Audiovisual industry: MEDIA II 1996-2000, development and distribution of European works

1995/0027(CNS) - 08/02/1995 - Legislative proposal

The proposal for a decision relates to the implementation of a programme promoting the development and distribution of European audiovisual works (MEDIA II - Development and distribution). The programme is established for a period of 5 years from 01.01.1996 to 31.12.2000 and is aimed at supporting the development and distribution of audiovisual works, such as dramas, documentaries, films and animation series. . Development: the support is to focus on three main actions: - script writing (financial support and professional assistance for script-writing techniques); - financial engineering of audiovisual production (networking of potential partners); - marketing strategy (market studies, planning of marketing campaigns in terms of the European and international market). In implementing these actions priority shall be given to projects which involve the use of advanced audiovisual techniques (digital video systems, computer-generated images and animation, virtual reality, dynamic cinema, etc.), multimedia programmes and interactive television applications; . Distribution: a number of priority actions are to be adopted: - film and video distribution: to encourage the involvement of distributors from various Member States in the financing of films and to promote the networking of European distribution and editing companies operating in this sector; - support for the trans-European broadcasting of television works produced by independent companies: loans for works intended for the European and international market which are co-produced by production companies and television corporations engaged in the joint broadcasting of works in their territory. The aid shall take the form of loans awarded on the basis that the costs incurred for dubbing and sub-titling would not have to be reimbursed. - promoting access to events for the commercial promotion of European productions. Financial mechanisms are also provided to help mobilize financial support for audiovisual works (cinema and television). All the financial support provided under the programme is in the form of refundable advances, loans or subsidies, which are granted to a maximum of 50% of the cost of the projects concerned.