Beat: Arts

THE MINISTER OF CULTURE ROSELYN BACHELOT UNVEILS THE PRESS SUPPORT PLAN OF €10

THE STATE ENDOWED WITH € 377 M

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USPA NEWS - The President of the French Republic, Emmanuel Macron in the presence of Bruno Le Maire, Minister of the Economy, Finance and Recovery, and Roselyne Bachelot, Minister of Culture, met on Thursday August 27 with professionals from the sector press members of the General Information Press Alliance. The press sector has been particularly weakened in recent months. In addition to the health crisis, there has been that of the distribution of printed press sold individually. Emergency measures have been put in place to guarantee the continuity of press distribution and support the most impacted players (newsagents, overseas titles, publishers). Included in an amending finance law (passed on July 30, 2020), they represent € 106 million and are in addition to measures across the economy as a whole to which the players in the sector have also had recourse.

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ANNOUNCEMENT OF THE SUPPORT PLAN FOR THE PRESS SECTOR----------
This long-term path requires massive support for investment. Thus, the appropriations of the Strategic Fund for the Development of the Press will be greatly increased for a total of € 50M and a transformation plan for the printing works will be put in place to the tune of € 18M per year. To defend the pluralism of the press, it was decided to establish a tax credit for subscriptions to the press for political and general information (at an annual cost of € 60M for public finances) and to create two new pluralism aid for online press services and overseas titles.----------
In order to support the construction of a sustainable economic model for the future, the State will continue to commit, at both national and European level, for the proper application of the neighboring rights of press publishers and for better regulation. of the online advertising market.Finally, environmental and social issues must be at the heart of this transformation. Specific funds will be set up to support the ecological transition of the press and to reduce precariousness in the sector.
This recovery plan should therefore enable the press to face the current crisis, while preparing for its future. It will involve the full commitment of all players in the sector. Source : Ministry fo Culture

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