Question for written answer E-002675/2021 to the Commission
Rule 138
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Subject: Protection of cultural diversity and European content in the audiovisual sector

The audiovisual and film industry continues to suffer economic disruption due to the COVID-19 pandemic. The preservation of the sector’s commercial freedom in order to agree full territorial exclusivity to ensure optimal financing and distribution of content is critical to the long-term success and economic viability of the sector.

Exclusive territorial licensing drives investment in content production and a wide range of distribution business models. This business model is not specific to Europe. Undermining exclusive territorial licensing and the commercial freedom to guarantee individual and tailor-made financing and distribution arrangements would adversely impact the film and audiovisual industry and consumer welfare – by limiting the content and services on offer.

1. Given the Commission’s ambition to support the recovery of the audiovisual sector, what is the Commission’s approach to guaranteeing full territorial exclusivity and commercial freedom, as if it is not fully guaranteed, this would erode consumer’s welfare both in terms of content and distribution options?

2. How does the Commission intend to safeguard the provisions of 167 TFEU – particular the flowering of the cultures of the Member States – in the upcoming dialogue?

Supporter

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