

8 July 2025

# EPC PRESS RELEASE

## EPC MEETS HIGH LEVEL EU DECISION-MAKERS IN BRUSSELS

On Monday, June 30th and Tuesday, July 1st, an EPC Delegation held several high-level meetings at the European Commission and at the European Parliament in Brussels.

They raised awareness about the challenges faced by independent producers, particularly in the context of ongoing US threats to the cultural exception and the EU's audiovisual regulatory framework, as well as the finalisation of the future EU budget. The delegation underlined the unique **role of independent producers** in Europe—not only as drivers of cultural diversity, but also as contributors to growth and employment, and as promoters of EU values such as democracy, freedom of expression, and freedom of creation.

### Discussion points included:

- The EU's pivotal role in upholding the European cultural exception and **championing cultural diversity**.
- The success of the **Creative Europe–MEDIA Programme**, which must be reinforced in the next programming period.
- The implementation of the **AVMS Directive** and the positive impact of financial obligations on the independent production sector.
- The urgent need for **transparency in viewing data** to the benefit of rights-holders.
- The crucial role of **territorial exclusivities** in securing financing and ensuring the circulation of European works.
- The pressing need to protect **copyright in the age of generative AI**.

## ➔ AT THE EUROPEAN COMMISSION

On Monday, the EPC delegation first met with **Mr. Piotr Serafin**, Commissioner for Budget, Anti-Fraud and Public Administration, and **Ms. Henna Virkkunen**, Executive Vice-President of the European Commission for Tech Sovereignty, Security and Democracy. They also met with representatives of **DG Trade**, in the context of current US threats to cultural exception and the EU audiovisual regulatory framework.



The EPC Delegation with Ms Henna Virkkunen Executive Vice-President of the European Commission for Tech Sovereignty, Security and Democracy at the European Commission



The EPC Delegation with Mr Piotr Serafin, Commissioner for Budget, Anti-Fraud and Public Administration





The EPC Delegation in front of the European Commission on Monday 30<sup>th</sup> of June

### ➔ AT THE EUROPEAN PARLIAMENT

The EPC Delegation then met with [Roberta Metsola](#), President of the European Parliament. This exchange focused on the unique role of independent producers and the external pressures threatening the EU's cultural exception and audiovisual framework.

On Tuesday, 1st July, the EPC Delegation met with prominent figures from the CULT committee, including:

- Vice-President [Bogdan Andrzej Zdrojewski](#) (EPP, PL)
- Group coordinators [Zoltan Tarr](#) (EPP, HU), [Hannes Heide](#) (S&D, AT)
- MEP [Marcos Ros Sempere](#) (S&D, ES)
- MEPs [Regina Doherty](#) (EPP, IE) [David Casa](#) (EPP, MT) and [Thomas Bajada](#) (S&D, MT)

On AI issues, they also had the opportunity to exchange with:

42, rue Sedaine, 75011 Paris, FRANCE – Tel. +33 1 44 90 06 13 - Fax +33 1 44 90 03 19

[info@europeanproducersclub.org](mailto:info@europeanproducersclub.org) – [www.europeanproducersclub.org](http://www.europeanproducersclub.org)

Transparency Register: 780110292667-47



- **Axel Voss** (EPP, DE) rapporteur on copyright & generative AI (JURI committee)
- **Sandro Ruotolo** (S&D, IT), CULT representative in the European Parliament AI Working Group

Together, they explored avenues for stronger cross-committee and cross-party support for Europe's independent production community.

Last but not least, EPC representatives had the pleasure of meeting the team behind the LUX Audience Award. EPC reaffirmed its willingness to closely cooperate with the European Parliament to promote the prize that celebrates the diversity of European film culture and independent cinema.



The EPC Delegation in front of the European Parliament on Tuesday 1<sup>st</sup> of July



The EPC Delegation meeting with President of the European Parliament Roberta Metsola on Tuesday 1<sup>st</sup> of July. Credit: [Daina Le Lardic](#)





The EPC Delegation meeting with President of the European Parliament Roberta Metsola on Tuesday 1<sup>st</sup> of July. Credit: [Daina Le Lardic](#)







The EPC Delegation with the Lux Audience Award Team



Members of the EPC Delegation with MEP Sandro Ruotolo



Members of the EPC Delegation with MEP Zoltan Tarr



The EPC President Dariusz Jablonski with  
MEP Bogdan Andrzej Zdrojewski



The EPC Delegation with MEP Hannes Heide





The EPC Delegation with MEP Regina Doherty



The EPC Delegation with MEP Axel Voss

## ➤ THE EPC DELEGATION

The Delegation was composed of **Dariusz Jablonski**, EPC President (Apple Film, Poland), **Mariela Besuievsky**, EPC Vice-President (Tornasol Media, Spain), **Pandora da Cunha Telles**, EPC Vice-President (Ukbar Filmes, Portugal), **Carlotta Calori** EPC Vice President (Indigo Films, Italy), **Marc Missonnier**, EPC Board Member and UPC President (Moana Films, France),

**Ed Guiney**, EPC Board member (Element Pictures, Ireland), **Anika Psaila Savona**, EPC member (Falkunfilms, Malta), **James Hickey**, General Counsel of the EPC, **Julie-Jeanne Régnault**, Managing Director of the EPC, and **Noémie Loiseau**, Policy assistant of the EPC

## → ABOUT EPC

The European Producers' Club (EPC) is a network of 200 leading independent film and TV producers from across Europe. Since 1993, the EPC has provided a platform for collaboration, innovation, and joint mobilization. It offers members a trusted space where they can connect, share ideas, and promote the interests of European independent producers. More info [here](#)