

**European Film Agency Directors  
Berlin Common Declaration, February 2011  
MEDIA Programme**

**The directors of the national film agencies across Europe - the EFADs - wish to emphasize the vital role that the MEDIA Programme has been playing for the last 20 years to promote the diversity of European cinema. The Berlin and Cannes film festivals constitute the two key platforms to promote European film within Europe and internationally and this year their official selections include over 20 films supported by the Programme. For smaller European countries the MEDIA Programme is often the only way to ensure public access to non-national films in member states – and to provide an indispensable source of financing.**

**Today the EFADs are deeply concerned with the prospect of a possible merger of the MEDIA Programme with other Community programmes: they fear that the Programme would lose both its clear and specific focus on Europe's audio-visual industries and its underpinning financial security. This would represent a major threat to the European audiovisual sector and would endanger the pursuit of the Programme's main objectives: the circulation of a diversity of European works and the reinforcement of the competitiveness of the European audiovisual sector.**

The MEDIA Programme is at the heart of the European project as well as a vector of the European core values of openness, tolerance and diversity.

Twenty years after its inception in 1991, the Programme has met with success and it has contributed to fostering the circulation of European films and strengthening ties amongst European film professionals. This success can notably be attributed to the very nature of the Programme, which encompasses both an industrial and a cultural dimension.

Today the Programme has gained increased importance within the EU 2020 strategy and the economic, political and societal need (and challenge) to provide European cultural content to the digital world.

Although the EFADs are aware of the high degree of budgetary constraint the European Commission and European member States are facing, nevertheless they are calling on the Commission's President Mr. Barroso and on Ms. Vassiliou, Commissioner for Education, Culture, Multilingualism and Youth, to preserve the specificity and strengths of the MEDIA Programme by maintaining its autonomy and providing it with the appropriate budget which will enable it to work efficiently and effectively.