The EU’s Media and Audiovisual Action Plan (MAAP) is intended to serve as the strategy for its audiovisual sector and support its recovery from the COVID-19 pandemic. However, it also places a lot of emphasis on ad hoc funding tools and initiatives that would undermine the fundamental principles of the sector – territoriality and exclusivity.

The pandemic has given rise to a liquidity shortage for many companies and individuals in the sector, undermining their capacity to develop projects, sustain business and retain employment. The MAAP’s financial instruments, particularly Media Invest, provide limited solutions for only specific parts of the sector and cannot fully meet the needs of an industry that is mainly composed of SMEs struggling with cashflow problems. Financial support is crucial, and investments in the sector must support a holistic vision.

Has the Commission considered adopting alternative policies to encourage investments in the sector, including tax incentives, and injecting liquidity without increasing debt?

Supporter

1 This question is supported by a Member other than the authors: Laurence Farreng (Renew)