



Brussels, 29 June 2021

Dear Commissioner Breton, dear Commissioner Gabriel,

We are writing on behalf of European filmmakers, producers, publishers and distributors of films and audiovisual content both offline and online and cinema operators to voice our support to the request made by the Spanish government during the latest Council on education, youth, culture and sport on 17 May. Spain, supported by Germany, Italy, Austria, France, Croatia and Greece has requested the Commission to look into “The impact of VOD platforms on the EU audiovisual market, in particular on the relationship between the different actors in the value chain.”

Given recent market developments, accelerated by the impact of COVID-19 on the sector, we would very much value such an undertaking, in particular to explore the relations between large platforms and their business practices on creators, producers, distributors and cinemas.

It would also be useful to understand the real economic, social and cultural contributions made by VOD platforms compared to the other stakeholders of the value chain. Our members contribute greatly to the diversity and quality of Europe’s cultural offer: as such, their activity will be all the more relevant after the crisis and should therefore remain front-and-centre as we look ahead to the future of the European audiovisual and film industry.

As we strongly believe that any policy and funding proposals should be supported and substantiated by fact, it would be extremely valuable to better understand the impact of VOD platforms on the European audiovisual and film markets.

We would therefore urge the European Commission to launch such a study as soon as possible, including through consultation with stakeholders from the sector, and to also echo this initiative with the European Audiovisual Observatory.

### List of signatories

ANICA - Associazione Nazionale Industrie Cinematografiche Audiovisive Multimediali

CEPI - European Audiovisual Production Association

Eurocinema - Association de producteurs de cinéma et de télévision

Europa International - European network for sales agents

FERA – Federation of European Screen Directors

FIAD - International Federation of Film Distributors' Associations

SPIO – Spitzenorganisation der Filmwirtschaft e.V.

UNIC - International Union of Cinemas