FILMIN

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Manifesto

FILMIN ELEVATE - Elevating EU VOD and European content through innovative and collaborative approaches.

Project 101191297

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Creative Europe MEDIA

Content

Why this Manifesto?	3
Vision and principles	5
Objectives	7
Call to all stakeholders	9
Signatories	11

Why this Manifesto?

The European video-on-demand sector is undergoing a period of profound transformation. Global competition, changing viewing habits, fragmented catalogues and rapid technological development are reshaping how audiovisual works are financed, distributed, discovered and experienced. Independent and culturally diverse content often struggles to achieve sustained visibility in an environment increasingly shaped by scale, automated recommendations and short attention cycles. At the same time, smaller and independent VOD operators face growing pressure to invest in technology, accessibility, sustainability, data governance and audience development while continuing to support cultural diversity and editorial independence.

Audiences are also changing. Younger viewers increasingly access content through mobile devices, social platforms and flexible viewing environments, while affordability and subscription fragmentation can limit access to cultural content. These trends make it more difficult to build shared cultural experiences and long-term relationships between audiences and European audiovisual works.

The sector therefore needs a common direction based on cooperation rather than isolated action. This Manifesto sets out shared principles and commitments to support a more competitive, accessible, sustainable, inclusive and culturally diverse VOD ecosystem. It recognises that the future of independent audiovisual distribution depends not only on the quality of content, but also on the strength of the digital infrastructure, partnerships and audience relationships that support it.

How it was built

This Manifesto was developed within the framework of the **FILMIN ELEVATE project — "Elevating EU VOD and European content through innovative and collaborative approaches" (Project 101191297)**.

Its development was informed by a participatory consultation process involving Collaborative Labs, stakeholder discussions, policymaker roundtables and exchanges with representatives from across the audiovisual ecosystem. These activities brought together perspectives on the main challenges facing European VOD services, including content visibility, accessibility, technological innovation, responsible artificial intelligence, sustainability, inclusion and engagement with younger audiences. The consultation process was complemented by internal reflection and practical experimentation within the project, allowing emerging ideas to be tested against operational experience. The resulting Manifesto brings together the main priorities identified through these exchanges and translates them into principles and commitments that can be adopted by VOD operators and other audiovisual stakeholders. It is intended as a shared and evolving framework. Its purpose is to encourage further dialogue, cooperation and collective action across the European audiovisual sector.

Building on this consultation process, the Manifesto is intended to represent a shared position among the organisations that choose to support it. While it was developed within the FILMIN ELEVATE project, its principles are designed for wider adoption across the European

audiovisual ecosystem. The principals set out in the following sections apply to all signatory organisations, which are expected to interpret and implement them in a manner proportionate to their role, size, activities and operational context.

Who this Manifesto represents

This Manifesto represents the collective interest of its signatories, including VOD operators and other organisations involved in the creation, distribution, promotion, financing, regulation, technological development and public access of audiovisual works.

By signing, each organisation endorses the Manifesto's principles as a guiding framework to inspire positive change within its own area of responsibility. Signatories may adopt different measures according to their functions and resources, with everyone working together toward a more accessible, sustainable, inclusive, innovative and culturally diverse European audiovisual ecosystem.

Vision and principles

Our Vision

We envision a European video-on-demand ecosystem that is competitive, collaborative, innovative and culturally diverse, where audiences can easily discover, access and engage with European audiovisual works across languages, territories and generations.

We believe that digital distribution should strengthen cultural diversity, editorial independence and the circulation of European works while embracing technological innovation in ways that serve creators, audiences and society. Technology should enhance, not replace, human expertise, professional curation and artistic expression. By working together across the audiovisual value chain, we aim to build a resilient and sustainable digital ecosystem that supports independent operators, encourages innovation, promotes accessibility and inclusion, and ensures that European audiovisual culture remains visible, relevant and accessible for present and future generations.

Our principles

The organisations endorsing this Manifesto share the following principles:

- **Cultural diversity** – We promote the visibility, circulation and discoverability of European audiovisual works, recognising cultural and linguistic diversity as a fundamental strength of Europe's audiovisual ecosystem.
- **Innovation** – We encourage responsible technological innovation that improves audience experience, accessibility, discoverability and the competitiveness of European audiovisual services.
- **Collaboration** – We believe that cooperation across platforms, creators, distributors, technology providers, public institutions and civil society is essential to address shared challenges and strengthen the European audiovisual sector.
- **Accessibility and Inclusion** – We are committed to making audiovisual services more accessible, inclusive and representative, ensuring that diverse audiences can participate fully in Europe's digital cultural life.
- **Sustainability** – We support environmentally responsible practices and seek to reduce the environmental impact of digital audiovisual distribution while promoting long-term organisational resilience.
- **Transparency and Trust** – We promote openness, accountability and ethical practices in areas such as governance, data use, audience engagement and sustainability reporting.

- **Responsible Artificial Intelligence** – We support the responsible use of artificial intelligence with meaningful human oversight, ensuring respect for copyright, privacy, cultural context, artistic integrity and the rights of creators and audiences.

Objectives

Promote the visibility and circulation of European audiovisual works

We commit to strengthening the visibility, availability and cross-border circulation of European audiovisual works, with particular attention to independent, emerging and culturally diverse content. Through editorial curation, effective promotion, multilingual presentation and collaboration across territories, we will help European works reach wider and more diverse audiences.

Strengthen inclusion, diversity and representation in digital distribution

We commit to advancing meaningful inclusion, diversity and equal opportunity throughout the audiovisual ecosystem. This includes supporting diverse stories, creators and professionals both on-screen and behind the camera, improving access for underrepresented groups and avoiding symbolic or purely promotional approaches to representation.

Engage younger audiences and support the next generation of audiovisual lovers

We commit to developing relevant, affordable and accessible ways for younger audiences to engage with European audiovisual culture. This may include youth-oriented programming, educational partnerships, flexible access models, social and community-based activities, and formats that encourage critical engagement, cultural discovery and long-term interest in the audiovisual sector.

Use technology to improve accessibility, discoverability and audience experience

We commit to using technology in ways that make audiovisual content easier to access, navigate and discover. We will support user-centred services that combine responsible personalization with professional editorial curation, while promoting accessible interfaces, clear information and inclusive viewing experiences for audiences with different needs and abilities.

Apply artificial intelligence responsibly and transparently

We commit to the responsible and transparent use of artificial intelligence across the audiovisual value chain. AI-supported processes should remain subject to meaningful human oversight, appropriate quality controls and respect for copyright, privacy, cultural context and artistic integrity. Audiences and professional partners should be clearly informed when AI has materially contributed to content, recommendations, subtitles or other services.

Support greener and more sustainable practices in the audiovisual ecosystem

We commit to reducing the environmental impact of audiovisual distribution and related operations. This includes improving energy and resource efficiency, using reliable emissions data, or supporting renewable energy.

Share knowledge and good practices to strengthen European audiovisual competitiveness

We commit to exchanging knowledge, research, tools and good practices across the European audiovisual sector. Through collaboration between platforms, producers, distributors, festivals, institutions, technology providers and audience organisations, we will support shared standards in areas such as accessibility, sustainability, data governance, responsible AI, discoverability and platform usability.

These objectives contribute to relevant European Union priorities concerning cultural and linguistic diversity, audiovisual competitiveness, accessibility, sustainability, equality, youth participation, trustworthy artificial intelligence and the responsible digital transformation of the media sector. They are informed by EU legislation, strategies and funding programmes, while recognising that the legal obligations applicable to individual stakeholders may vary according to their activities, size, jurisdiction and service model.

Call to all stakeholders

No single organization can transform Europe's audiovisual ecosystem alone. We call on all stakeholders to turn these shared principles into coordinated and practical action:

- **To VOD platforms and audiovisual services:** Strengthen the visibility and cross-border circulation of European works; invest in accessible, user-centred and interoperable services; and share relevant knowledge and good practices with the wider sector.
- **To policymakers, regulators and public institutions:** Develop coherent policies, funding instruments and regulatory frameworks that support independent European operators, cultural diversity, accessibility, media literacy, technological innovation and fair competition. Ensure that smaller organisations can participate in the digital transition without facing disproportionate administrative or financial barriers.
- **To producers, distributors and sales agents:** Work with European platforms to develop fair, transparent and sustainable licensing and distribution models. Improve the quality and availability of multilingual metadata, subtitles, audio description and promotional materials, and support coordinated release strategies that extend the visibility and commercial life of European works.
- **To festivals, cinemas and cultural venues:** Build stronger connections between theatrical, festival and online exhibition. Develop hybrid programmes, curated digital extensions and shared audience-development initiatives that help films continue reaching audiences beyond premieres and limited physical screenings.
- **To creators, performers and audiovisual professionals:** Participate actively in discussions about digital distribution, rights, remuneration, accessibility and the use of artificial intelligence. Promote practices that protect artistic integrity, professional recognition and fair working conditions throughout the audiovisual value chain.
- **To technology, infrastructure and payment providers:** Design affordable, secure, energy-efficient and accessible solutions adapted to the needs of European audiovisual organisations. Support interoperability, multilingual services, privacy-preserving data use and localized payment systems, while ensuring that smaller operators can access advanced technologies on fair terms.
- **To educational institutions, film schools, libraries and research organizations:** Strengthen film and media literacy, facilitate access to European audiovisual culture and support research into audiences, accessibility, sustainability, discoverability and digital innovation. Create opportunities for young people to engage critically and creatively with cinema.
- **To public and private funders, investors and foundations:** Support long-term infrastructure, innovation and audience-development initiatives rather than focusing exclusively on content production. Encourage responsible investment models that recognise cultural value, environmental sustainability, accessibility and measurable public impact.
- **To accessibility organisations, civil-society groups and audience representatives:** Contribute lived experience and specialist knowledge to the design,

testing and evaluation of audiovisual services. Help ensure that technological and editorial decisions reflect the needs of diverse communities and do not create new forms of exclusion.

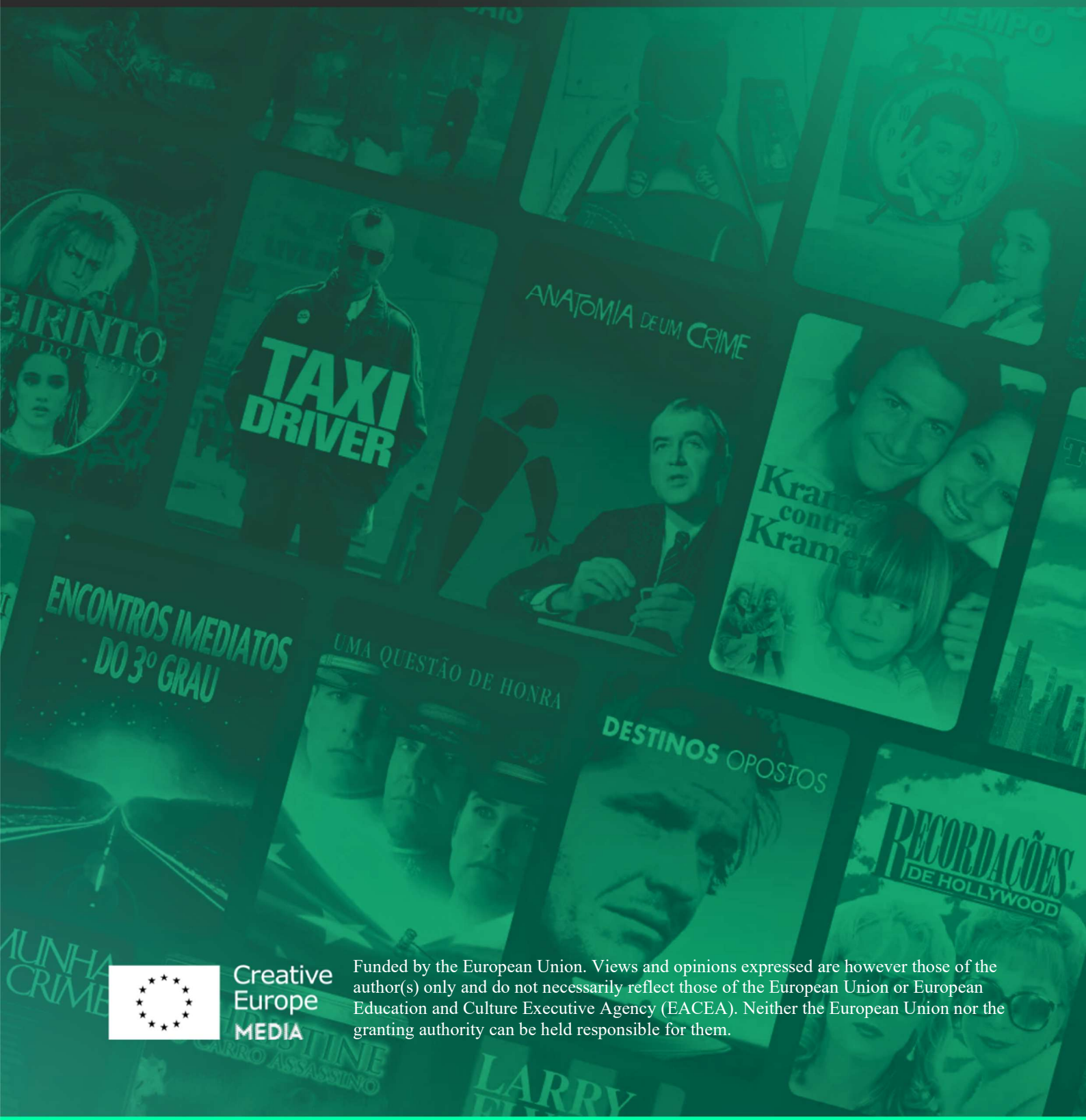
- **To industry associations and standards bodies:** Promote shared standards, common terminology and practical guidance in areas such as accessibility, metadata, sustainability, responsible AI, audience measurement and trusted data-sharing. Facilitate cooperation while respecting copyright, competition law, privacy and commercial confidentiality.
- **To audiences and local communities:** Engage with European audiovisual works, participate in cultural conversations and provide constructive feedback to platforms and institutions. Support diverse programming and help shape services that reflect Europe's different languages, identities and experiences.

Signatories

The following organisations have read the FILMIN ELEVATE Manifesto, expressing their shared support for its Vision and Principles through a Declaration of Support.

Organisation	Country
OUTtv& CINEMIEN	BELGIUM
Mo-Net s.r.l. | MYmovies	ITALY
Le Meilleur du Cinéma	FRANCE
FlixOlé	SPAIN
FilmTwist	PORTUGAL
Con un Pack de Películas	SPAIN
Cinobo Single Member PC	GREECE
Gestión de Contenidos Audiovisuales, SL	SPAIN
Univercine Belgium SA	BELGIUM
Elastica Films S.L	SPAIN

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