



Illum, il-Kummissjoni qed tnedi MediaInvest, għodda ġdida ta' finanzjament biex tagħti spinta lill-industrija awdjoviziva tal-Ewropa.



European Commission

B'fondi li ġejjin minn [InvestEU \(https://investeu.europa.eu/index_en\)](https://investeu.europa.eu/index_en) u mill-programm [MEDIA Ewropa Kreattiva \(https://digital-strategy.ec.europa.eu/en/policies/creative-europe-media\)](https://digital-strategy.ec.europa.eu/en/policies/creative-europe-media), Media Invest hija mistennija li tingrana EUR 400 miljun f'investimenti fuq perjodu ta' 7 snin.

Il-Viċi President Eżekuttiv għal Ewropa Lesta għall-Era Diġitali, Margrethe **Vestager**, stqarret:

“MediaInvest hija għodda ġdida ta' investiment imfassla biex tnaqqas id-distakk finanzjarju fis-settur awdjoviziv. Jeħtieġ li nistimulaw aktar investiment privat biex isettur tal-media Ewropew tagħna jsir kompetittiv fil-livell globali.”

Il-Kummissarju għas-Suq Intern, Thierry **Breton**, illum qed [jirrappreżenta \(https://digital-strategy.ec.europa.eu/en/news/european-commission-meets-audiovisual-industry-cannes-film-festival\)](https://digital-strategy.ec.europa.eu/en/news/european-commission-meets-audiovisual-industry-cannes-film-festival) lill-Kummissjoni fil-75edizzjoni tal-Festival tal-Films ta' Cannes biex jiltaqa' mal-mexxejja tal-industrija u l-professjonisti tas-settur awdjoviziv. Huwa se jiftaħ [il-Forum Ewropew tal-Films \(https://digital-strategy.ec.europa.eu/en/events/eff-cannes-2022-fostering-europes-cultural-autonomy-through-investment-and-ip-exploitation\)](https://digital-strategy.ec.europa.eu/en/events/eff-cannes-2022-fostering-europes-cultural-autonomy-through-investment-and-ip-exploitation), u se jinkariga t-tnedija. Huwa kkondivida dan li ġej qabel il-ftuħ:

“L-Investitur tal-Midja — li qed inniedi illum mas-sħab tagħna mill-Fond Ewropew tal-Investiment — se jsaħħaħ l-industrija awdjoviziva Ewropea, ta' spiss sottofinanzjata u fil-bżonn ta' ekwità. Se tiġbor sa EUR 400 miljun f'investiment privat biex trawwem il-

produzzjoni u d-distribuzzjoni awdjoviżiva Ewropea u tgħin lill-kumpaniji jisfruttaw aħjar l-assi tal-proprjetà intellettuali tagħhom.”

MEDIA Invest hija waħda mill-10 azzjoni ewlenija [tal-Pjan ta' Azzjoni dwar il-Midja u l-Awdjoviżiv \(https://digital-strategy.ec.europa.eu/en/policies/media-and-audiovisual-action-plan\)](https://digital-strategy.ec.europa.eu/en/policies/media-and-audiovisual-action-plan) ippreżentat f'Diċembru 2020 biex jappoġġa l-irkupru u t-trasformazzjoni tas-settur tal-media u dak awdjoviżiv billi jgħaqqad l-investiment ma' azzjonijiet ta' politika. Tista' ssib aktar informazzjoni dwar "MediaInvest" f' [din l-iskeda informattiva \(https://digital-strategy.ec.europa.eu/en/library/mediainvest-factsheet\)](https://digital-strategy.ec.europa.eu/en/library/mediainvest-factsheet).

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