AgoraEU: Europe's Film and Audiovisual sector welcomes European Parliament's negotiation mandate in favour of continuity and predictability

As organisations representing European independent production companies, directors, screenwriters, sales companies, film distributors, publishers online and offline, cinema operators, markets, and training organisations, we welcome the adoption by the European Parliament's Committees on Culture and Education (CULT) and Civil Liberties, Justice and Home Affairs (LIBE) of their report on the proposed AgoraEU Regulation to form the European Parliament's negotiation mandate in the upcoming Trilogue negotiations.

We thank the Members of both committees, and in particular MEP Emma Rafowicz as rapporteur for the CULT Committee, for their work and their commitment to a strong European programme.

By advancing an approach that provides continuity and predictability, they have recognised the importance of a stable framework enabling European film and audiovisual professionals to develop, create, finance, produce, promote, market, distribute and bring European works to audiences.

Continuity and predictability as conditions for success

Ahead the European Council's negotiation mandate and Trilogue negotiations, we reaffirm that AgoraEU must build on the proven achievements of Creative Europe MEDIA, preserving its current identity and core objectives. For thirty-five years, MEDIA has fostered cultural and linguistic diversity and the sector's competitiveness by becoming a key partner to the independent creation and the circulation of European works. These achievements must provide the foundation for the future programme.

Predictability is not an administrative consideration. It is a prerequisite for the ability of European professionals and businesses to develop projects, establish lasting partnerships and sustain their activities over time. In an industry characterised by long development cycles, project-based risk, significant infrastructure costs, clear objectives, stable support schemes, reliable funding perspectives and clear conditionality requirements, including in the social field, are essential.

Continuity in the programme's objectives and actions enables professionals across the value chain, from authors and independent producers to sales agents, distributors, cinemas, festivals, markets, training organisations and networks, to build on the expertise, partnerships and investments developed with MEDIA's support.

The European Parliament's negotiating mandate provides an important basis for meeting these needs, building on a number of important advances for the European film and audiovisual ecosystem. These include **a distinct MEDIA strand** for the future EU support to the film and audiovisual sector ensuring greater structural and budgetary predictability, **adding an annex** describing how general policy orientations will translate into action, recognition of **film as an essential format** having its own characteristics and value chain, **predictability for the support to the film value chain**, including

independent production companies, directors, screenwriters, sales agents, film distributors, cinema operators, festivals, markets, training organisations, recognition of **cultural diversity and competitiveness objectives** as equal objectives, **stronger recognition of the diversity of contributors**, activities and contributions that underpin Europe's rich and pluralistic film and audiovisual landscape, and measures to ensure a **level playing field** for operators and works from low-capacity audiovisual countries, among important improvements.

Preserving Parliament's approach in the trilogue negotiations

As the legislative process moves towards trilogue negotiations, we call on the Council and the European Commission to recognise the importance of continuity and predictability for Europe's film and audiovisual industry and to preserve the advances supported by Parliament.

We urge both institutions to work towards an agreement that combines clear objectives of cultural diversity and competitiveness for the film and audiovisual sector, distinct strand and predictable budgetary allocation, as well as stable support mechanisms and eligibility criteria. The negotiations must consolidate a dependable framework for the professionals and businesses whose work sustains Europe's cultural and linguistic diversity and brings European stories to audiences in the EU and worldwide.

We stand ready to contribute constructively to this process. Building on MEDIA's achievements, AgoraEU must provide the long-term confidence and resources needed for a diverse and competitive European film and audiovisual sector.

After the release of the revised proposed 2028-2034 MFF on 21 November 2026, we finally urge the Members of the European Council to ensure that AgoraEU's expanded ambitions are backed by genuinely additional resources, by restoring at least the European Commission's proposed allocation, endorsing the European Parliament's proposed budget of €10.72 billion and ensuring additional resources for the MEDIA strand to reflect rising costs and the sector's evolving needs. We maintain that Europe cannot proclaim culture, media and democracy as strategic priorities while denying them the means to deliver.

Brussels, 26th November 2026

Signatories

ATC – Audiovisual Training Coalition
CEE Animation - Central and Eastern Europe Animation
CEPI - European Audiovisual Production Association
CICAE – International Confederation of Arthouse Cinemas
DAE – Documentary Association of Europe
EPC - The European Producers Club
Eurocinema

Europa Distribution - International Association of Independent Film Publishers and Distributors

Europa International - Association of European Film Sales Agents

F.A.M.E. - Film and Audiovisual Markets in Europe

FERA – Federation of European Screen Directors

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

FIAPF - International Federation of Film Producers Associations

FSE – Federation of Screenwriters in Europe

IVF - International Video Federation

SAA – Society of Audiovisual Authors

UNIC – International Union of Cinemas