



Joint Statement / EYCS Council May 2025

European Film & Audiovisual Sector Organisations Call for Strengthening the Creative Europe – MEDIA Programme

As organisations working across the European film and audiovisual sector, we represent film and TV directors, producers, training and networking organisations, markets and festivals, sales agents, publishers and distributors of films both offline and online, and cinema operators.

We are writing to express our strong support for the ongoing efforts of the Council in strengthening the cultural and creative sectors across Europe, and to highlight the crucial role of the Creative Europe MEDIA Programme.

The Council of the EU and the European Parliament will have a key role to play in future months, not just on the budget in the framework of the next MFF but also on ensuring that Creative Europe will be continued and reinforced. Strengthening MEDIA for a future-proof strong, vibrant and independent European film and audiovisual sector is only possible by maintaining it as a distinct programme. This should be done by ensuring a right balance between cultural and industrial objectives - since together these determine the sector's competitiveness - and by securing the highest possible budget. **The film and audiovisual sector need effective and sector-tailored EU funding programmes, to safeguard its long-term resilience, competitiveness and the vitality of Europe's cultural and creative ecosystem.**

The Creative Europe's MEDIA sub-programme is undeniably a success story and has been instrumental in helping the European film and audiovisual sector to become increasingly culturally and creatively diverse, while proactively supporting collaboration at European level, as well as the development of markets and audiences for European film and TV works. The essence of MEDIA is to foster European culture, cinema, independent film and audiovisual companies and cultural diversity, while at the same time ensuring a sustainable and competitive film and audiovisual ecosystem, mixing large players and a solid ecosystem of SMEs, thus ensuring the competitiveness of European works and stakeholders. MEDIA will celebrate its 35th anniversary in 2026 and has always been paramount in allowing the audiovisual and film sector to thrive, in Europe and beyond.

As the only European programme specifically designed to support the development, circulation and promotion of European film and audiovisual works, taking into account today's digital environment, the programme plays a vital role in celebrating cultural diversity, safeguarding our democratic values, enriching our common European identity, and enhancing

social cohesion, while fostering innovation, competitiveness, economic growth and skilled jobs. In its own-initiative report on the Next long-term budget for the EU, the European Parliament '*points to the importance of Creative Europe in contributing to Europe's diversity and competitiveness and in supporting vibrant societies*'. This is a thriving sector, largely due to cooperation, co-productions, talent exchange, training and networking. In terms of dissemination of works, sales agents, distributors, cinemas and festivals are key operators for offering cultural and linguistic diversity to European and international audiences.

In light of the ongoing digital transformation of the industry and technological innovations, of the current world political context, we firmly believe that it is crucial to continue supporting European cooperation, audiovisual creation and dissemination of works in Europe and beyond.

This support should be visible, inclusive, stable and sustainable. In the current context, we firmly believe that this is more needed than ever. Culture fosters a sense of belonging and civic engagement among citizens, which is essential for upholding our common democratic values.

Signatories:

[Audiovisual Training Coalition](#) (ATC)

[Eurocinema](#)

[Europa Distribution](#)

[Europa International](#)

[European Audiovisual Production](#) (CEPI)

[European Film Promotion](#) (EFP)

[European Producers Club](#) (EPC)

[Federation of European Screen Directors](#) (FERA)

Film and Audiovisual Markets in Europe (F.A.M.E.)

[International Confederation of Arthouse Cinemas](#) (CICAE)

[International Federation of Film Distributors' and Publishers' Associations](#) (FIAD)

[International Federation of Film Producers Associations](#) (FIAPF)

[International Union of Cinemas](#) (UNIC)

[International Video Federation](#) (IVF)

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[Society of Audiovisual Authors](#) (SAA)