

(English version)

**Question for written answer E-002608/24
to the Commission
Loucas Furlas (PPE)
(21 November 2024)**

Subject: Promotion of European cinema

The European Union is committed to promoting European principles and values and the European way of life.

Culture is an integral part of this endeavour, which aims at creating a safe and peaceful world. Cinema is also part of culture, and European cinema is noticeably lagging behind that of other regions, such as the US and India.

In view of the above:

1. Does the Commission intend to take measures to promote European cinema at international level? If so, what measures?
2. How can the European Union become a leader in this field and is there a specific strategy for this?
3. How does the Commission intend to boost the film industry in small Member States, such as Cyprus?

Submitted: 21.11.2024

**Answer given by Executive Vice-President Virkkunen on behalf of the European Commission
(27 January 2025)**

The Commission is committed to strengthening the European film industry, notably through the MEDIA strand of the Creative Europe programme ⁽¹⁾, and to helping European cinema contribute to promoting European principles, values and the European way of life at the European and international levels.

It does so by supporting skills and talent development, film development and production, as well as distribution, festivals, markets and innovation. The Commission also adopted a Media and Audiovisual Action Plan in 2020 ⁽²⁾.

The Commission pursues that regulation, funding and policy effectively support each other in building a stronger audiovisual and media sector, which plays an important role in facilitating democratic debate, enriching our culture and driving the digital transformation with strong media players.

While boosting the national film industries mostly falls under the responsibility of the Member States, MEDIA supports actions such as the mini-slate development targeting countries with a small audiovisual capacity and other actions increasing through cooperation the entire European audiovisual industry, thereby contributing to a level playing-field within the EU.

⁽¹⁾ Regulation (EU) 2021/818, OJ L 189, 28.5.2021, p. 34-60.

⁽²⁾ COM(2020) 784 final. After COVID, the Media and Audiovisual Action Plan (MAAP), has empowered the European media and supported their recovery and strengthened Europe's cultural and technological autonomy.