

FUTURE MEDIA INITIATIVE

A Strategic Investment for Europe's Sovereignty and Democracy

I, the undersigned media professional, recognise the urgent need for decisive action to safeguard Europe's media sector and democratic values in the face of rapid technological change and global platform dominance.

Our commitment

I support the Future Media Initiative (FMI), an ambitious, industry-led effort to drive innovation and digital sovereignty across Europe. By joining this coalition, I pledge to:

- Collaborate with fellow European media organizations to accelerate innovation in content distribution, personalization, monetization and trust.
- Invest in the development and deployment of new technologies and business models that strengthen the competitiveness and resilience of European media.
- Advocate for targeted EU support and policy frameworks that enable the FMI to scale its ambition and deliver tangible impact.
- Promote the values of pluralism, transparency, and editorial independence in the digital public space.

Why this matters

Europe's media sector is at a critical juncture. Without collective action, we risk losing control over the digital infrastructures that shape public discourse, culture and democratic integrity. The FMI offers a proven, scalable framework to empower European media to compete globally while safeguarding democratic values.

Our Call to Action

We urge policymakers, industry partners and stakeholders to support the FMI and recognize media innovation as a strategic pillar of Europe's digital and democratic future. Only with united action can we ensure that Europe is not just a consumer of global media technologies, but a designer of its own digital public space.

Name and signature of CEO

Date

Company name

Company email