



Brussels, 18.3.2019  
C(2019) 1934 final

ANNEX

**ANNEX**

**to the**

**Commission Decision**

**on the adoption of the work programme for 2019 for the Multimedia Actions serving as  
financing decision**

## ANNEX

### **Work programme for 2019 for Multimedia Actions (budget line 09 05 05)**

#### 1. Introduction

Activities carried out within the Multimedia Actions framework are aimed at funding general information, news and programmes, to citizens on operations concerning the Union, for the purpose of increasing the visibility of the work of the Union institutions, the decisions taken and the stages in the building of Europe, so as to allow citizens to make full use of their right to be informed about and involved in European policies. Apart from news reports about the activities of the main EU institutions, the Union affairs may include:

- i. Economic, political and cultural affairs of all Member States, compared and contrasted in the way in which they deal with the same issues;
- ii. Decisions taken at national and regional level which have the potential to shape views on the Union or affect the daily lives of significant numbers of Union citizens in other Member States;
- iii. Economic, political and cultural affairs of one Union Member State, illustrating to citizens of other Union countries how issues of common concern are addressed.

The line also finances media sector analyses, expert assistance, including ex ante, interim or ex post evaluations, audits and controls on current or future activities. On the basis of these objectives, this work programme contains the actions to be financed and the budget breakdown for year 2019 for grants (point 2) and procurement (point 3), in both cases implemented under direct management).

**Commitment appropriations: 23 546 000**

| Action   |   | Budget<br>(in euros) | Method of implementation (*)   | Indicative timetable (**) |
|--|---|----------------------|--|---------------------------|
| <b>1. Partnerships with the EU information channels</b>                                |   |                      |  |                           |
| - Euronews   | <i>Production and broadcast of programmes on EU affairs and European institutions activities and policies</i> | 18 050 000           | Grant for action under ongoing framework partnership agreement                           | Q4 (x3)                   |
|  | <i>Support to EU and non-EU languages languages</i>   |                      |  |                           |
| <b>2. Media networks</b>   |   |                      |  |                           |
|  | - Pan-european radio network  | 5 100 000            | Direct grant for action  | Q4 (x1)                   |
| <b>3. Studies and data in the audiovisual field, including evaluations and audits.</b> |   | 396 000              | Call for tender (x3) in particular for evaluating and auditing current and past actions. | Q2 (x3)                   |

(\*) The estimated number of contracts is given in brackets.

(\*\*) Q1 = first quarter; Q2 = second quarter; Q3 = third quarter; Q4 = fourth quarter

#### 2. Grants

The global budgetary envelope reserved for grants under this work programme is EUR 23 150 000.

## 2.1. Grants for action to Euronews

### Legal basis

Prerogative within the meaning of Article 58(2)d) of the Regulation (EU, Euratom) No 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2012 (OJ L 193, 30.7.2018, p.1.)

### Budget line

09 05 05

### Objectives pursued

A series of grants for action are foreseen for the news tv channel Euronews which aim at implementing a multiannual partnership agreement signed in 2017 with a duration of four years in order to ensure the coverage of Union affairs through a European perspective. The actions are thus covered by the Framework Partnership Agreement ('FPA') signed in February 2017, as part of the procedure launched in 2016.

### Expected results

The actions will help increase the volume and quality of independent reporting on Union affairs by Euronews, as well as its impact by supporting language diversity and digital developments. As a consequence, audiences across the EU will have better access to a wider range of quality information produced under European perspectives in some cases in their preferred languages. The actions will also help improve knowledge about the Union, its culture and values in third countries. According to the latest data available, Euronews has a monthly reach of 63,5 million viewers, with an estimated 5,3 daily million viewers in Europe.

### Type of applicants targeted by the grants

Euronews is considered as being in a situation of a "de facto monopoly" in broadcasting news at Union level in multiple languages and with a European perspective, in the sense of Article 195(c) of the Financial Regulation. It is also deemed to be a "particular type of body on account of its technical competence, high degree of specialisation" carrying out actions with specific characteristics, in the sense of Article 195(f) of the Financial Regulation. In 2010, the Commission recognised Euronews as a body pursuing an aim of general Union interest in the field of information. In line with Art.180(2), Euronews is considered to be supporting the Union policy in this sector. Euronews is thus an eligible body for the purposes of Article 4 of this Financing Decision.

Description of the activities to be funded by the specific grants directly awarded under the Framework Partnership Agreement.

Activity 1. Production and broadcast of programmes and reports on Union affairs and activities and policies of the Union institutions.

In 2011, the Commission started signing specific grant agreements to support the production and broadcast of programmes with a special focus on the policies and activities of the Union and its institutions, as well as European issues with a European perspective. That support will continue in 2019. The European programmes are reinforced with a network of European correspondents composed of freelancers deployed all across the European Union (for example in Paris, London, Berlin, Madrid, Rome, Warsaw, Stockholm, Lisbon, Vienna, Prague, Vilnius, among others). That network helps cover the main topics affecting the European continent. The Commission will launch at least one grant for action supporting the production and broadcast of European programmes.

Activity 2. Reinforcement of the European perspective through the production and dissemination of Euronews in EU and non-EU languages.

Euronews launched in 2017 a new production system that had effects in its traditional offer. The Commission intends to strengthen multilingual content by supporting the production and 24/7 broadcast/digital production of Euronews services in different Union and non-Union languages.

A grant for action will be signed in order to ensure the production and dissemination of existing or new Union language versions of Euronews. The Commission will also partially fund the digital production and dissemination of the Arabic service.

All the activities outlined under this section will be based on reimbursements on the basis of unit costs, depending on the type of item, programme to be broadcast or the language service. Unit costs are calculated according to the methodology set out in the *Commission Decision of 7.11.2013 authorising the use of unit costs under grant agreements signed with Euronews C(2013)7360 and its amendment of 19.10.2018, C(2018)6766*. In the case of thematic magazines, unit costs calculated according to the same methodology will be applied. Alternatively, the grant for action may be based on the reimbursement of a percentage of the eligible costs actually incurred, where the conditions to apply unit costs are not met in line with the provisions of the Commission Decisions C(2013)7360 and C(2018)6766.

In all cases, the cofinancing rate will not exceed 95% of the eligible costs.

## Implementation

Direct implementation by DG Communications Networks, Content and Technologies.

## Essential eligibility, selection and award criteria

The actions signed under the current Financing Decision are covered by the Framework Partnership Agreement (FPA) signed with Euronews in February 2017. This FPA is based in the bilateral strategic dialogue initiated between the Commission and the channel in 2015. The Commission has long discussed the production changes announced by Euronews, which have to guarantee the channel's commitment to multilingualism and Union content and are

aimed at bringing a stronger digital presence. Drawing on the Commission's internal assessments and political priorities, and the results of a performance audit finalised in June 2016, an invitation for a proposal was submitted to Euronews with a view to signing a new framework partnership agreement with a proposed duration of up to four years.

#### Exclusion and selection criteria

Euronews was requested to demonstrate that it was not in an exclusion situation and that it had the financial, technical and operational capacity to implement the actions, as well as stable and sufficient sources of funding to keep up the activity throughout the implementation and/or funding period, and provide proof of its own financial participation.

#### Award criteria

- General Union interest of the projects, in terms of European perspective, language diversity, Union content, public service remit and new digital formats.
- Expected technical reach of broadcasts and audiences (pan-European dimension), including references to the project's expected impact and its effect on multipliers.
- Quality of the proposed multiannual work programme and working methods, including the adaptation to the digital shift and the channel's editorial independence.

Euronews had to complete its offer with a list of indicators aiming at measuring the accomplishment of each of the criteria and objectives referred to in this section. Indicators revolved around the following categories: (a) volume of reporting, (b) quality of reporting, (c) European perspective for each language market, (d) digital coverage and multiplatform strategy, (e) pluralistic coverage, (f) production and distribution of EU languages, (g) production and distribution of non-EU languages and (h) Euronews' public service status in EU countries.

- 2.2. Grant for action to the production and dissemination of radio programmes on EU affairs, on air and on digital platforms by a network of radio stations

#### Legal basis

Prerogative within the meaning of Article 58(2)d) of the Regulation (EU, Euratom) No 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2012 (OJ L 193, 30.7.2018, p.1.)

#### Budget line

09 05 05

#### Objectives pursued

The Multimedia Actions aim at engaging citizens in the EU policy-making process by providing them with information about European issues from pan-European points of view, beyond national perspectives. Via different media, these actions aim to increase the visibility of the work of the Union institutions, the decisions taken and the stages in the building of Europe.

Radio receives specific attention, as it is a trusted source of news by citizens in many Member States. Since 2007, budget has been allocated to build and grow the production of news items across a network of local, regional and national radio broadcasters across the EU, to produce daily and weekly programmes around EU affairs, on air and on digital platforms.

In 2019, support will be given to an action that can ensure continuity of such quality reporting via radio broadcasters across the EU, with increased use of digital technologies, allowing a maximum number of media to benefit and taking into account language diversity. The action will specifically rely on a central news-desk coordinating the activity.

The action grant will have a value of EUR 5 100 000 million to cover activities till December 2021.

#### Expected results

Expected results include increased reporting on EU affairs by a large number of radio channels across the EU, including flagship programmes and interviews with EU decision makers, under complete editorial independence, with the content having a minimum audience of at least 2 million listeners per week.

#### Type of applicants targeted by the grant

The action grant will be awarded directly (without a call for proposals) following an invitation to the pan-European radio network Euranet Plus EEIG to submit a proposal, in accordance with Article 189 and Article 195(f) of the Financial Regulation. Euranet Plus will be tasked with developing a network of local, regional and national radio broadcasters, and producing news and current affairs programmes around EU affairs.

The direct award of this grant is justified by the specific characteristics of the action, requiring a high degree of specialisation that only the above-mentioned network possesses. Euranet Plus, previously known as Euranet, has been coordinating a network of radios producing content on EU affairs since 2008. It currently coordinates 13 radio channels that dedicate at least 25 minutes of their weekly airing time to in-depth coverage of current EU affairs.

#### Description of the activities to be funded by the grant awarded without a call for proposals on the basis of Article 195 of the Financial Regulation

The grant will focus on content production and content distribution.

To engage citizens in the EU policy-making process, it is essential to provide information on EU affairs that is characterised by independent, professional and high-quality reporting. The grant will aim to increase the production of content that adheres to these principles. The topics and formats of the productions should be tailored to the needs of radio channels and other media across Europe.

Expected results of the envisaged EU support include increased coverage of EU affairs in terms of volume and quality, compared to a situation without EU support. The content of such "increased coverage" will depend on the editorial choice of the applicant. The editorial independence will be guaranteed by a charter of independence that will be part of the agreement between the European Commission and the awarded applicant.

To reach a maximum number of audiences, the grant aims to increase rebroadcasts of content by radio stations and distribution of the produced content via digital media. To do

so, the content production process will need to take into account the needs of member stations, potential partners, listeners and other potential audiences from the outset.

Expected results include increased reporting on EU affairs by a large number of media across the EU, from a pan-European viewpoint and/or by comparing different viewpoints from within Europe, by (re)distributing the produced content via radio and digital channels, reaching a substantial amount of listeners and readers.

The cofinancing rate will not exceed 95% of the eligible costs.

#### Implementation

Direct implementation by DG Communications Networks, Content and Technologies.

#### Essential eligibility, selection and award criteria

##### Exclusion and selection criteria

The applicant will have to demonstrate that it is not in an exclusion situation and that it has the financial, technical and operational capacity to implement the action, as well as stable and sufficient sources of funding to keep up the activity throughout the implementation period.

##### Award criteria

The eligible application will be assessed on the basis of the following criteria:

- The relevance of the project and its expected results to the objectives of the call
- European added value in terms of language diversity, geographic coverage and coverage of multiple viewpoints
- Quality of the proposed methodologies & organisation of the project team
- Expected audience figures through current and future network members, substantiated by an outreach plan
- Efficient use of financial resources

### 3. Procurement

The global budgetary envelope reserved for procurement contracts in 2019 is EUR 396 000.

#### **Studies and data in the audiovisual landscape: evaluations and audits**

General description of the contracts envisaged

Contracts under this grouping of expenditure cover evaluation, studies, meetings and audits related to the different current and future actions funded in the Multimedia Actions line, and in particular the audits for fixing the unit costs guiding the grants signed with Euronews, following the Commission Decision C(2013)7360 and its amendment C(2018)6766.

#### Implementation

Direct implementation by DG Communications Networks, Content and Technologies