Europe's media in the Digital Decade
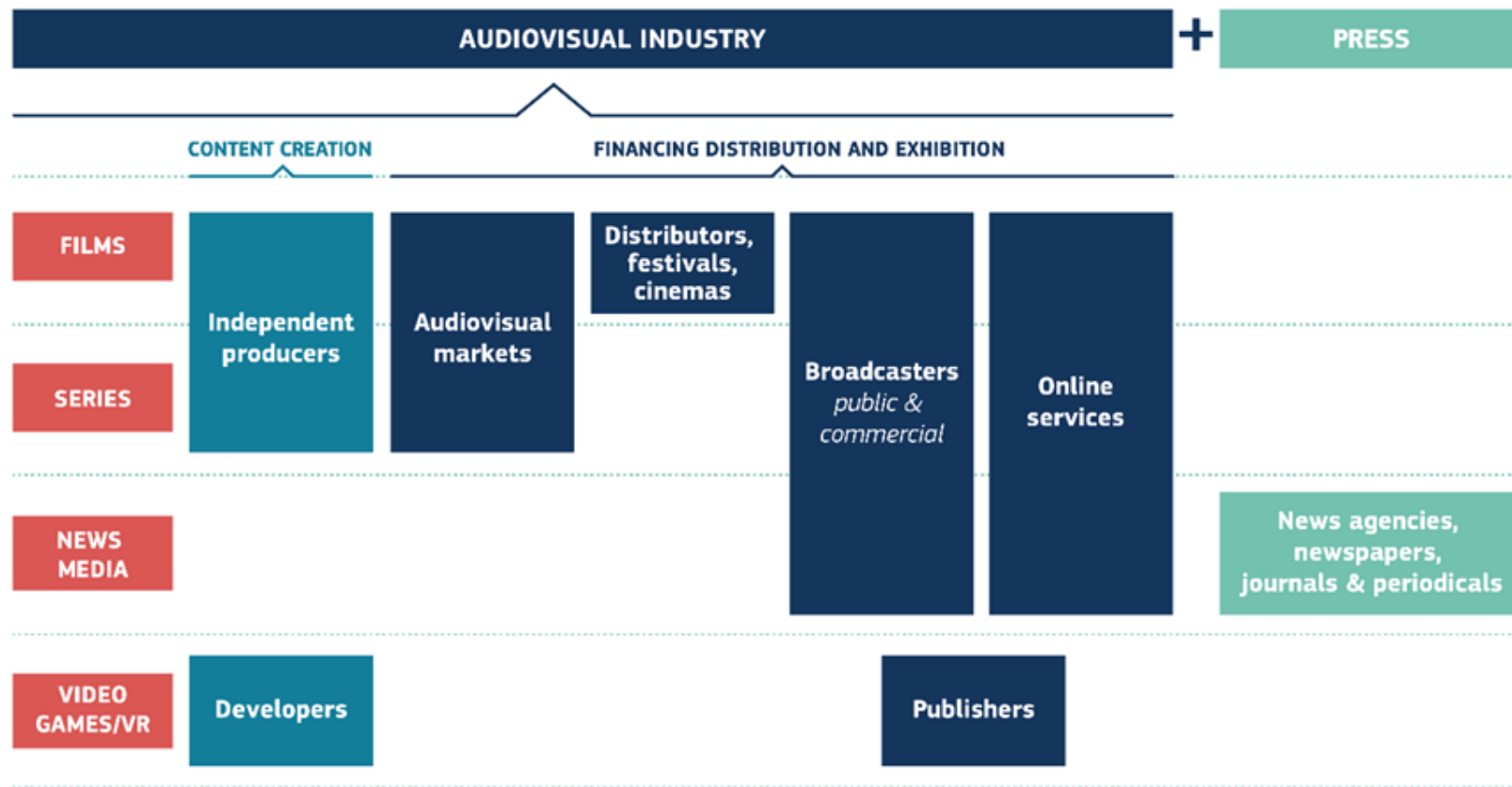
An action plan to support recovery & transformation

NEWS MEDIA and AUDIOVISUAL at a glance

AUDIOVISUAL INDUSTRY	**+**	PRESS

CONTENT CREATION

FINANCING DISTRIBUTION AND EXHIBITION

FILMS	Independent producers	Audiovisual markets	Distributors, festivals, cinemas	Broadcasters *public & commercial*	Online services	
SERIES						
NEWS MEDIA						News agencies, newspapers, journals & periodicals
VIDEO GAMES/VR	Developers			Publishers		

€131 billion **+** €62 billion

= €193 billion turnover*

*turnover in EU27; KEA/Deloitte estimates based on Eurostat and other sources

European Commission

Europe's media in the digital age

Structural weaknesses

Market fragmentation & geoblocking

"News deserts"

Global competitors

Disinformation

Over production & limited circulation

Lack of content-tech connection

Opportunities

Increased availability of content

New business models

Opportunities for cross-border cooperation

Leverage on the strength of Europe's brands

Direct outreach by creators

New ways of promoting EU content

European Commission

Winners and losers of the COVID crisis

+25% global revenues in Q2 2020

Most downloaded non-gaming app in 2020

Launched in thirteen EU countries

Falling ads revenues for EU media estimated 30 to 80% drop (news) 20% drop average (TV)

Collapse of European cinemas: 2B losses during 1st lockdown

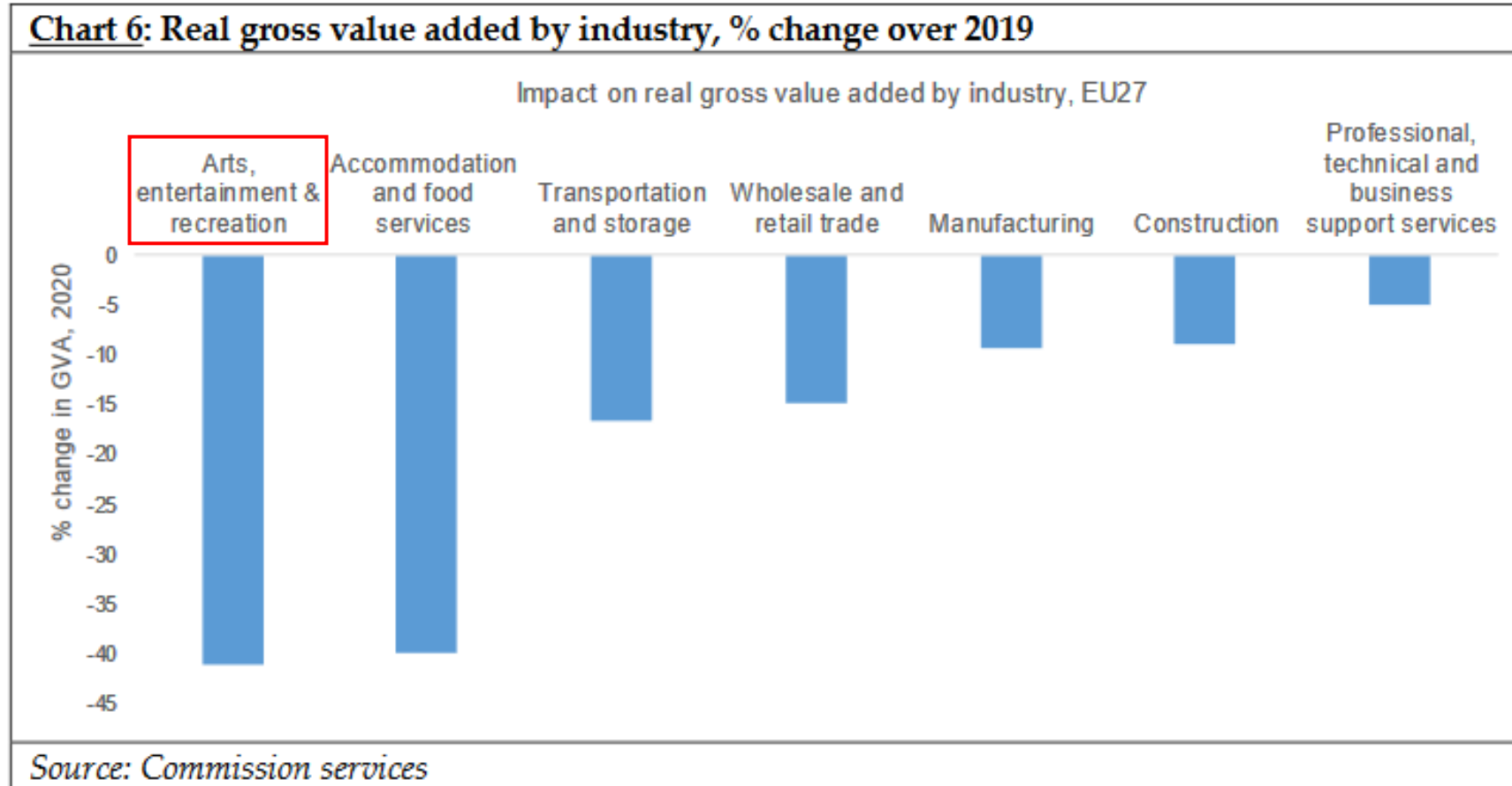EU production in standby: - 50% of turnover Losses up to 3.7 billion in 2020 H1

Strategic autonomy of EU media sector at risk

The effects of the lockdown on turnover

Current and expected drops in turnover reported by industry (share of turnover)
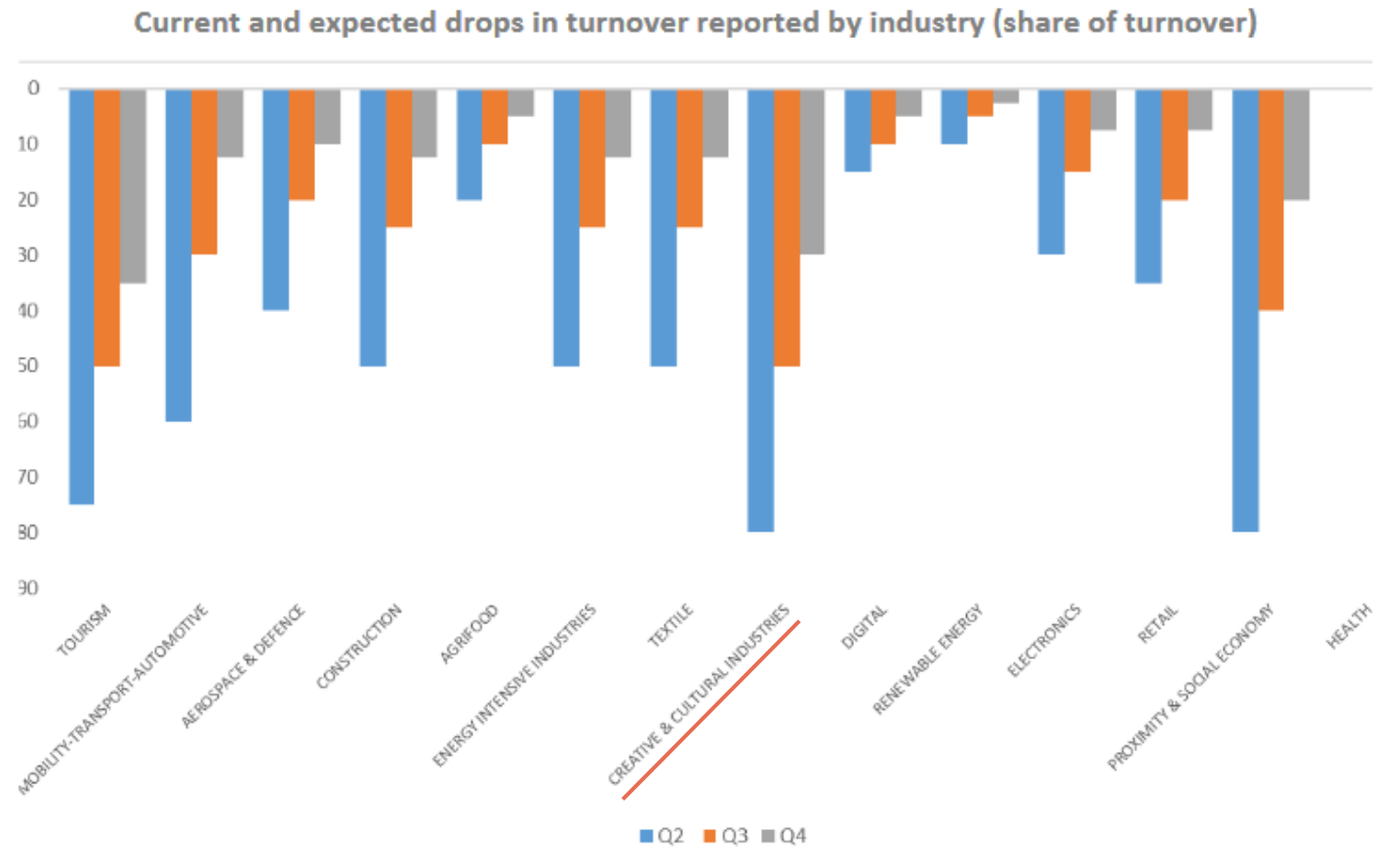
Source: DG GROW survey, March and April 2020. Data aggregated by ecosystem. For the scope of this exercise, each ecosystem has been defined in a relatively narrow way to avoid double counting of losses. The retail ecosystem does not include sales and repair of vehicles, which are included in the mobility ecosystem.

A substantial drop of value added

Chart 6: Real gross value added by industry, % change over 2019

Impact on real gross value added by industry, EU27

Source: Commission services

Action areas

Recover

- What the Commission plans to do to help audiovisual and media companies to weather the current storm and provide liquidity and financial support;

Transform

- Address structural issues by helping industry face the twin transitions of climate change and digitisation, in the context of fierce global competition;

Enable & empower

- Setting the conditions allowing more innovation for the sector, whilst ensuring a true level-playing field, and empowering citizens to access content more easily and take informed decisions

European Commission

1. Recover

Easier access to EU support

A new interactive tool guiding media companies through the various support instruments

MEDIA INVEST: investment in the audiovisual industry

An equity investment platform to foster European audiovisual productions and distribution;

Building investment pipeline through capacity building for investors and investment readiness for companies

'NEWS': bundling support for news media

Better access to finance, through loans and a pilot equity initiative;

Capacity building among investors and media;

A European News Media Forum

The target is to leverage 400 million euros over a 7-year period, contributing to addressing the equity financing gap

European Commission

2. Transform

European media data space & new business models

A media data space to sharing data and developing innovative solutions; European Media Outlook: a report to analyse media trends

European VR/AR industrial coalition

A VR/AR industry coalition for cooperation across sectors;

Launch a VR Media Lab on projects for new ways of storytelling and interacting

Towards a climate-neutral sector

A structured exchange of best practice with the industry and (sub)national film and audiovisual funds

By 2030, VR/AR will add about 1,3 trillion euros to the global economy, up from 39 billion euros in 2019

European Commission

3. Enable & empower

Towards a broader availability of audiovisual content across the EU

Dialogue with the industry in to agree on concrete steps to improve the access to and availability of content across borders in the EU

Fostering European media talents

Mentoring programmes;

MEDIA boot-camps;

Campaign on diversity in front & behind the camera;

MEDIA market gateway for start-ups

Empowering citizens

Practical application of the new media literacy obligations of the AVMSD (media literacy toolbox and guidelines to Member States);

Support the creation of alternative media content aggregation services

Ensuring the functioning of the EU media market

Strengthen the cooperation framework among European media regulators within the European Regulators Group for Audiovisual Media Services (ERGA)

The campaign will encourage everyone, regardless their gender & background, to consider a career in media

European Commission