

**Question for written answer E-002639/2021  
to the Commission**  
Rule 138  
**Elena Lizzi (ID)**

**Subject:** Inadequacy of the Media and Audiovisual Action Plan (MAAP) to support the audiovisual sector

The Media and Audiovisual Action Plan (MAAP) is the new European industrial strategy which aims at supporting and incentivising the economic recovery of the sector after the COVID-19 pandemic.

The sector is predominantly made up of small and medium-sized enterprises and self-employed people, who saw their work dry up and subsequently suffered from a lack of liquidity during the period 2019-2021. Public financial support is important in the emergency, although investment must support a long-term vision.

However, the financial support provided by the MAAP is insufficient and not fit for purpose. Specifically, the plan aims to increase investment in the audiovisual industry through a new 'media INVEST' initiative which seeks to secure investments to the tune of EUR 400 million over a seven-year period.

Unfortunately, this tool provides a limited response to specific parts of the sector and does not fully meet the sector's liquidity requirements. Moreover, this instrument does not take into account the importance of the territorial and exclusive features of each individual Member State.

In the light of the above, can the Commission answer the following questions:

1. Will it adopt further policies that may encourage and incentivise investment in the sector?
2. Will it facilitate national tax incentives aimed at reviving the sector without jeopardising and increasing its private debt?