Press Release
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Independent European producers raise concerns over the proposed AgoraEU Regulation (2028–2034)

A risky turning point for the future of independent audiovisual creation in Europe

The European Commission's ambition to increase the budget, strengthen the media ecosystem, support pluralism, press freedom, and the fight against disinformation deserves recognition. However, the new MEDIA+ strand raises serious concerns for the future of independent European audiovisual creation.

The proposed reform strays significantly from the founding spirit of the Creative Europe MEDIA programme, a European success story over the past three decades and a cornerstone in protecting cultural diversity and independent creation. The programme appears now downgraded into a "specific objective" of a much larger programme with an extended scope, that threatens its clarity and effectiveness.

Key concerns:

- **Weakened support for independent productions: the removal of the independence criterion** is alarming. MEDIA has always been dedicated to supporting independent productions. Its absence in the AgoraEU proposal risks directing funding to subsidiaries of broadcasters and platforms, including non-European ones. This choice directly threatens the diversity of works and the competitiveness of small and medium-sized production companies.
- **Unclear budget and shifting priorities**: The budget for the support to the European audiovisual creation and circulation is not specified nor guaranteed and it is merged with the funding for News media. This creates uncertainty and undermines predictability for the sector. By mixing support for audiovisual creation with political objectives linked to news and the fight against disinformation, MEDIA+ blurs its mission, to the detriment of clarity and its impact on the audiovisual sector.
- **Open doors to non-European entities:** allowing third-country entities to benefit from funding undermines cultural sovereignty and exposes the sector to further market concentration in favour of global giants.
- **Complex and opaque governance:** the absence of mechanisms to consult Member States and stakeholders**,** and the centralization of decisions within the European Commission's hands weakens the role of the European Parliament and the Council. The lack of detail on the different support schemes limits transparency and accountability of future programme implementation.

Proposals from Independent European producers
To ensure MEDIA+ meets its ambitions and promotes Europe's cultural diversity, independent European producers urge EU co-legislators to:

- Reinstate the **criteria of independence as a mandatory condition for support.**
- Strictly **separate funding for the audiovisual sector from funding for news** and the fight against disinformation, ensuring clarity and dedicated budgets.
- **Restrict access to funding for companies from non-associated, non-European countries.**
- Reintroduce **annexes specifying different support objectives**, in order to provide the sector with predictability and sectoral stability.

For a Strong and Sovereign Europe of Culture

Independent European producers call on the Commission, the European Parliament, and the Council to preserve the original spirit of MEDIA: a programme serving independence, cultural diversity, and European sovereignty. Together, we are committed to being constructive partners in finding solutions that strengthen and protect Europe's cultural future.

About us

The signatories represent a broad spectrum of audiovisual professionals from across Europe, working to ensure that the voice of independent producers and creators is heard in European policy debates. In May 2025, the signatories also endorsed the Independent Production Charter, thereby establishing a set of common principles aimed at defending the European regulatory framework, resisting external pressures, and supporting policies that safeguard the future of Europe's cultural sovereignty.

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