

**ATC****AUDIOVISUAL
TRAINING
COALITION**

Joint Statement by the Audiovisual Training Coalition (ATC) on the future AgoraEU programme for 2028-2034 (March 2026)

For 35 years, the MEDIA Programme has played a key role in strengthening Europe's audiovisual ecosystem. It is widely recognised as a quality label, delivering tangible impact in terms of collaboration, co-production, skills development, capacity building, and the circulation of European works.

Training has been one of MEDIA's biggest success stories playing a crucial role in underpinning Europe's audiovisual industry, while nurturing future talent and equipping it with the necessary skills to future-proof our industry.

To ensure the future of the European industry, its diversity and competitiveness, we must preserve the identity of MEDIA as a distinct strand separate from news and journalism, alongside strong protections for independent producers and continued support for high-impact actions such as training and skills development.

We call for:

- 1. Establishing training and skills development as a distinct strategic priority within AgoraEU's future work programme framework, supported by a dedicated ring-fenced budget line.**
- 2. The recognition of training organisations as essential long-term structural pillars of the ecosystem, anchored within the programme architecture through multi-annual beneficiary status and structural funding, rather than being limited to short-term project cycles. This provides sectoral stability and cost-effectiveness.**
- 3. An increased Creative Europe budget that reflects the audiovisual sector's potential to shape European identity, promote cultural diversity, artistic freedom and cross-border collaboration. Especially at a time when democratic values are under pressure worldwide.**



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We also urge to:

- **Reinstate the criteria of independence as a mandatory condition for support**, ensuring diversity of European works and safeguarding the competitiveness of small and medium-sized production companies (cf. the outcome of the EU-funded ReBoot Project).
- **Ensure that EU public funds primarily strengthen European and associated-country audiovisual ecosystems.**
- **Maintain continued support for cooperation between markets with different audiovisual capacities**, safeguarding balanced East–West collaboration within Europe.

ATC wants to preserve and reinforce the MEDIA Programme’s success. A Europe without MEDIA would significantly weaken our audiovisual ecosystem.

During times when the industry is affected by substantial changes at every possible level, European professionals will need to acquire new specific skills and competences in the short and middle term, as well as reinventing their businesses in order to remain sustainable.

In this context, it is even more crucial that training providers continue to offer insights, support and guidance, as they play a key role in equipping film professionals with new possible solutions and skills for the present and future times as well as with a strong support network.

*The **Audiovisual Training Coalition (ATC)** is a partnership of leading institutions dedicated to training professionals in the European film and audiovisual sector. Our mission is to provide professionals with the tools and perspectives to develop their talent and skills at an internationally competitive level, while fostering strong professional networks across Europe and beyond. **ATC focuses on:***

- *Sharing best practices and knowledge about industry needs in a rapidly changing media landscape.*
- *Ensuring complementary programmes among member institutions.*
- *Collaborating on strategic and policy matters, both short- and long-term.*

Contact information

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