

Audiovisual industry: training programme for professionals, MEDIA-Training 2001-2005

1999/0275(COD) - 14/12/1999 - Legislative proposal

PURPOSE : to implement a training programme for professionals in the European audiovisual industry (MEDIA Training). CONTENT: The development of digital technologies is creating rapid growth in the range of audiovisual programmes on offer. The developments expected in the contents industry will generate employment only if the professionals in the sector have qualifications that are compatible with the needs of the market. This proposal will set up a vocational training programme for the period from 1 January 2001 to 31 December 2005. The programme will involve continuous vocational training of professionals in the audiovisual industry, particularly in the fields of: - New technologies - Economic, financial and commercial management of audiovisuals projects. - Scriptwriting techniques Provision is made for the exchange of know-how through networking. Arrangements for training and exchange of knowledge are set out in an annex to the proposal. The Commission will ensure collaboration between training activities and the development projects supported by the MEDIA Plus programme. Finance: the framework for implementation of the programme is 50 million EUR. The beneficiaries of the programme must provide at least 50% of the funding, subject to some specific provisions. At least 10% of the funding available each year must be reserved for new activities. The programme is open to European third countries under certain conditions.