



Audiovisual Services Media Directive: EFADs welcome an ambitious and positive step forward for the diversity of European cultures.

Press release 27 April 2018

On 26 April 2018, the European Parliament, Council and Commission have reached a preliminary political agreement on the main elements of the Audiovisual Services Media Directive (AVMSD). The European Film Agency Directors (EFADs) welcome this ambitious and future-proof agreement that will greatly benefit the promotion of European works in all Member States. We also warmly thank all the EU institutions which have worked hard to reach such a result, which recalls that a Digital Single Market would be an empty promise without firm support for Europe's cultural diversity.

In particular, EFADs strongly appreciate the obligation for on-demand services to secure at least a 30% share of European works in their catalogues and ensure prominence of these works. We also warmly welcome the freedom given to Member States to require that all media service providers targeting their audiences contribute to the production of European works, regardless of their country of establishment. As a result, Article 13 of the AVMS Directive will establish a level playing field and an equal commitment from all market players in favour of the creation, promotion and distribution of local and European works.

As European Film Agency Directors, we look forward to working constructively with Member States and regulators towards the successful and ambitious implementation of those rules. We will also continue to promote an [ambitious MEDIA Programme](#) and the [preservation of territorial exclusivity](#) so that Europe can continue to be a driver for the creation and circulation of European works that convey the diversity of European identities.

About the EFADs

The EFADs brings together the Directors of European Film Agencies in 31 countries in Europe (EU, Iceland, Norway and Switzerland). We represent government or government associated public bodies, in charge of national funding for the audiovisual sector and with the responsibility to advise or regulate on all aspects of audiovisual policies. In total, the EFADs members and their governments fund around three billion Euros every year through subsidies and tax reliefs with a view to fostering the creation, production, promotion, distribution, and exhibition of European audiovisual and cinematographic works.

Contact Details

Marc du Moulin – Secretary General

E-mail : secretariat@efads.eu