Council of the European Union

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From:	General Secretariat of the Council
To:	Delegations
Subject:	AOB for the meeting of the Education, Youth, Culture and Sport Council on 27 and 28 November 2025:
	Informal Meeting of Culture and Media Ministers (Copenhangen, 3-4 November 2025)
	- Information from the Presidency

Main conclusions: Informal Meeting of Culture and Media Ministers

On 3-4 November 2025, the Danish Presidency hosted an Informal meeting of culture and media ministers in Copenhagen. On 3 November, the meeting focused on how Europe and its partners can support the recovery and protection of Ukrainian culture. On 4 November, the meeting was organized around two discussions focusing on reliable information in the digital age and European content as foundations of our democracies. The main conclusions from the two meeting are highlighted below.

Informal Meeting of Culture Ministers on 3 November

The meeting focused on identifying ways in which the Member States, the European Commission, and their partners can continue to support the protection, preservation, and recovery of Ukraine's culture and cultural heritage in the context of Russia's ongoing war of aggression and its deliberate attacks on sites in Ukraine with deep historical ties to Europe.

There was a common understanding, that supporting Ukraine in safeguarding its cultural heritage is not only an act of solidarity but also a commitment to protecting Europe's shared identity and values.

Furthermore, there was a shared recognition of the need for enhanced and improved collaboration between Ukraine, EU member states, the European Commission, and other engaged actors to ensure a coherent and unified approach.

There was also a consensus on the potential benefits of gaining greater insight into which initiatives Ukraine, in particular, would like to receive support for, in order to ensure that the support addresses the most urgent needs.

During the meeting, Ukraine launched the establishment of the Ukrainian Cultural Heritage Fund, which aims to coordinate financial support and expertise for the protection and recovery of Ukrainian culture and cultural heritage. The initiative was well received, and some States expressed their willingness to contribute to the Fund.

Informal Meeting of Media Ministers on 4 November

Session 1: How Do We Safeguard Reliable Information in the Digital Age?

During the discussions on safeguarding reliable information, there was an overall agreement that reliable news is a cornerstone of European societies and plays an important democratic role in safeguarding the information sphere, and upholding vibrant and resilient democracies.

However, it was also highlighted that the plurality, freedom and business models of the European media sector face multiple challenges. This includes the attempt by malign foreign actors to undermine European democratic discourse through disinformation, the declining consumption and advertising revenues for editorial media and the emergence of new digital technologies and actors such as online platforms, AI and influencers. There was broad agreement that a strong and stable financial and legal framework is key to create a sustainable ecosystem of the media sector and creating a level-playing field in relation to especially online platforms.

There was a common understanding that there is an urgent need for more visibility and prominence of European and local news and information, including on online platforms, in order to help users to have easy access to diverse, high-quality and reliable information and fight disinformation. Media literacy initiatives on both national and EU-level were also highlighted as essential for supporting critical thinking, especially for young people, and ensuring that citizens can recognise reliable information.

Finally, there was also broad consensus that focus should also be on more effective implementation of the existing legal framework, including the European Media Freedom Act.

Session 2: What is Europe's Vision for European Content?

During the discussion on European content, there was broad recognition that European content faces great and strategic challenges in a new media reality, where global streaming services and platforms increasingly shape what audiences watch. At the same time, there was broad agreement that European stories and the exposure to European content is crucial in relation to safeguarding our European culture, values, national identities, and democratic principles and communities.

It was highlighted that it is difficult to reach especially the younger generations with European content, and we risk losing an entire generation of Europeans. Action is therefore crucial. In this respect there are the known actions that needs to be continued and strengthened such as the support to the production of audiovisual content and the continued support to build a thriving ecosystem, where European stories are visible, valued, and competitive, including how to strengthen distribution, promotion and marketing of European content. In this regard, several Member States supported the continued support for the audiovisual sector in the upcoming AgoraEU program.

Among the important but more unknown actions it was mentioned that there may be a need for new ways of reaching the European audience possibly incl. the promotion of European platforms and streaming services as an alternative to the global streaming services. In relation to the global platforms there was a broad recognition that European content should feature more prominently and new digital technologies, including AI, could be a way to ensure the visibility of European content.

In addition, the importance of a level-playing field was also stressed during these discussions, especially for small countries and small language areas, which may involve streamlining legislation to reduce uneven requirements and administrative burdens.

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