digital content, both financially and through accompanying networking and service offerings. In doing so, it promotes innovation and strengthens Vienna as a location for creative digital media in international competition.

In addition to production grants, special prizes with changing thematic focuses are awarded. They are aimed at projects that creatively and cross-sectorally engage with technological, ecological, and societal transformation processes – such as at the intersection with healthcare or with democratic and cultural issues in a digitally shaped society. In this way, Content Vienna connects to the City of Vienna's "Digital Humanism" initiative, which places people at the centre of technological development.

## 2. Prize money

### 2.1. Production grants

The Vienna Business Agency awards production grants<sup>1</sup> of EUR 10,000 each to **up to five** outstanding projects in accordance with the competition principle.

### 2.2. Special Prizes

#### 2.2.1. Special Prize Digital Design for Health

In cooperation with the [Open Innovation in Science Center of the Ludwig Boltzmann Gesellschaft](#) (LBG OIS Center), a special prize "Digital Design for Health" worth €10,000 is being awarded. The prize is open to all Content Vienna applicants who have confirmed the relevant field in the submission form. The goal is to support creative digital approaches addressing the topics of health, wellbeing, care, or mental health. The programme is looking for projects with the potential to create new approaches for the healthcare sector – with a focus on patient-centred solutions, increasing the acceptance and usability of digital health offerings, and developing new formats for prevention, therapy, and rehabilitation.

Eligible projects can range from wearables that combine digital technologies with design, to playful applications and games, to design projects at the intersection of research and practice. Also welcome are projects that translate new scientific findings into applications through design, or that generate new knowledge in the field of digital health through design-driven basic research.

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<sup>1</sup> According to the De-minimis regulation, see section 4 for details.

## 2.2.2. 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 applicants.

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 applicants will be given the opportunity to participate in SXSW 2027 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 2027 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".

## 2.3. Women's bonus

Projects receiving the production grant or the Digital Design for Health special prize will be awarded an additional women's bonus of €1,000 each, provided that women are demonstrably involved in a leading position. This bonus does not apply to projects awarded solely with the South by Southwest special prize.

The bonus was introduced in response to the gender gap observed in submissions to the multimedia sector, with the aim of creating incentives to place women in positions of responsibility.

## 3. Which projects can be submitted?

Eligible for submission are creative digital projects in development, including prototypes, demo versions, and concepts from the following areas:

- Games (digital games and playful media)
- Augmented and virtual reality projects
- Animation, visual effects, 360° video
- Digital Design for Health (creative digital projects with a focus on health-related content)
- Interactive narrative formats
- Web and mobile applications (including blockchain/Web3)
- Serial online content
- Platforms for digital content publishing and other digital distribution formats
- Digital applications for wearable IT

- Machine learning and artificial intelligence
- Quantum computing (e.g. visualisation of quantum phenomena, cryptography, data security, and the societal implications of quantum technology)

Each applicant or applying company **may submit only one project**. Eligible submissions will be evaluated by a qualified jury (listed on 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

Submissions are eligible to participate if they meet at least one of the following criteria:

- The applicant's place of residence, registered office, or place of business is located in Vienna.
- The project is predominantly developed or produced in Vienna.
- Vienna is a significant point of reference for the project in terms of content or design.

In addition, the following conditions must be met:

- The submitted project **has not yet been fully produced and has not yet been released to market**.
- Submissions cannot be made anonymously: all individuals involved in the submission must be named. In the case of co-productions, all producers must be listed. Applicants are

responsible for obtaining the consent of all named individuals to the disclosure of their details.

- If the submission was created in the context of an employment relationship, relevant information about the organisational affiliation must be provided.
- Persons involved in the execution or administration of this funding measure are excluded from participation.
- Each applicant, company, or association may submit a maximum of one project.

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**

### **6.1. Initial screening**

After the submission deadline of September 8, 2026 (11:59 PM), the Vienna Business Agency will conduct an initial screening of all submissions. Late submissions cannot be considered.

The following will be reviewed:

- whether the formal eligibility requirements are met,
- whether the submitted documents are complete – in particular with regard to the planned implementation, cost estimate and impact of the project (see also section 8)
- whether the submission corresponds to the thematic objectives of the programme.

Submissions that meet these minimum requirements will be forwarded to the jury and will proceed to the next stage of the competition.

### **6.2. Jury evaluation**

The jury members evaluate the admitted projects according to the criteria listed under section 8. The highest-rated projects constitute the finalists, who will have the opportunity to present before the jury at a hearing in October 2026. Finalists will be notified of their invitation to the hearing in advance of the jury session.

Following the hearing, or after reviewing the submitted documents and any answers to questions raised, the jury will select up to five projects from the finalists' submissions to receive production grants of EUR 10,000.00 each. Among the projects awarded production grants, women's bonuses of EUR 1,000.00 each will be awarded (subject to the relevant conditions being met<sup>2</sup>). In addition, one project will be awarded the special prize on the topic "Digital Design for Health" worth EUR 10,000.00, which may also receive a women's bonus. Furthermore, up to five special prizes "Content Vienna Connecting: South by South West" (see section 2.1.2) will be awarded.

Applicants will be notified of the jury's decision by the end of November 2026 at the latest. Following the announcement, the supported projects will be published on the Vienna Business Agency website and, where applicable, through other media channels.

The detailed results of the evaluation are accessible only to the Vienna Business Agency and the reviewers and are not subject to inspection. Consequently, no reasoned rejection letters will be sent to non-awarded competition participants.

## 7. Jury

A specialist jury consisting of independent experts and staff members of the Vienna Business Agency evaluates both the content-related, economic and design aspects of the submissions. All jury members are invited by the Vienna Business Agency. They are obliged to maintain confidentiality regarding their activity as jury members and must immediately disclose to the Vienna Business Agency any circumstances that may cast doubt on their full impartiality, and are not authorised to assess the submission in question. The jury's decision cannot be contested by applicants.

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

## 8. Assessment and evaluation criteria

Projects submitted by the deadline (8 September, 2026) must be in line with the objectives of the programme (see section 1.) and the eligibility requirements (see section 5.). They will be assessed by the jury according to the competitive principle, evaluated, compared and ranked against each other taking into account the following criteria:

- Creative quality and/or innovation potential
- Qualifications and professionalism of the applicants and/or project team
- Implementation planning and cost estimate
- Project impact

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<sup>2</sup> See section 3

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

0 = insufficient	10 = excellent
<ul style="list-style-type: none"> <li>Creative quality and/or innovation potential</li> <li>Qualification and professionalism of the applicants and/or the project team</li> </ul>	<p>0-10</p> <p>0-10</p>
<ul style="list-style-type: none"> <li>Implementation planning and cost estimate</li> <li>Project impact</li> </ul>	<p>0-10</p> <p>0-5</p>
<b>Maximum score</b>	<b>35</b>

The jury bases its decision on the following indicators:

### 8.1. Indicator for creative quality and/or innovation potential (max. 10 points)

How high is the creative quality of the project?

Is the project based on a creative 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 applicants suggest a high creative quality?

How high is the innovation potential of the project with regard to design, content and the technologies employed?

### 8.2. Indicator of qualification and professionalism of applicants (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 and cost estimate (max. 10 points)

Are the implementation planning and timeline coherent?

Are the resources outlined suitable for implementing the project?

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

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

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

Are the resources outlined suitable for financing the project?

## 8.4. Indicator for the project impact

How can the (positive) impact of the project be assessed in one or more of the following thematic areas: ecology and resource efficiency, equal opportunities and diversity, other socially and politically relevant issues?

Does the project contribute to democratic discourse? Does the project serve to address societal challenges? Does the project take into account the needs of different groups, or can positive ecological effects be expected from it?

## 8.5. Awarding of the women's bonus

If women are significantly and demonstrably active in a leading position in selected projects awarded a production grant or the special prize "Digital Design for Health", an additional women's bonus of EUR 1,000.00 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.

## 8.6. Awarding of the special prizes

### 8.6.1. Special prize Digital Design for Health

From all submissions, the jury will award a special prize on the topic "Digital Design for Health" worth EUR 10,000.00 to one outstanding creative project engaging with the field of health. Submitted projects may range from wearables that combine digital technologies with design to playful applications and games on the subject. (see section 2.1.1)

### 8.6.2. 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 applicants
- 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 are made online via the Vienna Business Agency website (<https://viennabusinessagency.at/>).

After successfully registering at <https://viennabusinessagency.at/registration/> and logging in at <https://viennabusinessagency.at/login/>, the submission form can be accessed at the bottom of the Content Vienna funding page via the "Submit now" button (<https://viennabusinessagency.at/current-funding/content-vienna/>). From there, you will be redirected directly to the Vienna Business Agency's funding cockpit (<https://cockpit.wirtschaftsagentur.at/>), through which the submission and application for Content Vienna can be completed.

All required documents must reach the Vienna Business Agency by the submission deadline of **September 8, 2026 at 11:59 PM**. Applicants are responsible for ensuring that all required documents are received on time.

The required data and submission documents to be entered or uploaded in the submission form include:

- The project title
- A project description of no more than 600 characters
- The name(s) of the applicant(s)
- Information on the implementation planning, the planned communication and distribution of the submitted project, project costs and financing, the project team and project impact
- A PDF containing a presentation of the project to be submitted (up to 15 slides) or a screenplay or treatment
- A PDF containing detailed CVs of the applicants and/or project team (for submissions by individuals or associations) or a company profile (for submissions by companies)
- A project image (a photo or graphic illustrating the submission) in JPG or PNG format, including copyright information
- Up to two web or video links
- The signed De Minimis form

If the submission is not made available, it cannot be considered.

**Note:** For data security reasons, the Vienna Business Agency is unable to access files provided via Dropbox, Google Docs, WeTransfer or similar services.

The Vienna Business Agency accepts no liability for the accuracy or completeness of the data provided or uploaded, or for any errors, disruptions or damages that may occur. The Vienna Business Agency likewise accepts no liability for technical issues.

## 10. Deadline for submission

The deadline for entries is 8 September 2026 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 applicant 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 applicants 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 applicants 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 applicants 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 applicants 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

Applicants 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 applicants 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.

Applicants 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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