

# **Audiovisual industry: training programme for professionals, MEDIA-Training 2001-2005**

1999/0275(COD) - 19/01/2001 - Final act

**PURPOSE:** to establish a training programme for professionals in the European audiovisual programme industry (MEDIA-Training) (2001-2005). **COMMUNITY MEASURE:** Council Decision 163/2001/EC of the European Parliament and the Council **CONTENT:** the objective of the programme is to meet the industry's needs and promote competitiveness by improving the continuous vocational training of professionals in the audiovisual sector, with a view to giving them the know-how and skills needed to create competitive products on the European and other markets. The main provisions of the programme are the following: - the application of new technologies, and in particular digital technologies, for the production and distribution of audiovisual programmes with a high commercial and artistic added value; - economic, financial and commercial management, including the legal framework and the techniques for the financing, production and distribution of audio-visual programmes; - script-writing techniques and storytelling including techniques for the development of new audiovisual programme types. In addition, particular attention will be paid to the opportunities for distance learning and pedagogic innovation offered by the development of on-line technologies. For these training activities, cooperation between various players in the audiovisual industry, such as script-writers, directors and producers, will be encouraged. The programme also envisages co-operation and the exchange of know-how and best practice through networking between the partners responsible for training, namely training establishments, the professional sector and undertakings, as well as through developing training for the trainers. The financial framework for the implementation of this programme for the period 1 January 2001 to 31 December 2005, is set at MEUR 50. **ENTRY INTO FORCE :** 01.01.2001.