

EFAAD European Film Agencies

**EU
PRIORITIES**





OUR 5 OBJECTIVES

1. *Putting culture and cultural diversity back at the heart of the European project*
2. *EU as a space to promote European independent creation and authors' rights*
3. *Boosting the MEDIA programme, a true "European success story"*
4. *Consolidating the AI framework to make it conducive to human creation and cultural diversity*
5. *Improving online access and promotion of European works in all their diversity*

1 Putting culture and cultural diversity back at the heart of the European project

Strengthening the EU leadership and strategic vision for cultural and creative sectors with:

- ▶ A strong Commissioner for Culture, with an ambitious mission statement taking into account the needs of European cultural and creative sectors, and a focus on European strategic cultural interests and assets;
- ▶ Cultural diversity objectives embedded into all European Commission initiatives targeting the European audiovisual industry, and in particular the Creative Europe programme
- ▶ A cultural & creative/creators' intergroup within the European Parliament

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1

Putting culture and cultural diversity back at the heart of the European project

►► Preserving the “cultural exception”: the exclusion of audiovisual services from trade agreements, a specific regime for cultural and audiovisual support in EU state aid rules, as well as the subsidiarity principle and respect of Member States’ competences in cultural policy matters.

►► Strengthening cultural cooperation between EU Member States and non-EU countries in Europe, reminding us of the power of universal human values and our common bonds, most especially at a time when our collective security is threatened.

2

EU as a space to promote European independent creation and authors' rights

Making sure that EU provisions on quotas, financial and prominence obligations truly benefit European works, and not US-owned works with IP controlled by US companies.

Aligning the European obligations when it comes to the promotion of European works between linear and on-demand services for example in quotas, and exploring how Video Sharing Platforms can contribute to the promotion of European works.

Introducing an obligation at the EU level for all audiovisual media services to share with public authorities and rightsholders data about the consumption and the performance of European works.

3 Boosting the MEDIA programme, a true “European success story”

- Keeping the focus of MEDIA on its cultural diversity objectives: fostering creative collaborations and circulation of European works, with a stronger budget.
- Reinforcing the historical schemes that are delivering concrete results on the ground for independent European creation and audience development, taking into account the changing economic and technological environment as well as sustainability, gender, diversity and inclusion objectives, using all other relevant EU programmes to help the European audiovisual sector to innovate, digitalise, consolidate.
- Opening up certain schemes to a larger Europe and third countries



4 Consolidating the AI framework to make it conducive to human creation and cultural diversity

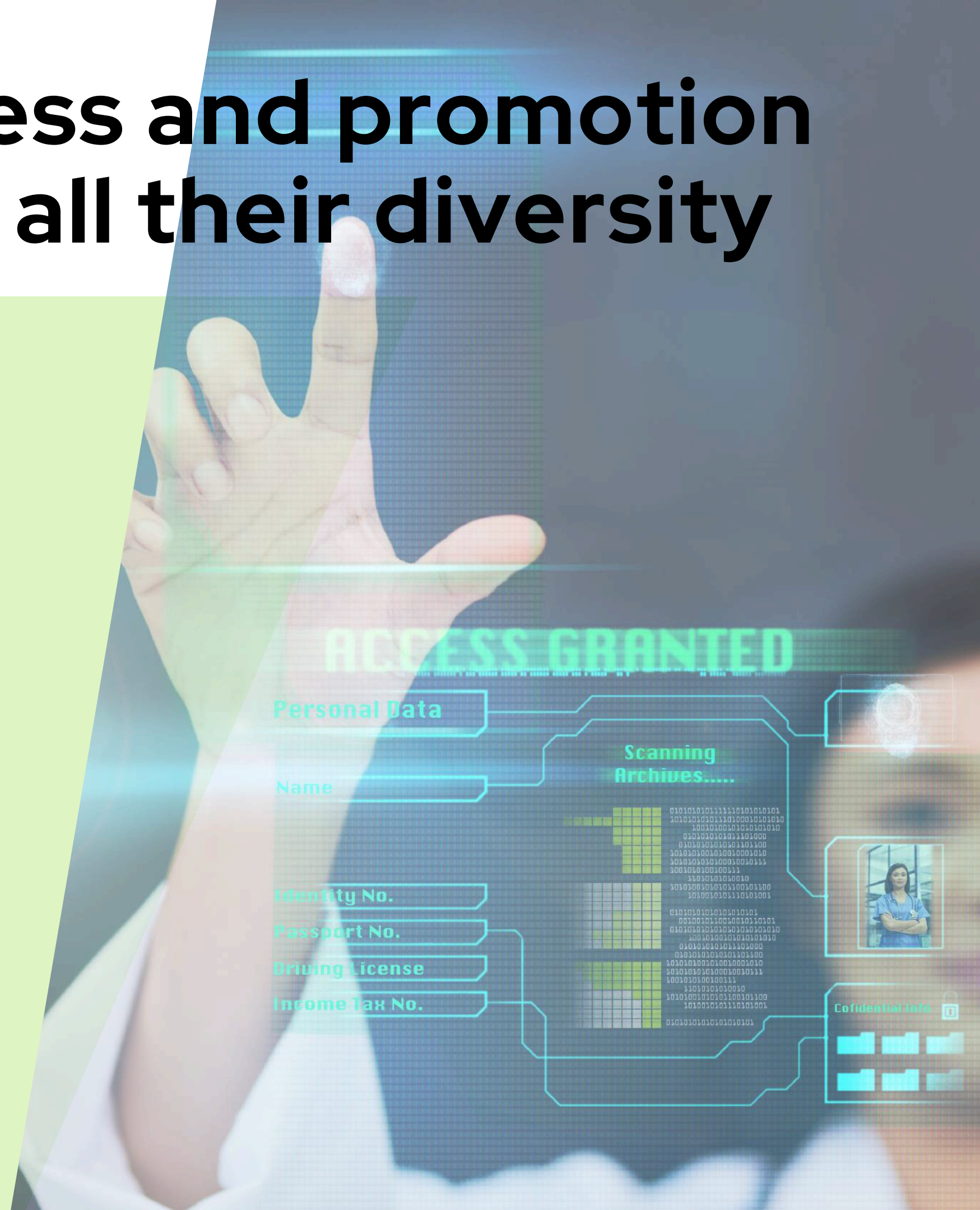
Ensuring that AI is a tool in the service of creators and contributes to develop audience for European works.

Implementing efficient transparency on the input and output sides.

Ensuring fair, unwaivable and proportionate compensation to creators.

5 Improving online access and promotion of European works in all their diversity

- Preserving territorial exclusivity (no inclusion of audiovisual in the Geo-blocking Regulation).
- Supporting online access and promotion of awarded European films – making them available in the EU and further afield with subtitles and customized promotion campaigns (new pilot action).
- Encouraging sub-quotas at the European level to have more diversity of works.
- Showcasing prominence practices and reinforcing discoverability tools including in algorithm-based systems.





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