



new europa tv

The NEW EUROPA TV - NETV project

Warsaw, Poland, the 20th of March 2020

Madame Ursula von der Leyen

President of European Commission

and

Commissioners

Margrethe Vestager

Marija Gabriel

Thierry Breton

Margaritis Schinas

*Chère Madame la Présidente,
Chers Madames, Messieurs les Commissaires,,*

Bearing in mind the recent statement

“We need a digital transition which is European by design and nature. One that rebuilds trust where it is eroded and strengthens it where it exists” (Ursula von der Leyen)

as well as the communique of the EC COM(2020)67 of February 19, 2020 on shaping digital future of the EU,

hereby representing the Art-Media-Film Foundation and its project team of NETV, and our partners, **we are pleased to propose the enclosed one-pager of the New Europe TV project (NETV) aimed at establishing a new pan-European public media service as a novel trustworthy platform of audiovisual communication.** And also we attach a cover letter to whoever may be interested in supporting the establishment in the EU of a new pan-European public media service as a trustworthy platform of communication

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.

NETV is to be an unpaid, trustworthy, independent and impartial pan-European platform of public online audiovisual service. Subsequently, it may also-become a linear TV . It is the be first-ever EU TV project to operate as an interactive platform of VOD content distribution available on computers and mobile devices and omniscreeen channels in all the official EU languages and in Russian for all the EU Member States. It will draw on cooperation within a network of independent journalists, authors, publishers and producers of all the EU countries. On top of on-line content and shows, it is to function as an audiovisual production hub for European creators and producers.



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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. Its programming rests on three main pillars: emancipation of people and nations, local diversity and environmental protection via a sustained development. The base of NETV's programming is to support security of people and community of the UE.

The project is commercially sustainable in the long run, but a priority is to establish public funds for financing the pilot stage including additional research and the launch itself. We are convinced that only solid public funds can provide a guarantee for a honest media and responsible journalism. While it is only via a new, so far non-existent chain of production, distribution and commercials opening new pan-European market channels that the NETV project can become profitable, this is the fundamental challenge facing the pilot stage.

To our best knowledge it is difficult today to come to a common vision of the future of Europe without a wide debate about a rich variety of needs, demands and comforts considering the rich diversity of narratives confronted with global fears, competition and platformisation of business models which often originate and belong to companies operating in other countries.

We hope for an opportunity to present the New Europa TV project (NETV) to you and your team, and should you find it promising and convincing enough, also to whatever guests you think could be interested.

The Project current status: is completed research and entering pilot phase

Please, find enclosed a one-page summary of the NETV project and a cover letter till we have the honour and the opportunity to present our concept personally. In view of the current crisis situation we propose considering an on-line presentation option.

It is our strong belief that now, with the new vision of the European Union taking shape and new technologies, including AI, opening up to streamline social communication, the New Europe TV platform could do much good for the EU mission as well as meeting the needs of the EU citizens for a well-shared media space and for a free exchange and cooperation of all the diverse lifestyles within the-European community. It will also undoubtedly open up new education channels and opportunities for youth development.

We are looking forward to hearing from you.

Please, do not hesitate to contact us with any enquiries or comments. Meanwhile, you are welcome to our website <http://sztukamediafilm.pl/2020/03/the-new-europa-tv/>, where you can sign a declaration of your support.

Yours sincerely,

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The attachment: **NETV project one-pager summary.**
The cover letter to whoever may be interested in NETV