

Brussels, 22 June 2022

Sustainable financing of French public broadcasting to preserve cultural diversity and media pluralism

The media, entertainment and arts unions affiliated to UNI Global Union join with the French affiliates of CGT, CFDT and FO demanding sustainable funding for public service broadcasting.

Our democratic societies in Europe need strong public broadcasting services to preserve pluralism, develop cultural diversity, ensure access to a universal service and inclusive participation of all citizens. French public broadcasting plays an important role worldwide. Its quality is recognised and a point of reference beyond the French-speaking world. Its commitment to cross-border cooperation and production and between different cultures and languages helps to build bridges between peoples.

Weakening public broadcasting means weakening the commitment to a pluralistic, diverse, inclusive and outward-looking media ecosystem. In a world dominated by powerful multinationals that reduce public space and favour the development of the mainstream, public broadcasting is an actor that guarantees a space accessible to all citizens for the expression of voices, stories, and themes that reflect the diversity of our societies. Investing in the development of public broadcasting means investing in the public cultural space of our societies, and in democracy.

This investment in the democracy of our societies must be reflected in adequate, dynamic and progressive financing of public broadcasting. Public broadcasters must have an appropriate resource that guarantees its economic and political independence. Its financing must allow for investment in the women and men that make public broadcasting, in their talents, skills, professionalism and capacities, and for responding to technological developments.

We declare our solidarity with our French colleagues who are calling for a strike on 28 June and pledge to support them in their efforts to save public broadcasting. We call on the French government to commit to a sustainable financing of public broadcasting based on the following principles

- ✓ Mixed funding anchored in an inflation-indexed licence fee system
- ✓ A multi-annual funding plan that would allow for real development of services and investment in the skills of workers
- ✓ A long-term strategy that aims to modernise the services provided to citizens, increasing the digital presence and preserving the linear and regional footprint
- ✓ The provision of resources for programmes and tools to protect citizens from disinformation