
EUROPEAN ELECTIONS

6-9 June 2024



Foreword by
Bill Anderson,
FERA Chair of the
Executive Committee

“You don’t know what you’ve got till it’s gone” sang Joni Mitchel. Nationalist forces in Europe witnessed the disaster of Brexit, balked at repeating that self-harm but now plan to achieve their aims by hollowing out the ethos of the EU from within. These are some of the “others who will decide” our futures if we don’t vote in the coming EU elections.

Use your vote. Persuade everyone you know to use their vote. Share this elegantly directed 4-minute documentary: <https://tinyurl.com/mr3jjhec>

EU copyright law and EU audiovisual policy in favour of cultural diversity are concrete expressions of our common European standards. They are under constant attack. We are stronger together.



Why do European Elections matter?

- ▶ **The EU Parliament is directly elected by EU citizens and plays an essential role in defining EU policies and legislation.**
- ▶ Voting in the EU elections obviously allows you to support Members of the EU Parliament you would like to see elected.
- ▶ It allows for your political views, your country, culture, and language to be represented – while sharing a common sense of purpose at European level.
- ▶ Higher voting turnout actually strengthens the EU Parliament itself as a European institution and essential counterpart to the EU Commission and the Council of the EU.
- ▶ **Over the last two mandates, the EU Parliament has championed the views and interests of civil society, including those of the European Screen Directors' community on different issues including Artificial Intelligence, Authors' Rights, Media regulation and Cultural Diversity in the European audiovisual sector.**
- ▶ Bear in mind that if you do not exercise your right to vote to the European elections, other EU citizens – who may or may not share the same values and opinions – will. Their vote will end up deciding on your behalf which Members of the European Parliament will represent you.

The European Elections Process

When, Where & How?

- ▶ **6-9 June 2024**, the exact date depending on your country
- ▶ The European Parliament has created an information point where you can find all the details of the voting process: <https://elections.europa.eu/en/>



What can you do?



Use Your Vote!



Spread a call to vote to your members and sister organisations.



Reach out to candidates or newly elected Members of the European Parliament to raise awareness on the role they can play in the next 5 years to support creators and cultural diversity.

What to expect from Brussels in the next 5 years?

Authors' rights

- **Use of copyrighted works in training Generative AI:** potential proposal for a legal instrument in 2024-2025
- **2018 Geo-blocking regulation** (*audiovisual services allowed to use geo-blocking to enforce territorial exclusive exploitation licenses*): potential review in 2025
- **2019 Directive on Copyright in the Digital Single Market** (*provisions on authors' and performers' fair remuneration in exploitation contracts*): potential review no sooner than 2026

European Audiovisual policy

- **2018 Revised Audiovisual Media Services Directive** (*provisions on the promotion of European works*): ex post evaluation and potential review in 2026
- **Creative Europe MEDIA** (*financial support to audiovisual projects*): potential new edition as of 2028
- **Cultural exception in trade negotiations** (*audiovisual services carved out of the European Commission mandate given by Member States to negotiate trade agreements*)
- **State Aid:** 2013 Cinema Communication (*European Commission criteria in assessing national audiovisual cultural policies derogating to the general EU principle prohibiting State aid unless exceptionally justified*)

Inspiration for Questions to future/newly elected Members of the European Parliament

The European Union has just adopted its first legislation to regulate AI, which falls short of addressing the multi-faceted impact of the technology on creation and the cultural and creative industries.

▶ *How do you intend to address the impact of AI on creation and cultural diversity at European level?*

The European copyright framework includes crucial provisions for the audiovisual sector and its creators. In today's global streaming landscape, the effective enforcement of transparency and fair remuneration in authors' contracts is vital for them to sustain professional careers in Europe.

▶ *How do you intend to maintain and improve these standards?*

European audiovisual policy includes key provisions harmonizing the promotion of EU audiovisual works, such as quotas, discoverability requirements, and potential investment obligations. These measures are crucial for maintaining cultural diversity amid the rise of global media services.

▶ *How do you plan to address the future of these legal provisions promoting European audiovisual works?*

Inspiration for Questions to future/newly elected Members of the European Parliament

The cultural exception in trade negotiations has proven crucial for European audiovisual cultural diversity, excluding audiovisual services from the European Commission's mandate in negotiating trade agreements.

▶ *How do you plan to uphold this principle?*

Creative Europe MEDIA has progressively imposed a new vision for the European audiovisual sector's competitiveness through technological innovation on its beneficiaries, while the financing of the programme is regularly challenged.

▶ *Will you support to a well-resourced Creative Europe MEDIA programme focused primarily on promoting audiovisual cultural diversity across the EU?*

Members of the European Parliament position themselves early in the mandate to be influential on the issues that they want to get involved in.

▶ *Do you plan on joining the EP Culture committee (CULT) or other committees (Legal affairs (JURI), Internal Market (IMCO))?*

▶ *Would you join an intergroup focusing on creators and the cultural and creative sectors?*

Resources

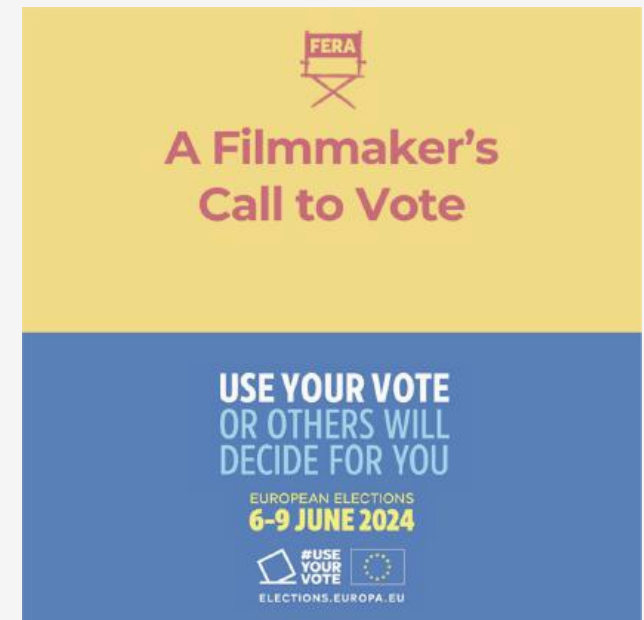
FERA Elections blogposts

With only days to go until the European elections (6-9 June 2024, check the dates for your country here), the Federation of European Screen Directors (FERA) brings you a blog series penned by working filmmakers from our board.

The contributions aim to highlight the significance of voting in the European elections and their impact on our shared future. Through their unique perspectives and experience in storytelling, the filmmakers explore the vital role that these elections play in shaping policies, culture, and the artistic and creative landscape across Europe.

With this series, we hope to inspire a deeper understanding of and active participation in the democratic process within our community and beyond. Join us on this journey. #Use your vote #Use your voice

► <https://screendirectors.eu/category/eu-elections-2024/>



Resources

Catch up on European Parliament Cannes 2024 conference

Organised by the EU Parliament and moderated by FERA CEO Pauline Durand-Vialle.

Featuring European Parliament Director for Liaison Offices **Stephen Clark**, European Film Academy Chair **Mike Downey**, Ukrainian producer & Distributor **Dennis Ivanov**, European Film Agency Directors association Vice President & Norwegian Film Institute CEO **Kjersti Mo**, Polish producer **Ewa Puszczynska** and Romanian actress, playwright and director **Alina Serban**.

► <https://tinyurl.com/4mr2hvtb>

MARCHÉ DU FILM
FESTIVAL DE CANNES

European Parliament

Cinema in Action:
Use Your Voice, Use Your Vote. For Democracy
presented by the European Parliament

FEATURING
GUEST SPEAKERS
Stephen Clark, Mike Downey,
Dennis Ivanov, Kjersti Mo
& Ewa Puszczynska

MODERATED BY
Pauline Durand-Vialle
CEO
Federation of European Screen Directors (FERA)

18 May
12:00-13:00
Main Stage (Riviera) & Online