

POLICY BRIEFING ON MEDIA INNOVATION IN EU FUNDING FOR CABINETS/COUNCIL

Core message in one sentence

FMI is a coordinated European investment mechanism that accelerates media innovation from experimentation to large-scale deployment—through a delegable module within AgoraEU-MEDIA+, with clear milestones, industry co-funding, and a structured bridge to Horizon (R&I) and ECF/InvestEU for scale-up.

Why this matters now

- European media excel at content creation but are losing ground in technology and distribution; FMI focuses on adoption and scale, not merely pilots.
- Strengthens democratic resilience (trusted information, multilingual accessibility) and competitiveness (data/AI, discoverability, monetisation).
- Public-private: every euro of public funding unlocks at least one euro of private capital.

What we propose

- A new Industrial Media Innovation Module in MEDIA+: staged calls with cascade sub-grants and industry co-investment.
- A fast pipeline: Horizon projects reaching key milestones receive a fast-track into MEDIA+; successful cases then flow into ECF/InvestEU for growth.
- Clear governance: an independent expert panel, open scorecards, and robust conflict-of-interest firewalls.

What we are asking for (politically)

- Anchor the Industrial Media Innovation Module in AgoraEU-MEDIA+ with resources ensuring a critical mass (target: €250M, equivalent to ~7.8% of the strand) and delegated implementation under indirect management.
- Include TRL 6–8 topics in Horizon (2028–2034) with UX milestones and replication KPIs; ensure fast-track pathways to AgoraEU-MEDIA+.
- Provide a defined exit route in ECF/InvestEU, giving priority to projects with demonstrable market traction.

Impact in numbers (indicative)

- 56 scaled solutions potentially originating from all 27 EU Member States
- ≥300 participating media organisations (≥40% SMEs)
- +15% uplift in discoverability and reach of EU content in participating markets
- 100% privacy-friendly measurement aligned with EU data protection principles
- Average leverage ≥1:1 private
- ≥€200 million in follow-on financing (ECF, InvestEU, NPIs)
- Realise and/or maintain trust in European media outlets (target: 75% audience trust level)
- ≥50 new or scaled business models validated (subscriptions, micropayments, experience economy pay-per-experience, AdTech, ...), corresponding to an average of 7 per year with a realistic ramp-up profile over the programme lifetime, starting from 3 to 5 validated models in 2028 and aiming at 15 validated models in 2034.
- An average energy consumption reduction of at least 10% across participating media pilots, compared to established baselines, enabled by virtualised workflows, AI-assisted production and energy-efficient cloud and delivery infrastructures.