



**Sent:** Tuesday, June 30, 2020 3:47 PM

**To:** Madeleine de Cock Buning <xxxxxxxxxxxx@xxxxxxx.xxx>; CAB GABRIEL CONTACT <xxxxxxxxxxxxxxxxxxxx@xx.xxxxxx.xx>

**Cc:** 

**Subject:** RE: Extra background after our call

Thank you Madeleine.

This is extremely interesting. I will share it with my colleagues in charge of Education and the upcoming Digital Education Action Plan as well as my colleague in charge of youth.

Kind regards,



**From:** Madeleine de Cock Buning

**Sent:** Tuesday, June 30, 2020 3:00 PM

**To:** CAB GABRIEL CONTACT

**Cc:** 

**Subject:** Extra background after our call

Dear Commissioner,

Dear Mariya,

I wanted to thank you again for taking the time to speak last week and connect on our respective and common priorities. At Netflix, we are excited about supporting your work in the coming years.

During our meeting, we promised to get back to you with more information on a number of points, which you will find below.

### **Netflix' commitment to European content**

Since Netflix launched in Europe, we have invested more than €2 billion in European content launching more than 300 European original shows and co-productions. On average, we have over 1000 European works across all European countries available for European citizens. Our goal for the coming years is to ensure that we continue to provide the best content to our members all over the EU, and that we bring the best European stories across Europe and

globally.

## **Our recovery efforts in the face of COVID-19**

In March, we announced an [emergency fund of \\$100 million](#) (these funds have since been expanded to \$150 million) to support the hardest hit workers from the creative community in our own productions around the world -- mostly hourly employees such as carpenters, hair and make-up artists, electricians, and drivers to name a few. This community and ecosystem has worked with Netflix through the good times, and we want to help them through these hard times. In the EU, we have worked together with local organisations to establish local hardship funds in: [Italy](#) (in collaboration with the Italian Film Commissions), [Spain](#) (set up together with the Spanish Ministry of Culture and Sport), the [Netherlands](#) (set up with the Dutch Film Fund), [Poland](#) (together with Kipa, the Polish Producers Alliance), and [France](#) (together with Audiens and supported by the CNC).

## **Our commitment to growing skills and promoting diversity**

Globally and across the EU, we are creating and participating in local partnerships to support the education and development of future generations of European creators and to help increase diversity and give new voices the chance to be heard. Examples include:

1. A [partnership with La Fémis](#), a leading French Film and TV school, through which we are developing classes to prepare students for a writers room experience as well as investing in a new diversity [residence program](#), that invites individuals from underrepresented areas to participate.
2. Also in France, we have [partnered with Les Gobelins](#), one of the world's most prominent animation schools, on a postgraduate fellowship which enables one newly-graduated Gobelins student a year to work alongside Netflix animation experts in Japan. Netflix is also funding scholarships for up to 5 students a year over 4 years from the African continent (this year Ghana, Ethiopia, Congo and South Africa), to study at Gobelins as part of their Master of Arts in Character Animation and Animated Filmmaking Program.
3. In Spain, we have partnered with the Association of Women In Film and Audiovisual Media (CIMA) and ICAA (Ministry of Culture), to build a [programme aimed at promoting a greater presence of women in the audiovisual world](#). The goal is to offer training and mentoring to female screenwriters, directors and producers. This project is connected to our existing "Women Director Shadowing" program, which involves junior women directors "shadowing" experienced directors over the filming of a full season, with the goal for the shadower to have an opportunity to direct an episode of a Netflix series.

## **European VOD Coalition**

This has been an unprecedented time for the cultural industry, and we, as many

in the video-on-demand sector, remain committed to working with European producers and talent.

Netflix recently became a member of the [European VOD Coalition](#), a company-led coalition which brings together video-on-demand (VOD) and digital entertainment companies that share common values and invest in as well as distribute audiovisual content in Europe. The Coalition presents itself as a resource for European policy-makers and would be very happy to provide you with any additional information about the VOD industry.

### **Made by Africans, Watched by the World**

Finally, I also wanted to share this [video](#) I mentioned, which showcases the diversity and the richness of our growing African slate and features leading storytellers and creatives from across the African continent who have been at the forefront of creating this content.

My team will be in touch separately with your Cabinet regarding the possibility of organising a presentation of our efforts when it comes to minor protection and parental controls as well as potentially recording a video message for youth advocates taking part in the European Week of Action for Girls.

Together with [REDACTED] who [REDACTED] we remain as always at your disposal for any questions you may have.

Kind regards,

Madeleine

**Prof. Dr Madeleine de Cock Buning**

Vice President | Public Policy EMEA

[REDACTED]