Audiovisual policy: strengthening the European programme industry. Green Paper

1994/2068(COS) - 30/05/1995

In unanimously adopting the report tabled by Mrs Karin JUNKER (PSE, D) on the European Commission's Green Paper "Strategy options to strengthen the European programme industry in the context of the audiovisual policy of the European Union", the Committee on Culture had reached a new stage in the definition of an overall strategy on the challenges of the information society. The report formed an essential basis for the report by Mrs Anne ANDRE (ELDR, B) on the MEDIA II programme and the proposals by Mr GALEOTE (PPE, E) et Mr HOPPENSTED (PPE, D) and highlighted the need to prevent the marginalisation of the audiovisual policy and to provide the public with new alternatives and better prospects. In this spirit, the Committee on Culture stressed the urgent need to provide the European Union with a clear legal framework which was respected by the 15 Member States but also by the member countries of the Council of Europe. In particular, it called for the definition of a global approach to broadcasting, the recognition of the role of public broadcasting and increasing its competitiveness, non-discriminatory access, and a European directive on pluralism and media concentration. In rejecting the amendments calling for the elimination of the quota system, it reconfirmed its position with regard to the revision of the "Television without frontiers" directive. In accordance with the guidelines set out in the Green Paper, the Committee on Culture initiated the analysis of the MEDIA II programme, adopted by the Commission in April 1995. Before studying the content of this programme, and showing their support for the proposals put forward by the Committee on Legal Affairs and the Committee on Budgets, the Members indicated their commitment to contesting the legal basis chosen by the European Commission - which prevented the EP, among others, from exercising its power of codecision - and calling on the Council and the Commission to apply Article 128 in this respect, which laid down the Union's responsibilities in the field of culture. By ignoring the basis of their work on the revision of the "Television without frontiers" directive and by following the suggestions of the rapporteurs, Mr GALEOTE et Mr HOPPENSTEDT, the Members finally decided to hold a broad consultation of the sectors involved (public and private television companies, film editors, directors and producers, actors), which could express their views at a public hearing on 23 June 1995 in Brussels.