Information society: European multimedia content industry, INFO 2000 multi-annual programme

1995/0156(CNS) - 30/06/1995 - Legislative proposal

OBJECTIVE: . To promote the development of a European multimedia content industry; . To optimise the contribution of the new information services to growth, competitiveness and employment in Europe and to the professional, social and cultural development of the citizens of Europe. COMMUNITY MEASURE: Proposal for a Council decision adopting a multiannual Community programme to stimulate the development of a European multimedia content industry and to encourage the use of multimedia content in the emerging information society (INFO 2000). SUBSTANCE: . The programme covers a period of four years (1 January 1996 to 31 December 1999); . To fulfill the objectives of the programme, the following measures shall be undertaken under the guidance of the Commission: - stimulating demand and raising awareness: creating new markets by raising awareness at European level with specific user groups; encouraging clusters of pan-European users; - exploiting European public sector information: developing policies to access and exploit European public sector information; linking directories of European public sector information; making use of content resources in the public sector; - triggering European multimedia potential: catalysing new high-quality European multimedia content; trading multimedia intellectual property rights; developing and exchanging best practice; - actions to support the programme: observing and analysing the market; spreading the use of standards; encouraging skills development at European level; . The programme will be executed through indirect action and on a shared-cost basis (the financial contribution shall not normally exceed 50 % of the cost of the project, with progressively lower participation the nearer the project is to the market place). The selection of projects will be based on the procedure of calls for proposals published in the Official Journal of the European Communities; . Participation in the programme may be open to legal entities established in third countries, without financial support by the Community, where such participation contributes to the implementation of the programme and taking into account the principle of mutual benefit; . The Commission shall be assisted by an advisory committee composed of representatives of the Member States and chaired by the representative of the Commission; . Half way through and at the end of the programme, the Commission shall submit to the Council, the EP, the ESC and the Committee of the Regions an evaluation report drawn up by independent experts.