Programme to encourage the development, distribution and promotion of European audiovisual works (MEDIA Plus - Development, Distribution and Promotion): extension until 2006

2003/0067(COD) - 16/04/2003 - Legislative proposal

PURPOSE : to amend Council Decision 2000/821/EC and extend the MEDIA Plus Programme.
CONTENT : the MEDIA Plus programme was adopted by the Council on December 20th 2000 to run from 1 January 2001 to 31 December 2005, with a budget of 350 million Euro. The programme aims of strengthening the competitiveness of the European audiovisual industry with a series support measures dealing with: the development of production projects and companies; the distribution of cinematographic works and audiovisual programmes; the promotion of cinematographic works and audiovisual programmes. The programme has now existed since 1991. During this period, the programme has enabled many thousands of films to be distributed within the EU, as well as the development of many others or their promotion etc. In addition, the Programme has supported various events to facilitate market access and to improve public access to the European audiovisual heritage. This programme comes to an end at a time when there will be major changes for the future structure and functioning of the EU. These include enlargement, the Intergovernmental Conference based on the Convention for the future of Europe, the European Parliament elections and the appointment of a new European Commission. It is clear that the audiovisual sector will also be affected by these changes. However, it is not possible at the current time to predict accurately the extent of shape of these future modifications. Despite this situation, it is essential to ensure continuity of Community support for the sector, and to avoid any disruption of these mechanisms in support of Community objectives laid down in the Treaty. In addition, such actions involve a large number of operators from the audiovisual sector. In view of these circumstances, the European Commission proposes that the existing programme should be prolonged unchanged for 2006. The European Commission intends to present a proposal for the establishment of a new European Community programme for support of the European audio-visual sector, before the end of 2003. This programme would begin in 2007. The European Commission therefore proposes: - to prolong MEDIA Plus for 2006; - to adjust the overall budget of the MEDIA plus programme as prolonged to EUR 435.60 million.