

PRESS RELEASE  
Brussels, 3 October 2023

**EUROPEAN AUDIOVISUAL AND CULTURAL ORGANISATIONS WELCOME THE EUROPEAN  
PARLIAMENT ADOPTION OF ITS POSITION ON THE EUROPEAN MEDIA FREEDOM ACT**

**European professional organisations of the audiovisual and cultural sectors welcome the clarifications brought by the European Parliament on Article 20 of the European Media Freedom Act, voted in plenary on 3 October, that will prevent the provision of this article being used to challenge or weaken ambitious cultural policies set out by Member States to promote European audiovisual creation.**

The improvements made by the European Parliament on Article 20 and recital 38 highlight the positive commitment of the Parliament to maintain obligations in favour of creation, taking into account the concerns of the audiovisual and cultural sectors.

In June, a broad coalition of 73 European and national organisations from the audiovisual and cultural sectors addressed the Commission, Council and Parliament with a [joint letter](#) expressing their concern that the Commission's proposal for the European Media Freedom Act (Article 20) would embed national cultural policies into internal market rules, which could end up disrupting key policies implemented by Member States to support film and TV creation and local ecosystems.

The signatories welcome the improved text, with Article 20 now restricted to measures liable to affect media pluralism and the editorial independence of media service providers and recital 38 clarifying that the provision *"does not aim to affect national measures implementing Directive 2010/13/EU, in so far as they do not affect media pluralism and editorial independence, national measures taken pursuant to Article 167 TFEU, national measures taken for the purpose of promoting European works or national measures which are otherwise governed by State aid rules."*

The Audiovisual Media Services Directive (Directive 2010/13/EU) is the cornerstone of European media law, fostering European creation, production and distribution. The European Media Freedom Act is a much-needed legislation to protect media freedom, independence and pluralism, as well as journalists. However, it is paramount that both existing and new regulations complement each other and do not risk undermining or having a negative impact on each other. The European Parliament's improved text strengthens this complementarity.

Our organisations thank the Culture Committee rapporteur Sabine Verheyen and shadow rapporteurs Petra Kammerevert, Irena Joveva, Diana Riba I Giner, Andrey Slabakov and Stelios Kouloglou for having reached a satisfactory compromise on this important provision of the EMFA.

We trust the trilogue negotiations will take into consideration the willingness of both the Parliament and the Council to find the right approach to preserve media pluralism, freedom of expression and cultural diversity across Europe.

**CEPI** - The European Audiovisual Production Association represents more than 2,400 independent production companies across 24 European countries. It brings together 19 national associations and one European association of independent producers, making it the largest network of independent production companies in Europe. @cepi\_producers

Press: [cepi@europe-analytica.com](mailto:cepi@europe-analytica.com)

**EUROKINEMA** represents the interests of film and television producers in EU and international policy concerning issues directly or indirectly affecting film and audiovisual production (intellectual property rights, copyright protection and enforcement, AV regulation, online distribution of audiovisual content, Media programme, Artificial intelligence, ...)

Press: [juliette.prissard@eurocinema.eu](mailto:juliette.prissard@eurocinema.eu)

**Europa International** - Founded in 2011, Europa International (EI) is the European association for international film sales agents aiming at providing back up to its members on the international marketplace, from sales all the way through to distribution, as well as on the international film festival circuit. EI represents 49 film sales agents from 13 European countries.

Press : [info@europa-international.org](mailto:info@europa-international.org)

**European Coalitions for Cultural Diversity** – Founded in 2005, ECCD bring together 11 national coalitions in a federation to uphold the 2005 UNESCO Convention on the protection and the promotion of cultural diversity which the EU has ratified. Within the coalitions are professional cultural and creative organisations from cinema, audiovisual, performing arts, editing, music, visual arts and multimedia... These organisations cover all professions in the artistic and cultural sectors such as authors, producers, composers, editors, artists-interpreters, broadcasters... @eucoalitions

Press: [contact@europeancoalitions.eu](mailto:contact@europeancoalitions.eu)

**ECSA** (European Composer and Songwriter Alliance) represents over 30,000 professional composers and songwriters in 27 European countries. With 56 member organisations across Europe, the Alliance speaks for the interests of music creators of art & classical music (contemporary), film & audiovisual music, as well as popular music. EU Transparency Register ID: 71423433087-91

Press: Machiel Smit, [machiel.smit@composeralliance.org](mailto:machiel.smit@composeralliance.org)

**FERA** (Federation of European Screen Directors) represents film and TV directors at European level, with 48 directors' associations as members from 35 countries. Founded in 1980, FERA speaks for more than 20,000 European screen directors, representing their cultural, creative and economic interests. EU Transparency Register ID: 29280842236-21

Press: Pauline Durand-Vialle, [pdv@filmdirectors.eu](mailto:pdv@filmdirectors.eu)

**SAA** - The Society of Audiovisual Authors is the association of European collective management organisations representing audiovisual authors. Its 33 members in 25 countries manage rights for over 167,000 film, television and multimedia European screenwriters and directors. @saabrussels #WeLoveAuthors

Press: Annica Ryng, [a.ryng@saa-authors.eu](mailto:a.ryng@saa-authors.eu), [+32 475 66 95 94](tel:+32475669594)

**Euro FIA** – European Group of the International Federation of Actors. FIA (International Federation of Actors) is a global union federation representing performers' trade unions, guilds and professional associations in about 70 countries. In a connected world of content and entertainment, it stands for fair social, economic and moral rights for audio-visual performers working in all recorded media and live theatre. EU Transparency Register ID: 24070646198-51

**FSE** (Federation of Screenwriters in Europe) is a network of national and regional associations, guilds and unions of writers for the screen in Europe, created in June 2001. It comprises 32 organisations from 26 countries, representing 10,000 screenwriters in Europe. EU Transparency Register ID: 642670217507-74

Press: David Kavanagh, [d.kavanagh@federationscreenwriters.eu](mailto:d.kavanagh@federationscreenwriters.eu)

**UNI MEI** - UNI - Media, Entertainment and Arts unites over 140 unions and guilds to raise standards and enforce rights for more than 500.000 creatives, technicians and auxiliary workers. Together, our members work for a fair, inclusive, equal, and sustainable global entertainment industry and a just transformation. EU Transparency Register ID: 605859248462-93