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Vice-President of the European Commission

**Thierry Breton**  
Member of the European Commission

Brussels,  
Ares (2023) 7308505

*Honourable member,*

*Thank you for your letter in which you stress the need to protect linguistic diversity in the EU. You also refer to the need to impose a linguistic obligation on video on-demand service providers to translate their content into the respective languages of the Member States in which they offer their services, which you proposed to do through a modification of the Audiovisual Media Services Directive 2010/13/EU (AVMSD).*

*Let us first highlight that we share your objective to protect linguistic diversity. And this is something we aim to achieve with several funding initiatives.*

*With the aim to contribute to the European cultural diversity, the Creative Europe Programme MEDIA supports the cross-border circulation of European films for the benefit of the European citizens, by making the audiovisual works in their country and in their language available, and encourages companies to circulate content in different linguistic versions. MEDIA supports the costs of subtitling, dubbing or audio description versions and, since 2021, it specifically supports subtitling of cultural content online. The Films on the Move action supports sign language and other versions adapted to the needs of persons with visual or hearing impairments in the context of coordinated pan-European release campaigns, resulting in wide availability of European films in multiple languages.*

*Additionally, as part of the EU Work Plan for Culture 2023-2026, the Commission has published a call for tenders to prepare a study on discoverability of diverse European cultural content in the digital environment. The objective is to identify support measures to promote discoverability of European content online and investigate the impact of curation practices and artificial intelligence recommendation tools on cultural and linguistic diversity in order to increase the exposure to diverse content online. The proposals submitted in response to the call are now under evaluation.*

*Beyond this concrete support to cultural diversity through funding, the AVMSD also aims at preserving cultural and linguistic diversity. It does so by facilitating the cross-border circulation of audiovisual services thanks to the application of the country-of-origin principle, which has proven effective in ensuring cultural diversity and fostering the*

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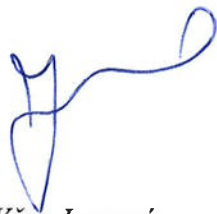
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availability of content to European consumers. The AVMSD also establishes accessibility rules, as referred to in your letter, to ensure that audiovisual content is made progressively more accessible to persons with disabilities. Additionally, it establishes a clear obligation for broadcasters to reserve for European works a majority proportion of their transmission time, and for on-demand providers to have at least 30% of European works in their catalogues. Both types of service providers must ensure the prominence of this content, thereby enhancing diversity of cultural expressions. Finally, the 2018 revision of the AVMSD has established a quota for European works to be fulfilled by video-on-demand providers, with the objective of addressing the limited contribution of multi-country video-on-demand providers to the promotion of European works.

Nevertheless, the AVMSD does not regulate cultural and linguistic diversity as such, including the issue that you have raised in your letter, which remains under the competence of Member States.

The Commission is monitoring the transposition and application of the revised AVMSD and, by December 2026, will submit to the European Parliament and the Council an ex post evaluation of the revised AVMSD – in particular of its impact and added value, accompanied, where appropriate, by proposals for its review. In this process, we will give due consideration to the issue you raised and we are happy to further engage with you on this matter.

Yours faithfully,



*Věra Jourová*



*Thierry Breton*