ANNEX to the COMMISSION DECISION on the financing of Multimedia Actions and the adoption of the work programme for 2023
Work programme for 2023 for Multimedia Actions (budget line 07 20 04 01)

1. Introduction

Based on the objectives in the annual budgetary remarks, this work programme describes the actions to be financed in 2023 and the budget breakdown as follows:

(a) For grants (implemented under direct management) – point 2.
(b) For procurement – point 3.

Commitment appropriations: 20.559.698

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Legal basis


Budget line(s)

| 07 20 04 01 |

Objectives pursued

| The aim of the multimedia actions is to fund general EU information, news and programmes for the public. This is intended to increase the visibility of the EU institutions’ work, the decisions taken and the steps involved in building the EU. The activities should be designed to allow citizens to make full use of their right to be informed about EU policies, get them involved and contribute to a better European public sphere. Besides news on the main institutions, EU affairs may include: |
| i. general economic, political and cultural affairs, showing how different EU countries deal with the same issues; |
| ii. regional and national decisions that have the potential to influence opinion on the EU and affect daily lives in other EU countries; |
| iii. economic, political and cultural affairs from individual Member States, illustrating to those living in other countries how issues of common concern are addressed. |

Following the signature of a three-year framework partnership agreement (FPA) with the pan-European broadcaster Euronews in 2021, the EU continues supporting specific activities to ensure coverage of EU affairs from a European perspective in multiple languages. Grants will be signed so that television (and digital) programmes on EU affairs can be produced, disseminated, and made available. Grants will also support Euronews’ multilingual coverage. In addition, there will be funding to support European media hubs, understood as existing or new joint editorial projects between media organisations reporting together on European affairs. The objective is to increase public access to EU news and programmes from a European perspective. All actions operate in full editorial independence. The budget line can finance media sector analysis and expert assistance, including evaluations, audits and checks. These can be carried out before, during or after implementation of the activities. |

Expected results

| The activities will help increase the volume, quality and impact of independent reporting on EU affairs by multiple media outlets (including Euronews) by using both traditional and new media formats (television, online, etc.), in as many languages as possible. |
As a result, European citizens will have better access to a wide range of quality and trusted information produced from a European perspective and, in some cases, in their preferred languages. The activities might also increase knowledge about the EU, its culture and values in non-EU countries.

2. Grants

The global budgetary envelope reserved for grants under this work programme is EUR 20.259.698

2.1. Grants directly awarded for action using the Framework Partnership Agreement signed with Euronews

Type of applicants targeted by the direct award

According to the latest data available, more than 120 million EU households can access Euronews. Within the meaning of Article 195(f) of the Financial Regulation, Euronews is a ‘particular type of body on account of its technical competence, [and] high degree of specialisation’ carrying out the actions with specific characteristics described below. In 2010, the Commission recognised Euronews as a body pursuing an aim of general EU interest in the field of information. Euronews is thus an eligible body for the purposes of Article 4 of this Financing Decision.

Description of the activities to be funded by the specific grants directly awarded under the Framework Partnership Agreement

Activity 1: Production and broadcast of programmes and reports on EU affairs, including activities and policies of the EU institutions

In 2011, the Commission started signing specific grant agreements to support the production and broadcast of programmes with a special focus on the policies and activities of the EU and its institutions, as well as European issues from a European perspective. That support will continue in 2023. This activity will include supporting a network of European journalists spread across the EU (for example in Paris, Berlin, Madrid, Rome, Warsaw, Stockholm, Lisbon, Vienna, Prague, Vilnius). The network will help cover the main issues affecting Europe.

Activity 2: More language choices for Euronews content

Under the FPA, Euronews has to guarantee that content is regularly available in at least five official EU languages. That coverage will be improved by EU funding to make other languages available, including through digital means, to increase audience reach. Languages should be selected taking into account the available funding, audience size, the channel’s traditional distribution of content per language (e.g. Euronews in Hungarian), and whether making a particular language available is consistent with the overall strategy of Euronews.

Implementation

This action will be directly implemented by the Directorate-General for Communications
2.2. **European media hubs.**

Type of applicants targeted by the call for proposals

The internet has not only changed the volume and variety of available news and media content, but has also affected the ways in which people access and engage with information. At the same time, faced with a multiplication of news sources and formats, often produced with limited resources or under low quality standards, people may engage less with pluralistic and independent information relevant to their daily life, such as political and societal topics.

In a context in which the European media sector is struggling to offer accessible, plural and innovative content to European audiences, this call proposes to support European media hubs producing and disseminating pluralistic news and factual content across Europe.

Applicants targeted include news media organisations and other organisations active in the media sector managing or willing to set-up media hubs, to be understood as projects (e.g. physical or virtual newsrooms) allowing for joint editorial production between different media organisations across Europe.

This collaboration should add value to the regular and individual editorial production of the media organisations, and result in an improved production and dissemination of news content on European affairs beyond national markets.

These hubs should enhance robust editorial proposals, underpinned by innovative technical solutions to bring economies of scale. They should work towards formats that provide diverse perspectives on European-level developments. They can, as a result, increase and improve the coverage of EU affairs and its reach, and foster a common debate and mutual understanding across Europe.

This call will invite applicants to submit projects that increase the production and curation of professional news and non-fictional content as well as its dissemination. The aim is to help increase the consumption of quality information in the European Union in a variety of languages by as many people as possible, thereby reinforcing democratic engagement and empowering Europeans.

Applicants are also expected to consider how to spur their standards and professionalism through structured governance and proper editorial arrangements.

Actions will have an approximate duration of 24 months.

Description of the activities to be funded under the call for proposals

Applicants can focus on production, curation and distribution activities. They can cover different types of content (e.g. local, national or transnational) as long as their European relevance and perspective (i.e. beyond national markets) is explained. They will need to show how their proposal would help strengthen a European information sphere at EU level, and
ensure that the public receives pluralistic information from diverse sources and in multiple European languages. Proposals must comply with the highest journalistic standards (e.g. transparency and accuracy) and ethical standards (e.g. algorithmic transparency and/or accountability), under solid oversight and structured governance.

The media hubs can include physical or virtual editorial hubs pooling of media professionals around common offers. Content produced and/or curated under the call should be shared and disseminated to as many audiences as possible. Applicants shall justify the added-value of their projects and explain how to make it open and accessible to, ideally, all Europeans.

Proposals are expected to consider different sorts of content formats, technical and engagement solutions to ensure discoverability (e.g. automatic translation, tagging, curation, innovative promotional techniques, social media strategies, etc.), user-friendliness and dissemination of content, as well as advanced tools to monitor its dissemination and reuse.

The territorial focus will be the EU Member States, candidate and potential candidate countries. Expected results include increased access and consumption of information related to European Union affairs. The grant agreements will include a charter of independence to make sure that applicants are editorially free and operate without any political interference.

The cofinancing rate will not exceed 95% of the eligible costs.

Implementation

Direct implementation by DG CNECT.

3. Procurement

The global budgetary envelope for procurement contracts in 2023 is EUR 300 000.

Studies and data in the news media landscape: evaluations and audits

General description of the contracts envisaged

Contracts under this grouping of expenditure cover evaluation, studies, meetings and audits related to the different current and future actions funded in the Multimedia Actions line, such as the audits for advising on the methodology used to fix the unit costs guiding the grants signed with Euronews, evaluations and/or independent content analysis of the actions and their deliverables, as has been done for the previous years.

Implementation

Direct implementation by DG CNECT.