The Media and Audiovisual Action Plan (MAAP) aims to boost European media and help maintain European cultural and technological autonomy in the Digital Decade.

These two sectors are facing important trends and challenges that have accelerated with the COVID-19 crisis. In this context, the European Commission will help Europe’s media not only to be resilient but also to remain competitive at European and global levels, by combining investment with policy actions.

In order to achieve these goals, the Communication is built around three themes and ten actions:

1. **Recover**: to help audiovisual and media companies to weather the current storm and provide liquidity and financial support by:
   - providing an interactive tool to give European audiovisual and news media companies guidance on different sources of EU support;
boosting investment to foster European audiovisual production and distribution by strengthening equity investment in this area;
launching of a ‘NEWS’ initiative, which will bundle actions and support for the news media industry.

2. **Transform**: to address structural issues by helping industry face the green and digital twin transitions in the context of fierce global competition. This will be achieved by:
- creating European ‘media data space’, to support media companies in sharing data and developing innovative solutions;
- fostering of a European virtual and augmented reality (VR/AR) industrial coalition – to help EU media benefit from the advancement of this immersive media;
- helping the industry become climate neutral by 2050 by facilitating the exchange of best practices, and putting a stronger focus on environmental sustainability in Creative Europe MEDIA.

3. **Enable and empower**: to set the conditions to allow more innovation in the sector, whilst ensuring a true level-playing field, and empowering citizens to access content more easily and take informed decisions by:
- launching a dialogue with the audiovisual industry to agree on concrete steps to improve the access to and availability of audiovisual content across the EU;
- fostering European media talent through mentoring and training, as well as scouting and supporting promising European media start-ups;
- enhancing media literacy, aimed at empowering citizens, with a toolbox and guidelines for Member States regarding the new media literacy obligations of the AVMSD, and supporting the creation of independent alternative news aggregation services capable of offering a diverse set of accessible information sources;
- strengthening the cooperation framework among European media regulators within the European Regulators Group for Audiovisual Media Services (ERGA).

Follow the implementation of the MAAP
Europe's media in the digital decade: an action plan
Media sector calls - EU support to the news media sector
Follow the latest progress and learn more about getting involved.

Latest News

PRESS RELEASE | 15 December 2023
Commission welcomes political agreement on European Media Freedom Act


PRESS RELEASE | 11 December 2023
EU-funded works win 7 prizes at 2023 European Film Awards
Five films that received EU support came out on top at this year's European Film Awards, winning a total of seven prizes.

PRESS RELEASE | 08 December 2023
13 EU-supported films competing at the 2023 European Film Awards

The 36th edition of the European Film Awards is taking place tomorrow in Berlin, celebrating the richness and diversity of European cinema.

PRESS RELEASE | 08 December 2023
Commission launches public consultation on the Implementing Regulation on transparency reporting under the DSA

Today, the European Commission has launched a public consultation to gather feedback on the Implementing Regulation on the templates that intermediary services and online platforms will have to use for their future transparency reports under the Digital Services Act (DSA).

Info
These days we can watch our favourite programmes not just on TV, but also online. These shows are subject to the rules of the single market.
Dig deeper


MediaInvest is the European Commission's equity investment instrument that helps to bridge the financial gap in the audiovisual sector by stimulating more investment.


The Commission is holding a dialogue with the audiovisual sector to improve access to and availability of audiovisual content across the EU.


The Virtual and Augmented Reality Industrial Coalition is a platform for structured dialogue between the European VR/AR ecosystem and policymakers.


A free, viable and pluralistic media environment is key to keeping citizens informed, holding power to account, and strengthening open, democratic societies.


The aim of the interactive mapping tool is to facilitate access to EU-related financial support mechanisms. It comprises information on funding opportunities for entities from both the audiovisual and the news media sectors. It will help media market players identify and apply...


The European Commission has adopted the Media and Audiovisual Action Plan to support the recovery and transformation of the media and audiovisual sector.

See Also

The transformation of the audiovisual media landscape offers the potential for new experiences and opportunities. It also poses many questions for us.

The international context of audiovisual policy

International agreements and constraints in the audiovisual sector play an important role on how the EU and Member States develop audiovisual policy.

Revision of the Audiovisual Media Services Directive (AVMSD)

The revised Audiovisual Media Services Directive creates a media framework for Europe's digital decade.

Creative Europe MEDIA Programme

The MEDIA strand of the Creative Europe programme is designed to support European film and other audiovisual industries.


The European Film Forum is a platform for a structured dialogue between policy makers and stakeholders in the audiovisual sector.