

Audiovisual news content using media platforms in multiple EU languages

- Opening: 22 June 2020

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Closing: 15 September 2020

The European Commission is launching a EUR 1,7M call for proposals to improve the curation, circulation and dissemination of news content and informative, non-fictional programming, in at least one or several Video-on-Demand European platform(s). The call will require close cooperation of several media actors agreeing to share content amongst themselves. This content should be consistently reachable across as many Union countries as possible in at least 5 Union languages.

The aim of this call is to increase the variety of audiovisual news and audiovisual, informative programming available to citizens, by enhancing collaboration between media actors.

Applicants will need to show how their proposal will contribute to strengthening the European information space (beyond purely national markets) and to ensuring that citizens receive pluralistic quality information from multicultural and multilingual sources. Proposals should be accompanied by an outreach plan. The plan should identify the target audiences and relevant multipliers for the final product.

This content should be appealing and innovative. Applicants are expected to explain in detail how the

editorial arrangements would allow them to choose, categorise and contextualised topics. Proposals are expected to feed into existing European digital media platforms, and/or setup new platforms if needed, thus contributing to creating innovative spaces enhancing pan-European pluralistic debate.

The European Commission expects applicants to gather different news media organisations from at least five EU Member states, including a multicultural editorial team with proven professional credentials.

To be eligible, applicants must be active in the news media industry. The final grant agreement will include a charter of independence to make sure that applicants can operate without any political interference.

The maximum co-financing rate of is **70%** of the total eligible costs.

The call for proposals, application forms and all relevant documents and available here below.

Expected results

Increased coverage and consumption of Union affairs and curation and circulation of news items and programmes produced by professional news media companies in the Union. In the long-term this could lead to larger engagement from citizens in European news and affairs and help increase the levels of trust for quality audiovisual news content online.

More information

This activity is carried out within the Multimedia Actions framework are aimed at funding general information, news and programmes, to citizens on operations concerning the EU, for the purpose of increasing the visibility of the work of the EU institutions, the decisions taken and the stages in the building of Europe, so as to allow citizens to make full use of their right to be informed about and involved in European policies and contributing to a better European public sphere. Apart from news reports about the activities of the main EU institutions, the Union affairs may include:

1. Economic, political and cultural affairs of all Member States, compared and contrasted in the way in which they deal with the same issues;
2. Decisions taken at national and regional level which have the potential to shape views on the Union or affect the daily lives of significant numbers of Union citizens in other Member States;
3. Economic, political and cultural affairs of one Union Member State, illustrating to citizens of other Union countries how issues of common concern are addressed.

Latest Financing decision (2020) on Multimedia Actions

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