

# Public consultation on EU funds in the area of values and mobility

Fields marked with \* are mandatory.

## Public consultation on EU funds in the area of values and mobility

### Introduction

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'A stronger Union needs to be equipped with appropriate financial means to continue to deliver its policies. The Union has changed fundamentally in recent years, as have the challenges it faces. Our Union needs a budget that can help us achieve our ambitions. The Multiannual Financial Framework for the period after 2020 must reflect this.' (Commission Work Programme 2018)

The EU budget currently amounts to less than 1 euro per citizen per day. Although a modest budget, at around 1 % of the EU's gross national income or 2 % of all EU public spending, it supports the EU's shared goals by delivering essential public goods and tangible results for EU citizens. These include: investing in skills, innovation and infrastructure; ensuring sustainable food supply and developing rural areas; promoting joint research and industrial projects; funding shared activities in the field of migration and security; and supporting development and humanitarian aid.

The current Multiannual Financial Framework — the EU's long-term budget — runs until the end of 2020. In 2018, the Commission will put forth comprehensive proposals for the post-2020 Multiannual Financial Framework and for the next generation of financial programmes that will receive funding. These programmes/funds provide financial support to hundreds of thousands of beneficiaries such as regions, towns, NGOs, businesses, farmers, students, scientists, and many others.

The Commission's proposals will be designed to make it possible for the EU to deliver on the things that matter most, in areas where it can achieve more than Member States acting alone. This requires a careful assessment both of what has worked well in the past and what could be improved in the future. What should the priorities be for future policies and programmes/funds? And how can they be designed to best deliver results on the ground?

As an integral part of this process and following on from the [Reflection Paper on the Future of EU Finances](#), the Commission is launching a series of public consultations covering all the major spending areas to gather views from all interested parties on how to make the very most of every euro of the EU budget.

The scope of this public consultation covers programmes and actions aiming at protecting and promoting European values as well as supporting mobility, education and training, cultural diversity, fundamental rights, an EU area of justice, digital competence, creativity and European historical memory and remembrance. Such programmes and actions empower citizens, develop their skills and competences and contribute to open, democratic, more equal, inclusive and creative societies. This public consultation seeks to identify strengths and weaknesses of existing programmes and actions, as well as possible ways forward and highlight any possible synergies among them.

Recent consultations already covered several policy areas, including on current performance and future challenges. The views already expressed by stakeholders in these consultations will be taken into account as part of the preparatory process for the future of the multiannual financial framework.

Link to portal for recent consultations:

[https://ec.europa.eu/info/consultations\\_en](https://ec.europa.eu/info/consultations_en)

Consultations in the policy area education and training:

[https://ec.europa.eu/info/consultations\\_en?  
field\\_consultation\\_status\\_value=All&field\\_core\\_policy\\_areas\\_target\\_id\\_selective=1203](https://ec.europa.eu/info/consultations_en?field_consultation_status_value=All&field_core_policy_areas_target_id_selective=1203)

Consultations in the policy field culture and media:

[https://ec.europa.eu/info/consultations\\_en?  
field\\_consultation\\_status\\_value=All&field\\_core\\_policy\\_areas\\_target\\_id\\_selective=1184](https://ec.europa.eu/info/consultations_en?field_consultation_status_value=All&field_core_policy_areas_target_id_selective=1184)

Consultations related to values:

[https://ec.europa.eu/info/consultations\\_en?  
combine=values&field\\_consultation\\_status\\_value=All&field\\_core\\_policy\\_areas\\_target\\_id\\_selective=All](https://ec.europa.eu/info/consultations_en?combine=values&field_consultation_status_value=All&field_core_policy_areas_target_id_selective=All)

## About you

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\*1 You are replying

- as an individual in your personal capacity  
 in your professional capacity or on behalf of an organisation

\*8 Respondent's first name

Christine

\*9 Respondent's last name

Eloy

\*10 Respondent's professional email address

christine.elay@europa-distribution.org

\*11 Name of the organisation

Europa Distribution aisbl

\*12 Postal address of the organisation

229 Rue Royale  
1210 Saint-Josse-Ten-Noode  
Belgium

\*13 Type of organisation

Please select the answer option that fits best.

- Private enterprise
- Professional consultancy, law firm, self-employed consultant
- Trade, business or professional association
- Non-governmental organisation, platform or network
- Research and academia
- Churches and religious communities
- Regional or local authority (public or mixed)
- International or national public authority
- Other

\*16 Please specify the type of organisation.

- Chamber of commerce
- Business organisation
- Trade Union
- Representative of professions or crafts
- Other

\*22 Is your organisation included in the Transparency Register?

If your organisation is not registered, we invite you to register [here](#), although it is not compulsory to be registered to reply to this consultation. [Why a transparency register?](#)

- Yes
- No
- Not applicable

\*23 If so, please indicate your Register ID number.

626116910064-95

Text

\*24 Country of organisation's headquarters

- Austria
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Czech Republic

- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Luxembourg
- Malta
- Netherlands
- Poland
- Portugal
- Romania
- Slovak Republic
- Slovenia
- Spain
- Sweden
- United Kingdom
- Other

**\*26 Your contribution,**

Note that, whatever option chosen, your answers may be subject to a request for public access to documents under [Regulation \(EC\) N° 1049/2001](#)

- can be published with your organisation's information** (I consent the publication of all information in my contribution in whole or in part including the name of my organisation, and I declare that nothing within my response is unlawful or would infringe the rights of any third party in a manner that would prevent publication)
- can be published provided that your organisation remains anonymous** (I consent to the publication of any information in my contribution in whole or in part (which may include quotes or opinions I express) provided that it is done anonymously. I declare that nothing within my response is unlawful or would infringe the rights of any third party in a manner that would prevent the publication.

**\*27 Please let us know whether you have experience with one or more of the following funds and programmes.**

*at least 1 choice(s)*

- Erasmus+ programme
- European Solidarity Corps
- Creative Europe programme
- Rights, Equality and Citizenship Programme
- Europe for Citizens Programme
- EU programme for employment and social innovation
- EURES – the European job search network
- European Social Fund
- Justice Programme

- Consumer Programme
- EU aid volunteers
- None of the above

\*29 Please let us know to which of the following topics your replies to this questionnaire will refer.

- Learning mobility
- Education and training apart from mobility
- Volunteering, humanitarian aid, solidarity
- Youth work
- Labour mobility
- Culture, media and arts
- Citizenship and values
- Justice area, judicial cooperation, rights
- Consumer Protection
- None of the above

## EU funds in the area of mobility and values

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31 The Commission has preliminarily identified a number of policy challenges which programmes/funds in this area – mobility and values - could address. How important are these policy challenges in your view?

	Very important	Rather important	Neither important nor unimportant	Rather not important	Not important at all	No opinion
Support lifelong skills development through learning mobility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Support employability through lifelong learning mobility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Support digitalisation and digital transformation	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote modernisation of education and training	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote cooperation between education and training and labour market actors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Support innovation	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote solidarity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Promote social inclusion and fairness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Support active citizenship, democratic						

participation in society, and the rule of law	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Promote European identity and common values	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote rights and equality	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foster European cultural diversity and cultural heritage	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support competitiveness of European cultural and creative sectors	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reinforce the EU area of justice strengthening judicial cooperation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Promote consumers' interests and ensure high level of consumer protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Other (Please specify below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

33 To what extent do the current policies successfully address these challenges?

	Fully addressed	Fairly well addressed	Addressed to some extent only	Not addressed at all	No opinion
Support lifelong skills development through learning mobility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Support employability through lifelong learning mobility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Support digitalisation and digital transformation	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote modernisation of education and training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Promote cooperation between education and training and labour market actors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Support innovation	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote solidarity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Promote social inclusion and fairness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Support active citizenship, democratic participation in society, and the rule of law	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Promote European identity and common values	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote rights and equality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Foster European cultural diversity and cultural heritage	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support competitiveness of European cultural and creative sectors	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reinforce the EU area of justice strengthening judicial cooperation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Promote consumers' interests and ensure high level of consumer protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Other (as specified in Question 1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



\*34 To what extent do the current programmes/funds add value, compared to what Member States could achieve at national, regional and/or local levels?

- To a large extent
- To a fairly good extent
- To some extent only
- Not at all
- Don't know

35 Please specify how the current programmes/funds add value compared to what Member States could achieve at national, regional and/or local levels.

*1500 character(s) maximum*

Please clearly indicate to which policies, programmes and funds your answer refers.

We refer to the Creative Europe MEDIA Programme - Distribution and Access to Markets schemes

The MEDIA Distribution Support schemes have proved over the years their efficiency and have enabled EU films to circulate more and EU distribution companies to stay competitive in an increasingly competitive market.

When it comes to the support to the distribution (acquisition, promotion and release) of a EU non-national film, only the Selective and Automatic schemes are in place to guarantee their circulation. Today, only very few Member States have a support dedicated to the promotion of their national productions cross-border. Without the distribution schemes, it would be for example extremely difficult to see a Romanian film in Portugal. They have enhanced the circulation of films from all over Europe across borders and raised consciousness of other realities for many citizens, encouraging mutual understanding among the peoples of Europe.

They have made MEDIA a real success story, allowing distributors to acquire, promote and release films and theaters to screen them.

Europa Distribution is also a direct beneficiary of the MEDIA support through its Access to Markets scheme. Thanks to it ED has helped its members to share knowledge and mutualise experiences on releases. Hence this support helps to structure the sector, enhance the skills and the know-how. This wouldn't be as impactful if organised at a national level where distributors are basically competitors.

36 Is there a need to modify or add to the objectives of the programmes/funds in this policy area? If yes, which changes would be necessary or desirable?

*1500 character(s) maximum*

Please clearly indicate to which policies, programmes and funds your answer refers.

We refer to the Creative Europe MEDIA Programme, and more specifically here the Distribution and exhibition schemes

It is essential for the next Programme to guarantee to European citizens the access to all kind of European films, not only the most commercial and profitable ones. In the case of European policies in the audiovisual sector, success shouldn't rimes only with the number of admissions, but also with quality and the ability to strengthen cultural diversity and vehiculate European values. Competitiveness shouldn't never be considered more important than diversity and European subsidies should help amend the market effects and not emphasize them.

37 The Commission has preliminarily identified a number of possible obstacles which could prevent the current programmes/funds from achieving their objectives. To what extent do they apply in your view?

	To a large extent	To a fairly large extent	To some extent only	Not at all	Don't know
Lack of dedicated instruments to address new or specific needs	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insufficient outreach towards potential partners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Too narrow geographical scope of the programmes	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Target groups too restricted	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of support to first-time applicants	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Language obstacles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Obstacles to mutual recognition of study or training periods abroad and qualifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Lack of budget of the programmes to satisfy demand	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Low value of individual grants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Insufficient information and guidance	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of coordination with other funds and sectoral policies	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insufficient support provided to small-scale stakeholders	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insufficient use of results of individual projects	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limited possibilities for funding actions across the sectors of education, training and youth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Other (Please specify below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

39 The Commission has preliminarily identified a number of steps that could help to further simplify and reduce administrative burdens for beneficiaries under current programmes/funds. To what extent would these steps be helpful in your view?

	To a large extent	To a fairly large extent	To some extent only	Not at all	Don't know
Clearer focus/priorities	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Higher involvement of stakeholders in programme implementation	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Use of more simplified application forms, reports and grant selection process	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased dissemination and better exploitation of results	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Simpler access for "new-comer" applicants and smaller/grass-root organisations	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Incentives for people with fewer opportunities	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilitating structured networks and partnerships	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilitating funding for actions cutting across the sectors of action	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better coordination between different programmes/funds	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

41 How could synergies among programmes/funds in this area be further strengthened to avoid possible overlaps/duplication? For example, would you consider grouping/merging some programmes?

*1500 character(s) maximum*

Please clearly indicate to which policies, programmes and funds your answer refers.

We refer to the Creative Europe MEDIA Programme

The audiovisual sector being a very peculiar ecosystem, we recommend NOT to merge MEDIA with other programmes and keep a programme exclusively dedicated to the audiovisual sector, with a higher budget to be able to support at best the audiovisual value chain.

## Document upload and final comments

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42 Please feel free to upload a concise document, such as a position paper. The maximum file size is 1MB.

*Please note that the uploaded document will be published alongside your response to the questionnaire which is the essential input to this public consultation. The document is optional and serves as additional background reading to better understand your position.*

**2cd1a00d-ee59-4684-ab9e-41cd47e3862c**

**/Consultation\_on\_EU\_Funds\_in\_the\_Area\_of\_Values\_and\_Mobility\_EUROPA\_DISTRIBUTION\_Statement\_.pdf**

43 If you wish to add further information — within the scope of this questionnaire — please feel free to do so here.

*1500 character(s) maximum*

We refer to the Creative Europe MEDIA Programme, and more specifically here to the Distribution schemes

In order to enhance the circulation of all European films, it is very important to keep the two current distribution schemes, the automatic and the selective, as separate schemes and not to merge them. They are both aimed to encourage the circulation of European films and their distribution in other territories than their country of origin and to improve the competitiveness of European companies and films in the market, but they have their specificities and are complementary. The automatic support is linked to the performance of European non-national films in the theaters in a specific market, and generate a fund that can be used for further reinvestment in non-national European films through acquisition or promotion. The selective has the particularity to support more specifically the small and medium budget films, to give them an extra help so further investment is put in promotion, thus helping to maintain cultural diversity.

As already stated, in order to strengthen cultural diversity and enhance the circulation of European works, it is crucial to guarantee the access to all European works, not only the most commercial and profitable ones. We need to maintain the diversity of actions and beneficiaries to protect the diversity of European Cinema and its players, and avoid to focus only on growing European champions.

## Contact

SG-OPC-VALUES-MOBILITY@ec.europa.eu

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European network of independent distributors

## **Consultation on EU Funds in the Area of Values and Mobility**

### **EUROPA DISTRIBUTION Statement – 8 March 2018**

Europa Distribution is the association of independent film distributors, created in 2006. With 120 leading independent distributors representing 29 countries in Europe and beyond, it serves as the voice of the sector and acts as a network and a think tank.

Thanks to the Access to Market support of the Creative Europe-MEDIA Programme and this for over 10 years, Europa Distribution has been creating new bridges for its members to share knowledge and mutualise experiences. Through dedicated brainstorming, training sessions and informal gatherings, the Association constantly works to enhance the circulation of information and ideas and to improve the curation, promotion and distribution of independent films. Besides offering an insight on the world of independent film distribution to other sectors of the film industry through its open panels, Europa Distribution also aims at helping its members to take a step back and look at the bigger picture of the constantly evolving audio-visual sector.

The association organises and coordinates different workshops, public panels and partnerships. Through consulting and brainstorming with its board and members, the association chooses the topics to tackle, and takes care of finding and inviting experts with relevant experience regarding the defined subjects. It handles the workshops' logistics and establishes partnerships with the festivals that host the workshops and other events that can benefit and engage film distributors.

Europa Distribution gathers and delivers information on the subjects covered during the workshops and on what is going on for the sector, with a focus on distribution. It informs its members, but also all the different stakeholders of the AV chain through mailing, newsletters, social networks and a blog. The association also develops and manages a collaborative tool to enable distributors to find out about their peers' releases.

As often mentioned by the Commission and the European institutions, it is essential to enhance the skills and know-how of our professionals, and especially when it comes to SME's from all over Europe. Europa Distribution work and events allow distributors and professionals all along the value chain to **share experiences, gain knowledge and access new skills**, which is essential in an ever-changing market where many functions are to be learnt on the spot as there is not always schooling available. **All these activities wouldn't have the same structural impact on the independent distribution sector without the support received through the MEDIA programme.** The impact of this support is noticeable not only at the level of the distribution sector, but more broadly, at the level of the audiovisual industry. By helping professionals to compete in the XXIst century audiovisual market, it is directly impacting the circulation of European films and the values they



### European network of independent distributors

carry, and hence has a direct impact on cultural diversity and what the European citizens have access to and will watch, in the theaters but also on dvd, VoD or TV.

Indeed **Independent distributors create demand and engage audiences for European films**. Hence they are key players in their circulation, financing them through pre-sales, and investing in their curation, promotion (marketing, press, programming...), subtitling, dubbing, selling. They are involved professionals, believing that **cinema is a wonderful window on the world and by essence the circulation of independent films is dear to the independent film distribution sector**. One can't stress enough the importance of the MEDIA programme in helping for decades now distributors to establish new European works on the market, make a film exist and introduce audiences to (new) filmmakers and talents. Our members are very happy with the support they receive from the MEDIA Programme **whose distribution schemes more specifically have done an incredible job to preserve the circulation of European films and a viable film sector in Europe**.

When we ask independent distributors their feedback on the MEDIA Programme and on the distribution schemes, it appears clearly that thanks to the support, distributors have had better possibilities to acquire European films and to release and market them with higher investment, and consequently, results. The support on acquisition has allowed distributors to acquire a film they sometimes wouldn't have been able to afford otherwise, hence also helping the production of some films by participating to their **financing**. The other main positive impact of the schemes is of course on the film releases and their **promotion**: thanks to the support, distributors have been able to release a film on more prints, increase their investment in advertising and subsequently launch bigger campaigns. And in many cases, it has led to a successful career for the film, reaching a wider audience than what could have been expected without the support. When a film, despite a good campaign and release, was unfortunately ignored by the public, the support provided a **safety net** to the unlucky distributor.

This way, MEDIA has also helped **SME's**, as most of the European independent distributors are micro to small enterprises, each with a small but skilled team with distribution and marketing expertise to work within a specific national context. Given this fact, **MEDIA has been and is still an indispensable tool for independent distributors to take manageable risks, create demand and engage audiences for European films**. It helps them play their key role in the circulation of European films, which consists of financing them through pre-sales (scripts), and investing in their curation, promotion (marketing, press, programming...), the creation of material, subtitling, dubbing....

As a matter of fact, this success in the circulation of European films is very well shown in the last survey made by the European Audiovisual Observatory which in its last report has analyzed the offer of European films in cinemas, on television and video on demand, in the EU Members States. It reveals that cinemas, television and VoD services broadcast more non-national European films than national ones. The offer of European non-national films accounts for 19% of VoD, 15% of television



### European network of independent distributors

and 31% of cinemas. One can bet that without the MEDIA support, these figures would drop, to the benefit of US and nationale blockbusters...

Of course some adjustments could be brought to make these schemes even more impactful. The **promotion of European films on the online platforms** could be improved and the goal should not only be to have the film available, but also seen and not drown in a sea of content. As the local distributor's expertise is essential to create audience's awareness and demand through promotion and curation work, a specific support to the promotion of film online could be initiated, linked to the theatrical release. It would create a follow up to the -essential- theatrical release and make sure films are promoted and exploited online with a well targeted marketing strategy, adapted to the local European audience.

In order to strengthen cultural diversity and enhance the circulation of European works, it is as much important to guarantee **the access to all European works**, not only the most commercial and profitable ones. To achieve this, it is crucial to find theaters, vod platforms and televisions willing to show these films. Hence the support given to these actors of the audiovisual value chain is very important and helps to have more European films shown on big and small screens.

Other supports that have the scope of incentivising the distribution and releases of European film are essential and have an important part to play since, as stated before, only the MEDIA programme is giving such support.

In conclusion, it is notorious that the **distribution support schemes of the MEDIA programme have proved over the years their efficiency** (about 400 European films supported per year!), adapting successfully to the challenges created by the enlargement of Europe, enabling European films to circulate more and European distribution companies all over the continent to become more competitive.

In a time of transition and digital challenges where distributors are facing a lack of return on their investment, it is important to support the global budget dedicated to the Selective and the Automatic schemes to develop further the circulation of European films, and certainly not to decrease this budget.

Any change that would disincentivize distributors from remaining in this notoriously risky area of business, could seriously undermine the future growth and prosperity of the European audio-visual industry, have a direct negative impact on jobs and would, undoubtedly, result in undermining cultural diversity.

**The MEDIA distribution schemes are vital to ensure that choices are available to European citizens when it comes to European films.**