

## European Cultural and Media organisations call on EU Finance Ministers to adopt unanimously the proposal on VAT rates

Brussels, 3 December 2021 –

Dear Minister,

Ahead of the Economic and Finance Council taking place on 7 December, the European Magazine Media Association (EMMA), the European Newspaper Publishers' Association (ENPA), the European Publishers Council (EPC), News Media Europe (NME) and the Federation of European Publishers (FEP) call on you to support unanimously the Proposal for a Council Directive amending Directive 2006/112/EC as regards rates of value added tax.

Most EU Member States currently apply reduced, super reduced or zero VAT rates to books, newspapers and magazines because of the essential value they provide to citizens for education, cultural diversity, media pluralism and democratic participation.

The proposal gives Member States more flexibility to adapt their rates as they wish and does not bind them to making use of lower rates, in full respect of the subsidiarity principle.

In addition, this proposal addresses the current inequality whereby only some Member States benefit from the possibility to apply super-reduced or zero VAT rates.

In view of the above, the proposal updating the existing VAT Directive 2006/112 is a historic opportunity to embrace key European values and to end the current discriminatory regime by granting all Member States the possibility to apply super-reduced and zero VAT rates to books, newspapers and magazines in all formats.

An adoption of the proposal would encourage publishers to continue their high investment in diverse and quality content that contributes to greater literacy and fosters informed opinions and greater participation in a democratic debate.

The outcome of this vote is an essential step towards guaranteeing media pluralism and cultural diversity and would have a critical impact on our sectors' sustainability which is why the press and book sectors call on you in one voice to adopt the proposal on VAT rates.

Yours Faithfully,

**Ilias Konteas**, EMMA & ENPA Executive Director

**Angela mills Wade**, EPC Executive Director

**Wout van Wijk**, NME Executive Director

**Anne Bergman-Tahon**, FEP Director

## About us:

**EMMA**, the European Magazine Media Association, is the unique and complete representation of Europe's magazine media, which is today enjoyed by millions of consumers on various platforms. EMMA represents 15,000 publishing houses, publishing 50,000 magazine titles across Europe in print and digital. Website: [www.magazinemedia.eu](http://www.magazinemedia.eu)

**ENPA**, the European Newspaper Publishers' Association, is the largest representative body of newspaper publishers across Europe. ENPA advocates for 16 national associations across 13 European countries, and is a principal interlocutor to the EU institutions and a key driver of media policy debates in the European Union. Website: [www.enpa.eu](http://www.enpa.eu)

**EPC**, the European Publishers Council is a high-level group of Chairmen and CEOs of leading European media corporations actively involved in multimedia markets spanning newspaper, magazine, book, journal, internet and online database publishers, and radio and TV broadcasting. Website: <http://epceurope.eu/>

**NME**, News Media Europe (NME) represents the progressive news media industry in Europe – over 2200 European titles of newspapers, radio, TV and internet. NME is committed to maintaining and promoting the freedom of the press, to upholding and enhancing the freedom to publish, and to championing the newsbrands which are one of the most vital parts of Europe's creative industries. Website: <http://www.newsmediaeurope.eu/>

**FEP**, the Federation of European Publishers, represents 29 national books and learned journals publishers' associations of the European Union and the European Economic Area. Website: <https://fep-fee.eu/>