Proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL establishing the 'AgoraEU' programme for the period 2028-2034, and repealing Regulations (EU) 2021/692 and (EU) 2021/818

Amendments supported by:

AECINE - Asociación de productoras de Cine Independiente
Animation in Europe - Federation of Animation Producers Associations
AnimFrance - Syndicat de la production audiovisuelle et cinématographique d'animation
APA - Audiovisual Producers' Association
APFI - Audiovisual Producers Finland
API - Association des producteurs indépendants
APIT - Associação de Produtores Indepentes de Televisão
ARP - Société civile des auteurs, réalisateurs et producteurs
Baltic Film and Creative Tech Cluster
CEPI - Coordination européenne des producteurs indépendants
DAVP - The Association of audiovisual producers of Slovenia
EUROCINEMA - Association de producteurs de cinéma et de télévision
F&MA - Film & Music Austria (Fachverband Film- und Musikwirtschaft)
FIAPF - Fédération Internationale des Associations de Producteurs de Films
Film & TV Producenterna - The Swedish Film & TV Producers
FPS - Association of Slovenian Producers
HRUP - Croatian producers association
KIPA - Krajowa Izba Producentów Audiowizualnych
MALTA PRODUCERS' ASSOCIATION
NAPA - Netherlands Audiovisual Producers Alliance

PATE - Association de Productores Audiovisuales
PROCIREP - Société des Producteurs de Cinéma et de Télévision
Producentfloreningen - Danish Producers' association
PROG - Producers of Germany
SAPA - Slovak Audiovisual Producers' Association
SATEV - Le Syndicat des agences de presse audiovisuelles
SCFP - Syndicat des Catalogues de Films de Patrimoine
SFP - Swiss Film Producers' Association
SPECT - Syndicat des producteurs créateurs de programmes audiovisuels
SPI - Le Syndicat de la Production Indépendante
SPI - Screen Producers Ireland
ULPA - Union Luxembourgeoise de la Production Audiovisuelle
UPC - Union des Producteurs de Cinéma
UPFF+ - Union des Producteur.ices Francophones de Films et Séries
USPA - Union Syndicale de la Production Audiovisuelle
VIRKE - Produsentforeningen Norway
VOFTP - Vlaamse Onafhankelijke film en televisie producenten

***

Recitals

Commission proposal	*Amendment*
(12) The Union audiovisual sector faces challenges stemming from limited cross-border circulation, shifting consumption habits and the dominance of non-Union players. Given these challenges, Union intervention should support the capacity of European audiovisual and video games industries to create, finance, produce and disseminate European works on all platforms that are available and attractive to audiences within the Union and beyond. It should foster transmedia adaptations of intellectual property between different media formats, contribute to promoting collaboration among Member States with different market capacities, and accompany the Union's audiovisual regulatory framework.	(12) The Union audiovisual sector faces challenges stemming from limited cross-border circulation, shifting consumption habits and the dominance of non-Union players. Given these challenges, Union intervention should support the capacity of European audiovisual and video games industries to create, finance, produce and disseminate European works, on all platforms that are available and attractive to audiences within the Union and beyond. ~~It~~ **The MEDIA strand** should foster transmedia adaptations of intellectual property between different media formats, contribute to promoting collaboration among Member States with different market capacities, and accompany the Union's audiovisual regulatory framework. **Its audiovisual production support should be dedicated to supporting independent production company. An independent production company is a company which is not, directly or indirectly, majority controlled by an audiovisual media service provider, either in shareholding or commercial terms. Majority control is considered to occur when more than 25% of the share capital of a production company is held by a single audiovisual media service provider (50% when several audiovisual media service providers have**

	shares or other means of control in the company). An audiovisual production company is a company whose main objective and activity is audiovisual production. The MEDIA strand support should ensure that intellectual property rights remain mostly with European independent production companies.

Comments:

The independence of audiovisual production is a central political, cultural, and industrial issue shaping the future of the sector. Since the 1980s, the privatization of television has been based on a clear trade-off: in exchange for economic freedom, broadcasters were required to finance and promote original works produced by independent producers. Supported first by national laws and later by European regulations, this framework has sustainably improved program quality and fostered a dynamic audiovisual ecosystem.

The expansion of channels and streaming platforms has strengthened the need to support companies fully dedicated to audiovisual creation, generating qualitative competition, greater content diversity, new talent, and cultural employment. Production independence has become a key driver of format renewal, editorial autonomy, cultural pluralism, and creativity.

Beyond its legal definition, independence serves an identity-based purpose by enabling the production of original, local content in which audiences can recognize themselves and which contributes to social cohesion. In the context of increasing media concentration by large corporations with economic or ideological agendas, the independence of audiovisual production can no longer be considered a neutral issue but a strategic necessity.

Chapter 1 - Article 2

Commission proposal	*Amendment*
Article 2 (2) new	Article 2 (2) new **(2) 'cultural and creative sectors' means all sectors:** **(a) which activities, many of which have potential to generate innovation and jobs in particular from intellectual property:** **(i) are based on cultural values and artistic and other individual or collective creative expressions; and** **(ii) include the development, the creation, the production, the dissemination and the preservation of goods and services which embody cultural,**

	artistic or other creative expressions, as well as related functions such as education or management; **(b) irrespective of:** **(i) whether the activities of those sectors are market-oriented or non-market-oriented;** **(ii) the type of structure that carries out those activities; and** **(iii) how that structure is financed;** **those sectors include, inter alia, architecture, archives, libraries and museums, artistic crafts, audiovisual (including film, television, video games and multimedia), tangible and intangible cultural heritage, design (including fashion design), festivals, music, literature, performing arts (including theatre and dance), books and publishing, radio, and visual arts;**

Comments:

This amendment clarifies the definition of cultural and creative sectors to better reflect the diversity, economic relevance and evolving nature of these activities in the EU. It captures the full value chain—from creation to dissemination and preservation—and ensures that all actors are covered, regardless of their market orientation, structure or financing. By listing key sectors, the amendment provides greater legal certainty and aligns the Programme with current EU policy and sectoral realities.

Commission proposal	*Amendment*
Article 2 (3) new	Article 2 (3) new **(3) 'legal entity' means a natural person or a legal person which is created and recognised as such under national law, Union law or international law, which has legal personality, and which may exercise rights and be subject to obligations when acting in its own name.**

Comments:

This amendment clarifies the definition of "legal entity" by aligning the applicable legal standards across Union law. It strengthens legal certainty in the identification of legal persons, ensuring that

entities endowed with legal personality are clearly recognized and empowered to act in their own name.

Chapter 1 - Article 3

Commission proposal	*Amendment*
Article 3 (2) Within the general objectives set out in paragraph 1, the Programme shall have the following strands, implementing the following specific objectives: (a)the 'Creative Europe - Culture' Strand shall: I. contribute to cross-border cultural creation, cooperation, participation and accessibility, and cross-border circulation of a diversity of cultural works, while strengthening the social, economic and international dimensions of the cultural and creative sectors ('culture'); (b)the 'MEDIA+' strand shall: I. contribute to the cultural diversity and competitiveness of the audiovisual and video games industries, notably by enhancing creation and cross-border distribution of European content and its access by citizens ('audiovisual'); II. contribute to a free, viable and diverse Union information ecosystem, notably by supporting free and independent journalism and news media, enhancing citizens' access to trustworthy information and tackling disinformation ('news'); (c)the Democracy, Citizens, Equality, Rights and Values ('CERV+') strand shall: I. contribute to protecting and promoting fundamental rights, equality and non-discrimination and Union citizen's rights enshrined in the Treaties including free movement of citizens, and empowering civil society ('rights, equality, citizens and civil society');	Article 3 (2) Within the general objectives set out in paragraph 1, the Programme shall have the following strands, implementing the following specific objectives: (a) the 'Creative Europe - Culture' Strand shall: I. contribute to cross-border cultural creation, cooperation, participation and accessibility, and cross-border circulation of a diversity of cultural works, while strengthening the social, economic and international dimensions of the cultural and creative sectors ('culture'); (b) the 'MEDIA~~+~~' strand shall~~:~~ I. contribute to the cultural diversity and competitiveness of the **film,** audiovisual and video games industries, notably by enhancing creation**, audiovisual independent production and the circulation and promotion** ~~cross-border~~ ~~distribution~~ of European **works** ~~content~~ and its access by citizens ~~('audiovisual')~~; **(c) the 'News' strand shall~~:~~** **I.** ~~**II.**~~ contribute to a free, viable and diverse Union information ecosystem, notably by supporting free and independent journalism and news media, enhancing citizens' access to trustworthy information and tackling disinformation ~~('news')~~; **(d)** the Democracy, Citizens, Equality, Rights and Values ('CERV+') strand shall: I. contribute to protecting and promoting fundamental rights, equality and non-discrimination and Union citizen's rights enshrined in the Treaties including free movement of citizens, and empowering civil

II. contribute to fighting against gender-based violence, violence against children and other groups at risk of such violence (‘Daphne’); III. contribute to enhancing democratic participation and upholding the rule of law (‘democratic participation and rule of law’).	society (‘rights, equality, citizens and civil society’); II. contribute to fighting against gender-based violence, violence against children and other groups at risk of such violence (‘Daphne’); III. contribute to enhancing democratic participation and upholding the rule of law (‘democratic participation and rule of law’).

Comments:

This amendment clarifies and structures the specific objectives of the Programme by organising them into coherent strands reflecting the Union’s policy priorities. It strengthens the internal logic of the Programme by clearly distinguishing the aims of each strand (Culture, MEDIA, News and CERV+) while ensuring better alignment with the evolving needs of the cultural, audiovisual, media and civil society sectors. Funding for information and the fight against disinformation must not encroach on the resources allocated to the audiovisual sector, which remains more costly (58% of the current Creative Europe budget). It is therefore crucial to allocate budgets fairly and to strictly separate the tasks and funding of the two strands of MEDIA+.

The amendment also improves legal clarity by reinstating the criteria of independence production as a mandatory condition for support to the production schemes, highlighting cross-border cooperation, and reinforcing key policy goals.

Chapter III - Article 5

Commission proposal	*Amendment*
Article 5 Within the MEDIA+ strand, the ‘Audiovisual’ specific objective shall focus on: (a)supporting the creation of European audiovisual works across multiple formats and genres, with the potential to reach diverse audiences across borders; (b)fostering the cross-border circulation, distribution, prominence and visibility of European audiovisual works on all mediums across the Union and internationally, including through coordinated distribution strategies, marketing and promotion tools; (c)building audiences for European audiovisual works, including through a network of European cinemas, festivals and	Article 5 ~~Within~~ **T**~~t~~he **‘**MEDIA**’**~~+~~ strand~~, the ‘Audiovisual’ specific objective shall focus on~~ **shall have the following priorities:** (a)supporting the creation, **the production** of European **independent** audiovisual works, **and the theatrical distribution of European cinematographic works in cinemas and** ~~across~~ multiple formats and genres, with the potential to reach diverse audiences across borders; (b)fostering the cross-border circulation, distribution, prominence and visibility of European audiovisual works on all mediums across the Union and internationally, including through coordinated distribution strategies, marketing and promotion tools;

outreach campaigns, and addressing in particular young Europeans and underserved communities; (d)supporting the development and prototyping of European video games and immersive content, including through market testing, promotion and discoverability audience-driven strategies, and distribution across all platforms; (e)enhancing talent development, supporting access to finance, business-to-business exchanges and networking, adoption of innovative tools and business models and cross-media intellectual property exploitation strategies, particularly in response to creative, market and technological shifts; (f)fostering policy dialogue, exchange of best practices, data collection and analysis, including the payment of the contribution fee for Union membership of the European Audiovisual Observatory; (g)contributing to the implementation of Directive 2010/13/EU of the European Parliament and of the Council. 37 The implementation of the 'Audiovisual' specific objective shall be carried out with full respect for artistic freedom and ensuring collaboration among entities from Member States with different audiovisual capacities.	(c)building audiences for European audiovisual works, including through a network of European cinemas, festivals and outreach campaigns, and addressing in particular young Europeans and underserved communities; (d)supporting the development and prototyping of European video games and immersive content, including through market testing, promotion and discoverability audience-driven strategies, and distribution across all platforms; (e)enhancing talent development, supporting access to finance, business-to-business exchanges and networking, adoption of innovative tools and business models and cross-media intellectual property exploitation strategies, particularly in response to creative, market and technological shifts; (f)fostering policy dialogue, exchange of best practices, data collection and analysis, including the payment of the contribution fee for Union membership of the European Audiovisual Observatory; (g)contributing to the implementation of Directive 2010/13/EU of the European Parliament and of the Council. 37 The implementation of the **'MEDIA' strand** ~~'Audiovisual' specific objective~~ shall be carried out with full respect for artistic freedom and ensuring collaboration among entities from Member States with different audiovisual capacities.

Comments:

Funding dedicated to information and the fight against disinformation must not diminish the resources available for the audiovisual sector, which remains significantly more costly (representing 58% of the current Creative Europe budget). It is therefore essential to ensure a fair allocation of budgets and to maintain a strict separation between the tasks and financing of the two MEDIA+ strands. The reinstatement of independence criteria as a mandatory condition for support to the production schemes is equally important. This approach aims to enhance transparency in public spending and to guarantee that each policy area receives clearly defined and appropriately targeted funding. Such separation also avoids any confusion regarding the distinct objectives pursued by each strand.

Chapter III - Article 6

Commission proposal	*Amendment*
Article 6 Within the MEDIA+ strand, the 'News' specific objective shall focus on: (a)protecting news media outlets and journalists, especially where they face threats, monitoring, assessing and addressing risks to media freedom and pluralism in the internal market and promoting journalistic and editorial standards; (b)enhancing the production, distribution and consumption of professional journalistic content, including coverage of Union affairs, investigative journalism, local news, and public interest media; (c)supporting the digital transformation of news organisations, innovative practices, new production, distribution and business models, facilitating access to finance and encouraging cross-border activities and the reskilling and upskilling of news media professionals; (d)enhancing cooperation and promoting measures aimed at monitoring and safeguarding the online information space, including detecting and combating disinformation and foreign information manipulation and interference, thereby contributing to greater resilience across the Union; (e)promoting digital and media literacy activities in order to enable citizens, including young people, to use and develop a critical understanding of the information ecosystem; (f)reinforcing policy dialogue, data collection and analysis and development of common standards, including by supporting the work of the European Board for Media Services. The implementation of the 'News' specific objective shall be carried out with full respect for media editorial independence and professional standards.	Article 6 ~~Within~~ **T**~~t~~he ~~MEDIA+~~ '**News'** strand~~, the 'News' specific objective shall focus on~~ **shall have the following priorities:** (a)protecting news media outlets and journalists, especially where they face threats, monitoring, assessing and addressing risks to media freedom and pluralism in the internal market and promoting journalistic and editorial standards; (b)enhancing the production, distribution and consumption of professional journalistic content, including coverage of Union affairs, investigative journalism, local news, and public interest media; (c)supporting the digital transformation of news organisations, innovative practices, new production, distribution and business models, facilitating access to finance and encouraging cross-border activities and the reskilling and upskilling of news media professionals; (d)enhancing cooperation and promoting measures aimed at monitoring and safeguarding the online information space, including detecting and combating disinformation and foreign information manipulation and interference, thereby contributing to greater resilience across the Union; (e)promoting digital and media literacy activities in order to enable citizens, including young people, to use and develop a critical understanding of the information ecosystem; (f)reinforcing policy dialogue, data collection and analysis and development of common standards, including by supporting the work of the European Board for Media Services. The implementation of the 'News' specific objective shall be carried out with full respect for media editorial independence and professional standards.

Comments:

Funding for information and the fight against disinformation must not encroach on the resources allocated to the audiovisual sector, which remains more costly (58% of the current Creative Europe budget). It is therefore crucial to allocate budgets fairly and to strictly separate the tasks and funding of the two strands of MEDIA+. The objective is to ensure greater transparency in the State's budgetary effort and to guarantee that each public policy area benefits from clearly identified and appropriately tailored funding. Such separation also helps prevent any confusion regarding the specific goals pursued.

Chapter VI - Article 11

Commission proposal	*Amendment*
Article 11 1.The indicative financial envelope for the implementation of the Programme for the period 2028-2034 is set at EUR 8 582 000 000 in current prices. 2.Budgetary commitments for activities extending over more than one financial year may be broken down over several years into annual instalments. 3.Appropriations may be entered in the Union budget beyond 2034 to cover the expenses necessary and to enable the management of actions not completed by the end of the Programme. 4.The financial envelope referred to in paragraph 1 of this Article and the amounts of additional resources referred to in Article 12 may also be used for technical and administrative assistance for the implementation of the Programme, such as preparatory, monitoring, control, audit and evaluation activities, corporate information technology systems and platforms, information and communication activities, including corporate communication on the political priorities of the Union, and all other technical and administrative assistance or staff-related expenses incurred by the Commission for the management of the Programme.	Article 11 1.The indicative financial envelope for the implementation of the Programme for the period 2028-2034 is set at EUR 8 582 000 000 in current prices. **2. The indicative distribution of the amount set out in paragraph 1 of this Article shall be:** **(a) at least 20 % for the objective referred to in point (a) of Article 3(2) ('Creative Europe – Culture' strand);** **(b) at least 30 % for the objective referred to in point (b) of Article 3(2) ('MEDIA' strand);** **(c) up to 25 % for the objective referred to in point (c) of Article 3(2) ('News' strand).** **(d) up to 25 % for the objective referred to in point (d) of Article 3(2) ('CERV+' strand).** **3**.Budgetary commitments for activities extending over more than one financial year may be broken down over several years into annual instalments. **4**.Appropriations may be entered in the Union budget beyond 2034 to cover the expenses necessary and to enable the management of actions not completed by the end of the Programme. **5**.The financial envelope referred to in paragraph 1 of this Article and the amounts of additional resources referred to in Article 12

	may also be used for technical and administrative assistance for the implementation of the Programme, such as preparatory, monitoring, control, audit and evaluation activities, corporate information technology systems and platforms, information and communication activities, including corporate communication on the political priorities of the Union, and all other technical and administrative assistance or staff-related expenses incurred by the Commission for the management of the Programme.

Comments:

This amendment updates the financial envelope for the Programme for 2028–2034 and establishes a transparent and balanced distribution of funding across the Programme's four strands. By setting percentages for each strand, the amendment ensures financial stability, predictability, and alignment with the Union's strategic priorities—supporting culture, audiovisual industry, news and journalism, and citizenship, rights and values.

The higher budgetary allocations for the MEDIA and News strands reflect both their structural cost intensity and their strategic importance for the Union.

First, audiovisual creation, production and cross-border distribution are significantly more resource-intensive. The MEDIA strand finances areas such as film, series, animation, video games and immersive works, which require substantial investment, highly specialised skills and long production cycles. Ensuring the global competitiveness of the European audiovisual industry—facing major non-EU players—necessitates a proportionally higher level of EU support.

Second, the NEWS strand responds to a critical and growing Union priority: safeguarding a free, independent and diverse information ecosystem. The fight against disinformation, support to independent journalism, and reinforcement of media pluralism require considerable and sustained investment, particularly in a rapidly evolving digital environment. Providing a robust budget ensures the Union can effectively address information vulnerabilities and strengthen democratic resilience.

Chapter VI - Article 14

Regulation proposal	*Amendment*
Article 14 (1) The Programme may be opened to the participation of the following third countries through full or partial association, in accordance with the objectives laid down in Article 3 and in accordance with the	Article 14 (1) **Provided that they contribute financially to the Programme,** ~~T~~the Programme may be opened to the participation of the following third countries through full or partial association, in accordance with the objectives laid down in

relevant international agreements or any decisions adopted under the framework of those agreements and applicable to: (a)members of the European Free Trade Association which are members of the European Economic Area, as well as European micro-states; (b)acceding countries, candidate countries and potential candidates; (c)European Neighbourhood Policy countries; (d)other third countries.	Article 3 and in accordance with the relevant international agreements or any decisions adopted under the framework of those agreements and applicable to: (a)members of the European Free Trade Association which are members of the European Economic Area**,** as well as European micro-states**;** (b)acceding countries, candidate countries and potential candidates; (c)European Neighbourhood Policy countries; (d)other third countries;

Comments:

This amendment clarifies the conditions under which third countries may participate in the Programme, ensuring alignment with EU external agreements and safeguarding the Union's financial and decision-making autonomy.

Regulation proposal	*Amendment*
Article 14 (3) The association agreements granting participation in the 'Audiovisual' specific objective referred to in Article 3 shall take into account the situation of the audiovisual market in the country concerned, including the proximity of their legal framework with the Union audiovisual media acquis and the access to its equivalent support schemes, in particular with regard to other European countries. The agreements concluded with the countries referred to in paragraph 1 (b) shall require the alignment of their national law to Directive 2010/13/EU to grant participation in the 'Audiovisual' specific objective.	Article 14 (3) The association agreements granting participation in the '**MEDIA' strand** ~~'Audiovisual' specific objective~~ referred to in Article 3 shall take into account the situation of the audiovisual market in the country concerned, including the proximity of their legal framework with the Union audiovisual media acquis and the access to its equivalent support schemes, in particular with regard to other European countries. The agreements concluded with the countries referred to in paragraph 1 ~~(b)~~ **(a) to (d)** shall require the alignment of their national law to Directive 2010/13/EU**,** to grant participation in the **'MEDIA' strand** ~~'Audiovisual' specific objective~~.

Comments:

This amendment ensures that participation in the MEDIA strand is granted only to third countries whose audiovisual markets and regulatory frameworks are sufficiently aligned with the EU's standards, as is the case today. Because the MEDIA strand supports the competitiveness and circulation of European works, it is essential that participating countries operate within a

comparable legal environment—particularly regarding audiovisual regulation, market access and support mechanisms.

Requiring candidate and potential candidate countries to align with Directive 2010/13/EU guarantees a level playing field, prevents regulatory asymmetries and protects the integrity of the European audiovisual market. This approach ensures that participation is fair, transparent and consistent with the objectives of promoting cultural diversity, independent production and the cross-border circulation of European works.

Chapter VI - Article 16

Regulation proposal	*Amendment*
Article 16 (2) 2.In award procedures under direct and indirect management, one or more of the following legal entities may be eligible to provide or receive Union support: (a)entities established in a Member States; (b)entities established in an associated third country; (c)international organisations; (d)other entities established in non-associated third countries where the funding of such entities is essential for implementing the action and contributes to the objectives laid down in Article 3.	Article 16 (2) 2.In award procedures under direct and indirect management, one or more of the following legal entities may be eligible to provide or receive Union support: (a)entities established in a Member States; (b)entities established in an associated third country; (c)international organisations; (d) **by way of exception and provided that their country is listed in the work programme**, other **legal** entities **active in the cultural and creative sectors** established in non-associated third countries where the funding of such entities is essential for ~~implementing~~ **achievement of the objectives of a given** ~~the~~ action and contributes to the objectives laid down in Article 3. **Those entities shall bear the cost of their participation.**

Comments:

This amendment seeks to restrict access to programme funding for companies established in non-associated and non-European countries. Given the limited nature of the available resources, it is essential to ensure that EU support is used efficiently to reinforce Europe's own cultural and audiovisual ecosystem. MEDIA must remain focused on its core mission: supporting European companies and creators. Extending eligibility to third-country entities would risk diverting scarce funding away from European operators, undermining Europe's cultural sovereignty, and further accelerating market concentration to the benefit of global audiovisual giants

Chapter VI - Article 17

Regulation proposal	*Amendment*

Article 17 Work programme The Programme shall be implemented by work programmes referred to in Article 110 Regulation (EU, Euratom) 2024/2509. The work programmes shall set out, where applicable, the activities and related amounts of Union support to be implemented through the ECF InvestEU instrument.	Article 17 Work programme **1.** The Programme shall be implemented by **annual** work programmes referred to in Article 110 Regulation (EU, Euratom) 2024/2509. The **annual** work programmes shall set out, where applicable, the activities and related amounts of Union support to be implemented through the ECF InvestEU instrument. **Annual work programmes shall give an indication of the amount allocated to each action and set out, where applicable, the overall amount reserved for blending operations. Annual work programmes shall also contain an indicative timetable for implementation.** **2. The Commission shall adopt annual work programmes by means of implementing acts. Those implementing acts shall be adopted in accordance with the examination procedure referred to in Article 17b new.**

Comments:

This amendment clarifies the framework for the implementation of the Programme by specifying that it shall be carried out through annual work programmes, in accordance with Article 110 of Regulation (EU, Euratom) 2024/2509. Establishing annual work programmes ensures transparency, predictability, and effective budgetary planning, as it allows the Commission to detail the activities to be financed, the corresponding Union support, and, where relevant, the amounts allocated to InvestEU or to blending operations.
Furthermore, the requirement to include an indicative timetable strengthens operational planning and provides stakeholders with clearer expectations regarding the sequencing of actions.
The amendment also specifies that the annual work programmes shall be adopted via implementing acts, using the examination procedure established in Article 17b new. This ensures coherent and accountable decision-making, with appropriate oversight by Member States through the comitology process, in line with Regulation (EU) No 182/2011.

Chapter VII - Article 17b new

Regulation proposal	*Amendment*
Article 17b new	**Article 17b new** **Committee procedure** **1. The Commission shall be assisted by a committee (the 'AgoraEU Committee'). That committee shall be a committee within the meaning of Regulation (EU) No 182/2011.**

	2. Where reference is made to this paragraph, Article 5 of Regulation (EU) No 182/2011 shall apply. **3. The AgoraEU Committee may meet in specific configurations to deal with concrete issues relating to the individual strands of the Programme.**

Comments:

This amendment aims to clarify the governance arrangements of the Programme by establishing a comitology committee, in line with the framework set out in Regulation (EU) No 182/2011. The objective is to ensure transparent and effective supervision of the Programme's implementation by the Commission.
Paragraph 3 introduces the possibility for the AgoraEU Committee to meet in specific configurations. This flexibility allows the committee's work to be adapted to the different strands of the Programme, which may have distinct objectives, target groups or operational needs. It also enables the mobilisation of the relevant expertise to address technical or sector-specific issues, thereby improving the quality and relevance of the committee's advice and decisions.

Annex 1 – Section 1

Regulation proposal	*Amendment*
	Annex I **DESCRIPTION OF THE PROGRAMME ACTIONS** **SECTION 1** **CREATIVE EUROPE – CULTURE** **The priorities of the 'Creative Europe - Culture' strand referred to in Article 4 shall be pursued, including with the aim of strengthening the circulation of European works in a digital and multilingual environment, and where appropriate, by means of translation, regardless of the type of medium used, through the following actions, the details of which, including possible higher co-financing rates for small-scale projects, shall be defined in the work programmes:** **Horizontal actions:** **Horizontal actions aim to support all the cultural and creative sectors, with the exception of the audiovisual sector, in addressing common challenges they face at**

	European level. In particular, horizontal actions shall co-finance transnational projects for collaboration, networking, mobility and internationalisation, including through residency programmes, touring, events, exhibitions and festivals. The following horizontal actions shall be supported under the Programme: **(a) transnational cooperation projects that bring together organisations in the cultural and creative sectors of all sizes, including micro-organisations and small-sized organisations, and from different countries to undertake sectoral or cross-sectoral activities;** **(b) European networks of organisations in the cultural and creative sectors from different countries;** **(c) cultural and creative pan-European platforms;** **(d) transnational mobility of artists and operators in the cultural and creative sectors and the transnational circulation of artistic and cultural works;** **(e) support, including in terms of capacity building, to organisations in the cultural and creative sectors in order to help them operate at the international level;** **(f) policy development, cooperation and implementation in the field of culture, including through the provision of data and the exchange of best practices, pilot projects and incentives to promote gender equality.** **Sectoral actions:** **To respond to shared needs within the Union, the following sectoral actions shall be supported in those cultural and creative sectors, notably the music sector, whose specificities or specific challenges require a more targeted approach that complements the horizontal actions:** **(a) support to the music sector: actions that promote diversity, creativity and innovation in the field of music, including live**

	performance, in particular, the distribution and promotion of all musical repertoires in Europe and beyond, training actions, participation in and access to music, and audience development for all European repertoires, and support for data gathering and analysis; those actions shall build on and continue to support the experiences and expertise gained within the 'Music moves Europe' initiative; **(b) support to the book and publishing sector: targeted actions that promote diversity, creativity and innovation, the promotion of European literature across borders in Europe and beyond, including in libraries, training and exchanges for sector professionals, authors and translators and transnational projects for collaboration, innovation and development in that sector; targeted actions that promote the translation of literature and, where possible, the adaptation of literature into accessible formats for people with disabilities;** **(c) support to architecture and cultural heritage for a quality built environment: targeted actions for the mobility, capacity-building and internationalisation of architecture and cultural heritage operators; the promotion of Baukultur, peer learning and audience engagement in order to disseminate high-quality principles in contemporary architecture and cultural heritage interventions; support to the sustainable safeguarding, the regeneration and the adaptive reuse of cultural heritage and the promotion of its values through awareness-raising and networking activities;** **(d) support to other sectors of artistic creation where specific needs are identified, including targeted actions for the development of the creative aspects of sustainable cultural tourism and of the design and fashion sectors and for the promotion and representation of those other sectors of artistic creation outside the Union.** **Special actions that aim to render European cultural diversity and heritage visible and tangible and to nurture intercultural dialogue:**

	(a) financial support to the European Capitals of Culture; **(b) financial support to the European Heritage Label and networking activities between the sites awarded the European Heritage Label;** **(c) Union cultural prizes;** **(d) European Heritage Days;** **(e) Support to European cultural entities such as orchestras that aim to train and promote young, high-potential artists and have an inclusive approach with a large geographical coverage, or entities that deliver direct cultural services to European citizens with a large geographical coverage.**

Comments:

Annexes specifying different support objectives, in order to provide the sector with predictability and sectoral stability.

Annex 1 – Section 2

Regulation proposal	*Amendment*
	SECTION 2 **MEDIA STRAND** **The priorities of the 'MEDIA' strand referred to in Article 5 shall take into account the requirements of Directive (EU) 2018/1808 and the differences across countries regarding the production and distribution of, and access to, audiovisual content and the size and specificities of their respective markets and linguistic diversity, and shall be pursued through the following actions, the details of which shall be defined in the work programmes:** **(a) the development of audiovisual works by European independent production companies, covering a variety of formats (such as feature films, short films, series, documentaries and narrative video games)**

	and genres, and targeting diverse audiences, including children and young people; **(b) the production of innovative and quality TV content and serial storytelling, addressing diverse audiences, by European independent production companies;** **(c) promotion and marketing tools, including online and through the use of data analytics, to increase the prominence, visibility, cross-border access, and audience reach of European works;** **(d) support to international sales and circulation of non-national European works on all platforms (e.g. cinema theatres, online) targeting both small and large-sized productions, including through coordinated distribution strategies covering several countries and encouraging the use of subtitling, dubbing and, where applicable, audio description tools;** **(e) support to the multilingual access to cultural TV programmes online through subtitling;** **(f) support to networking activities for audiovisual professionals, including creators, and business-to-business exchanges to nurture and promote talent in the European audiovisual sector, and facilitate the development and distribution of European and international co-creations and co-productions;** **(g) support to activities of European audiovisual operators at industry events and fairs in Europe and beyond;** **(h) support to the visibility and outreach of European films and audiovisual creations aimed at wide European audiences beyond national borders, especially young people and multipliers, including through the organisation of screenings, communication, dissemination and promotion activities in support of European Awards, in particular 'LUX - the European Audience Film Award by the European Parliament and the European Film Academy';**

	(i) initiatives promoting audience development and engagement, including film education activities, addressing in particular young audiences; **(j) training and mentoring activities to enhance the capacity of audiovisual professionals to adapt to new creative processes, market developments and digital technologies that affect the whole value chain;** **(k) a network or networks of European Video on Demand operators, screening a significant proportion of non-national European works;** **(l) European festivals and a European festivals' network or European festivals' networks screening a significant proportion of non-national European works, while preserving their identity and unique profile;** **(m) a European cinema operators' network, with a broad geographic coverage, screening a significant proportion of non-national European films, fostering the role of European cinemas in the circulation of European works;** **(n) specific measures to contribute to a more balanced gender participation in the audiovisual sector, including studies, mentoring, training and networking activities;** **(o) support to policy dialogue, innovative policy actions and exchange of best practices – including through analytical activities and the provision of reliable data;** **(p) transnational exchange of experiences and know-how, peer learning activities and networking among the audiovisual sector and policy makers.**

Comments:

Annexes specifying different support objectives, in order to provide the sector with predictability and sectoral stability