



new europa tv

THE NEW EUROPA TV

(NETV) *Project current status: completed research , entering pilot phase*

NETV project is the outcome of a more than four-year research and analytical work of a group of media experts and partners from different EU countries who propose and seek to open a new and joint modern European media space to make the EU more comprehensible and engaging for the Europeans through an easy and- reliable public communication.

Reason and purpose: *new pan-European TV platform*

How: *via a Trustworthy European Media Platform Organization, NETV*

Vision: *to integrate Europeans by reliable information and journalism, lifestyle exchange and mass entertainment*

Mission: *to make the EU more comprehensible and engaging for Europeans by means of easy and trustworthy communication*

Three Pillars: *I. Emancipation of people and nations, II. Local diversity, III. Environmental protection via a sustained development*

Base: *Support for peace, security, and the fundamental values of the EU.*

Summary of the project

1. The New Europa TV (NETV) is an **unpaid, trustworthy, independent and impartial pan-European public on-line audiovisual service**. Subsequently, it is to become a linear TV.
2. NETV is the first-ever EU TV project to operate as an **interactive platform of VOD content distribution** available to all the EU Member States on computers and mobile devices on **omniscreen channels** in all the official EU languages and in Russian.
3. NETV is to draw on cooperation **within a network of independent journalists, authors** , and publishers of all the EU countries as well as being open to contributions from the European public, including commercial broadcasters and media organizations ready to support its mission. On top of on-line content and shows, it is to function as an **audiovisual production hub** for European creators and producers.
4. NETV will be dedicated to a Europe whose **unity is founded on peace and the fundamental EU values**: respect for human dignity and human rights, freedom, democracy, equality and the rule of law.

5. NETV program content rests on three main pillars: **emancipation of people and nations, local diversity and environmental protection via a sustained development.**
6. NETV shall present, **explain and educate about** the EU, its mission, vision, and values. It will also cover current EU activities while strengthening its integrity **by building common emotional and symbolic** policies and promoting European initiatives.
7. NETV **program formats** shall range from information and news through debate and education to culture and entertainment. It shall carry first-hand **reports on the EU's decisions and undertakings and consolidate the transnational interpretive perspective** thus facilitating the implementation of joint policies in diverse activity areas.
8. NETV is addressed to EU followers, **supporters as well as sceptics and opponents.** Its audience is to cover c. 186 million European households and c. 483 million viewers.
9. It is assumed that the launch of the NETV **platform model will open a new audiovisual media market together with new value chains for social communication services, TV and audiovisual production** as well as **new technologies, including AI, thus filling the existing vital communication gap in the Internet and social media.**
10. NETV is to develop in **four stages:** research, pilot on-line platform, permanent online platform, and a linear TV.
11. The NETV business model draws on **EU funds, sponsorship, selected advertising, and product placement.** The project is **commercially sustainable in the long run.**
12. NETV broadcast will be available on Chrome Cast-**connected** (or technologically similar) computers and mobile devices.
13. The **content** shall be obtained from European partners free of charge or on a commercial basis as well as **involving productions of its own.**
14. **The inventor of NETV** is The Art-Media-Film Foundation (Poland). NETV partners so far include KANTAR International, ONET Ringier Axel Springer, Wilhelm Fraenger Institut (Germany), Nicolas Mialhe at The Future Society (Paris) and at Yes Europe Lab , Robert Kroplewski Law Office (Poland), University of Warsaw and Polish Academy of Sciences.. It is also supported by SES Astra and remains open to any other partnerships willing to support or sponsor its mission.
15. NETV business investor will be a special purpose vehicle (SPV) **subsidiary** based in Luxembourg.

On behalf of the Art-Media-Film Foundation and The New Europa TV Project Team (NETV)

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