Protect Creative Europe in the 2027 EU Budget

Brussels, 16th October 2026

We, the undersigned organisations representing Europe's film and audiovisual sectors call on the Council and all Member States to safeguard Creative Europe's 2027 funding, including its MEDIA strand, and to reverse the decrease proposed against the European Commission's draft budget.

The proposed cuts would remove €31.6 million in commitment appropriations from Creative Europe, including €23.2 million from MEDIA, alongside a €10.53 million reduction in payment appropriations across the programme. They would weaken an instrument that advances the Union's cultural, economic and democratic objectives.

Over more than three decades, MEDIA has helped develop an interconnected European film and audiovisual ecosystem, supporting independent production, distribution, international sales, cinema operators, festivals, markets, professional training and talent development. Its value lies not only in individual grants, but in the lasting cooperation it enables between operators across countries. This support strengthens the capacity to develop European works, build sustainable businesses and connect culturally and linguistically diverse stories with audiences across borders.

This ecosystem depends heavily on continuity and predictability. Film and audiovisual projects often span several years, from initial development to reaching audiences. Predictable European support enables operators to plan investments, secure partnerships and sustain projects throughout their lifecycle. Cutting MEDIA funding would disrupt these connections at a time when rising operating costs and the twin environmental and technological transitions are already putting pressure on the sector, while demand for support continues to exceed available resources, leaving high-quality projects unfunded.

Such reductions would also conflict with the direction established by the Council itself. Its conclusions of 28 November 2025[1] recognised the strategic role of culture, cultural heritage and audiovisual works in upholding European values and democratic resilience. Decreasing funding for Creative Europe and its MEDIA strand in 2027 would compromise the ability to deliver on the Council's own objectives.

We acknowledge the pressures on the EU budget. Yet preserving cooperation that individual national markets cannot deliver alone is precisely what European funding should prioritise.

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[1] Source : Council conclusions on the strategic role of culture, cultural heritage and audiovisual works in upholding European values and democratic resilience

We therefore respectfully urge the Council to restore the Commission's proposed 2027 commitment and payment appropriations for all Creative Europe strands, including MEDIA, and to align with the €15M increase of the 2027 budget for the Creative Europe Programme, including its MEDIA Strand, as proposed by the European Parliament's budget guidelines.

The 2027 budget must provide Europe's film and audiovisual sector with the resources it needs to deliver on the EU's ambitions for cultural diversity and competitiveness.

Signatories:

ATC – Audiovisual Training Coalition
CEE Animation – Central and Eastern Europe Animation
CEPI – European Audiovisual Production Association
CICAE – International Confederation of Arthouse Cinemas
Collective of Film Festivals
EPC – The European Producers Club
Eurocinema
Europa Distribution – International Association of Independent Film Publishers and Distributors
Europa International – Association of European Film Sales Agents
F.A.M.E. - Film and Audiovisual Markets in Europe
FERA – Federation of European Screen Directors
FIAD – International Federation of Film Distributors' and Publishers' Associations
FIAPF – International Federation of Film Producers Associations
FSE – Federation of Screenwriters in Europe
IVF – International Video Federation
SAA – Society of Audiovisual Authors
UNIC – International Union of Cinemas