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In focus today:

- 1) Background: The news initiative
- 2) Today's calls for proposals: commonalities
- 3) Deep-dives in all three calls for proposals
- 4) Your application



The 'News initiative'



Objectives



Supporting media
innovation



Stimulating access to
information



Protecting media
freedom and
pluralism



Engaging with the
media sector



Enhancing media
resilience



The news initiative

- Aims: contribute to the viability of professional journalism and media, and promote a free, diverse and pluralistic media environment.
- Structured dialogue (European News Media Forum)
- Defending media freedom and pluralism
- Better access to finance, through loans and equity (InvestEU)
- Support for news media to work on collaborative transformation
- Support for innovation through Horizon Europe, Digital Europe programmes
- Studies/reports (incl. European Media Outlook)
- Better access to information



Sources of financial support

What about financing then? Three main sources of financing:

Multimedia Actions	Creative Europe	<i>Pilot Projects and Preparatory Actions</i>
- Support to the production of news on EU affairs (\approx €20 million/year)	- Promoting collaborations, free and plural media environment, quality journalism and media literacy (\approx €15 million/year)	- <i>Varying topics and amounts (at the request of the European Parliament)</i>

What else? Grants to report on regional policy, financial support through Horizon Europe



Today's calls for proposals: commonalities



Today's calls for proposals: commonalities

- 1) European Media Hubs. €8 million
- 2) European Media Platforms. €6 million
- 3) European Streaming Portal. €2.5 million



Today's calls for proposals: commonalities

- Competitive grants
- Financial compliance but editorial independence
- For public and private entities alike
- Co-financing rate of 80%
- Comparable selection procedures and award criteria

BUT differences in terms of **objectives**, amounts, eligibility of applicants and activities, deadlines, number of projects to be selected and duration, etc.



Call 1 : European media hubs



- **Objectives:** contribute to increased production and consumption of plural and independent information on European affairs across the European Union.
- **Activities:** Setting up / expanding editorial hubs (e.g.virtual/ physical newsrooms) to develop common content offers on European affairs in multiple languages. Producing and disseminating pluralistic and appealing news media content (possibly including other informative, non-fictional and factual programming).
- **Amounts:** €8 million – 2/3 projects. €4 million max per project.
- **Eligible applicants:** news media organisations or organisations active in media (private or public) established in the EU, candidate or potential candidate countries. Minimum requirements: consortium of 5 entities from 5 eligible countries, covering content in 5 EU languages.
- **Indicative duration:** 24 months, starting 1st semester 2024.
- **Deadline:** 25 September 2023.



Call 2 : European media platforms



- **Objectives:** help news media organisations increase their reach, and improve citizens' access to multilingual and trusted information, produced under high professional and editorial standards, in as many EU Member States and EU languages as possible.
- **Activities:** set up and/or develop European media platforms with user-friendly and innovative features and applications (e.g. translation modules, AI, web3, blockchain, search engines, content recommendation algorithms, etc.), disseminating content across multiple mediums.
- **Amounts:** €6 million – 3 projects. €2.5 million max per project.
- **Eligible applicants:** news media organisations (e.g. broadcasters, publishers...), media technology developers and other organisations active in the media domain established in the EU. Minimum requirements: consortium of 3 entities from EU Member States, covering content in 5 EU languages.
- **Indicative duration:** 12-15 months, starting Q2-Q3 2024.
- **Deadline:** 18 October 2023.



Call 3 : European streaming portal



- **Objectives:** enhance the EU's autonomy in the media domain, respond to current technological challenges and opportunities, allowing to provide citizens and media professionals with a broader range of informative content.
 - 1) **Creation of a European portal platform pilot** that facilitates discoverability, through an appropriate search and recommendation system
 - 2) **Prototypical implementation of Artificial Intelligence (AI) tools** for translation/language support, search, showcasing and recommendation
- **Activities:** establish a streaming portal, as well as a technology and content alliance for facilitating access to rich and varied informative online content from TV stations and online news and information platforms across EU Member States.
- **Amount:** €2.5 million – 1 project.
- **Eligible applicants:** Media and entertainment/infotainment companies, broadcasting stations / online news and information/content platforms; technology companies; education service providers; news service providers established in the EU. Minimum requirements: consortium of 5 entities from 4 EU Member States in 6 European languages.
- **Indicative duration:** 15-18 months, starting March/April 2024.
- **Deadline:** 30 September 2023.



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Your application



Summary (non-exhaustive)

	Media Hubs	Media Platforms	Streaming portal
Budget	EUR 8 Mio	EUR 6 Mio	EUR 2,5 Mio
Objective (in short)	Set up/ expand editorial hubs (e.g.virtual/ physical newsrooms) to develop common content offers on European affairs	Set up/develop platforms to help media organisations increase their reach and improve citizens' access to multilingual information	Create a European streaming portal to facilitate access to diverse content provided by public/private broadcasters
Eligibility	Consortium of min.5 entities from 5 countries	Consortium of min. 3 entities, covering 5 EU languages.	Consortium of min. 5 entities from 4 countries, covering 6 EU languages
Amounts	2/3 projects of max €4m	3 projects of max €2.5m	1 project of max €2.5m
Deadline	25 September 2023	18 October 2023	30 September 2023



Where to start

- Each call for proposals has its own independent webpage: [European Media Hubs, European Media Platforms; European streaming portal](#)
- Key documents are in the “**Downloads**” section, all are to be read/signed/filled (pdf, excel or Word)
- The first document (“Call text”) explains the full procedure, objectives and conditions. Please pay attention to the following subsections in particular:
 - Section 2: the objectives of the call that your project should meet
 - Section 3: budgetary details
 - Section 4: Timetable and deadlines
 - Section 6: Eligibility
 - Section 9: Award criteria, which details what the assessment criteria of your application:
 - Its relevance
 - Its quality (project design and implementation + project team and cooperation arrangements)
 - Its impact
 - Its budget cost-effectiveness



Where to start

- You have to provide all information about your consortium in “Application Form Part A”
- You have to explain what your project is about in “Application Form Part B” (pay attention to the page limitation) and present the detailed budget in the following file (“Estimated budget”).
 - Etc..
- **Note that the applications should be submitted in English and there is no matching platform.**
- **Advice:** start early enough (e.g. finding partners) and mobilise all skills in your organisation (you will have to provide legal/technical/financial information).



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Q&As



What else to expect this year

- A European public sphere: a new online media offer for young Europeans (€9 million, launch expected in September)
- Information measures on cohesion policy (new call expected in October)

More on our [factsheet published on 20 July](#)



Questions and answers

• Any follow-up question:

- For the media hubs and media platforms calls for proposals : CNECT-NEWSMEDIA@ec.europa.eu
- For the Citizen facing portal call for proposals: CNECT-I4@ec.europa.eu