Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 08/02/1995 - Legislative proposal

This proposal for a decision concerns the implementation of a training programme for professionals in the European audiovisual programme industry (MEDIA II - Training). This programme will last five years (from 1 January 1996 to 31 December 2000) and will complement action by the Member States in this area by allowing professionals in this industry to adapt to the European and international dimension of the audiovisual market and by promoting training in economic and commercial management, legal aspects and new technologies. The projects proposed apply to both initial and continuing training: - training in economic and commercial management: . defining and updating management training modules, to complement national/regional initiatives (mainly management training in its European dimension in order to allow professionals in the industry to derive maximum profit from this dimension); . integrating these modules into existing courses; . networking training initiatives, arranging exchanges of teachers and students/professionals in the industry by awarding grants, organising placements in companies in other Member States and teacher training; - training in new technologies (mainly infographics, multimedia and interactivity): . defining and updating training modules in new audiovisual technologies, to complement national/regional initiatives (mainly training in new technologies which impact directly on the production and distribution of audiovisual programmes); . integrating these modules into existing courses; . networking training initiatives, arranging exchanges of teachers and students/professionals by awarding grants, organising placements in companies and teacher training. Community aid will not exceed 75% of the training costs. Projects will be selected by invitation to tender.