



INTERNATIONAL VIDEO FEDERATION

Publishers of Audiovisual Content
on Digital Media and Online

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Producing and Distributing in a Pandemic – EU Regulatory Perspectives

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Brussels AV Community Activities to Support Industry . . . and a Lacklustre EU Response . . .

Brussels Informal AV Coalition Workstreams:

- Information-sharing/assessment of impact of pandemic across the creative and business ecosystem
- Assessment/feedback into EU economic impact assessment ([EAO](#) v. [Olsberg/SPI](#))
- Advocacy activities (Solidarity & Unity – Creators and Business)
- COVID-19 Industry Recovery Toolbox (cash flow, insurance, increased costs of doing business, investment stimulus – all across short/medium/long term industry activities)

EU Response:

- EU Recovery Fund (general and allocated at Member State level)
- Flexibility in current EU programmes (Creative Europe/MEDIA)
- Deployment of existing programmes (regional funds, research, etc.)

BUT no real focused EU response to elements identified by industry . . .

The EU Recipe for COVID-19 Recovery

Increased Access to Content Online . . . Across Borders . . . :

- Review of EU Geo-blocking Regulation in coming years?
- Review of other relevant EU legislation (Portability Regulation, TV & Radio Programmes Directive) and interaction between copyright and competition law

Overarching Commission Political Roadmap for Recovery:

- Resilience
- Environmental sustainability
- Digital transition

Watch this space . . .

European Commission President Ursula **von der Leyen** on the EU Recovery Plan: *“The recovery plan turns the immense challenge we face into an opportunity, not only by supporting the recovery but also by investing in our future: **the European Green Deal and digitalization will boost jobs and growth**, the resilience of our societies and the health of our environment. This is Europe's moment. Our willingness to act must live up to the challenges we are all facing.”*

The **European Commission** on its 2021 Work Programme: *“The 2021 Commission work programme sees a shift from strategy to delivery across all six political priorities. **It confirms the Commission's resolve to lead the twin green and digital transition – an unparalleled opportunity to move out of the fragility of the crisis and create a new vitality for the Union.”***

Thank you!



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