



Safeguarding Fair and Predictable Funding within AgoraEU

We, **representatives of the European film and audiovisual sector and the press sector**, welcome the European Commission's ambition to strengthen support for culture, audiovisual, media and democratic values under the future AgoraEU programme.

However, we express strong concerns regarding the proposed grouping of the audiovisual and news within a single "MEDIA+" strand. Together, we wish to strongly underline that **the film and audiovisual sector** and the **media and press sectors** operate under very distinct processes, economic models, regulatory frameworks, and market dynamics, and therefore require each their own tailored policy approaches and dedicated financial support.

Therefore, to ensure fairness, effectiveness and stability in Programme implementation, as well as maximum impact in reaching the Programme specific objectives, we call on the Member States of the Council of the European Union and the European Parliament to:

- **Guarantee the establishment of two ring-fenced envelopes**, one for the film and audiovisual sector and one for the media and press sectors;
- **Ensure that budget allocations are defined ex ante**, for the full duration of the multiannual financial framework;
- **Base these allocations on fair, objective and transparent criteria.**

Such an approach is essential to provide **inclusivity, predictability and visibility** to project holders across both ecosystems. It will also prevent the need for repeated, complex annual negotiations, whose outcomes risk being influenced by unequal capacities to shape budgetary decisions.

A clear and balanced structure is a prerequisite for preserving the diversity, competitiveness and sustainability of Europe's film and audiovisual sector and media and press sectors.

We stand ready to engage constructively with EU institutions to ensure that AgoraEU and MEDIA+ delivers on their objectives while respecting the specific needs of each ecosystem.

ATC - Audiovisual Training Coalition

CEPI - Coordination européenne des producteurs indépendants

CICAE - International Confederation of Arthouse Cinemas

Collective of Film Festivals

EMMA - European Magazine Media Association

ENPA - European Newspaper Publishers' Association

EPC - European Producers Club

EURO CINEMA

EUROPA DISTRIBUTION

EUROPA INTERNATIONAL

FERA - Federation of European Screen Directors

FIAD - International Federation of Film Distributors' and Publishers' Associations

FIAPF - Fédération Internationale des Associations de Producteurs de Films

IVF - International Video Federation

NME - News Media Europe

SAA - Society of Audiovisual Authors

UNIC - International Union of Cinemas