

Dear ...,

At the request of the European Commission and the media sector, we are pleased to share, in the run-up to the upcoming Council discussions, several concrete text proposals aimed at structurally embedding both media innovation and information integrity within key European policy instruments.

We are *Future Media Hubs*, an established European network in which about 60 leading media organisations and nearly 200 innovation experts exchange strategies, ideas and experiences on emerging technologies, news, youth, gaming and startups. Building on this strong community, we have delivered tangible cross-border impact for many years in innovation and collaboration.

On this solid foundation, we now present the Future Media Initiative (*FMI*): an ambitious public-private partnership proposal that brings together public and commercial media companies, technology innovators and policymakers, and mobilises up to €500 million in joint investment over seven years. The objective? Not only to prepare Europe for the future, but to actively help shape the direction of media innovation – while strengthening democratic resilience, cultural diversity and technological sovereignty.

We consider it essential that these themes are explicitly integrated into:

- **the AgoraEU/MEDIA+ programme** (incorporating the delegable Industrial Media Innovation Module as a key component),
- **the European Competitiveness Fund** (ECF, Digital window), and
- **the Horizon Specific Programme** (with emphasis on synergies and partnership development).

These proposals align with the European Commission's existing architecture and directly address structural market shortcomings in distribution, discoverability and technological sovereignty. Our aim is to ensure that strengthening the European media landscape becomes a central, embedded component of EU policy rather than an optional add-on.

Your support for these proposals is highly valuable – both in the ongoing negotiations and in disseminating them within your organisation and among colleagues. We would, of course, be pleased to further explain or adapt these text proposals based on your input or signals from the sector.

Thank you very much for your cooperation and engagement.

Kind regards,