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

1995/0027(CNS) - 10/07/1995 - Final act

- OBJECTIVE: to establish a programme promoting the development and distribution of European audiovisual works inside and outside the Community (MEDIA II, Development-Distribution) with a view to strengthening the European audiovisual industry (01.01.1996 - 31.12.2000). - COMMUNITY MEASURE: Council Decision 95/563/EC on the implementation of a programme promoting the development and distribution of European audiovisual works (MEDIA II, Development-Distribution). - SUBSTANCE: The aims of the programme are as follows: - in the development sector: . to provide financial and technical aid for promoting the development of European production projects (including promotion of the audiovisual heritage) intended for the European and international market, . to promote the development of production projects which call for new techniques of invention and for animation (including promotion of the audiovisual heritage), . to promote an environment which encourages initiative and the development of businesses and to encourage their networking; - in the broadcasting and distribution sector: . to strengthen the distribution sector (cinema and video) by promoting the networking of European distributors and by encouraging them to invest in the production of European films, . to promote the transnational broadcasting of works and their programming on screen and to promote operator networking, . to promote the circulation of European TV programmes inside and outside the European Union, . to support multilingualism in the field of audiovisual works, . to facilitate the promotion of independent productions and their access to the market. An Annex sets out in detail the types of project which are eligible and the procedures for gaining access to Community financing. - Beneficiaries: companies which are controlled directly (or in which a majority share is held) by Member States and/or by Community nationals. - Allocated budget: ECU 265 m over 5 years. Beneficiaries must provide 50% of the cost of the operations. The financial support takes the form of loans, refundable advances and grants, as defined in the Annex. - Implementation: The Commission is responsible for implementing the programme and is to be assisted by a committee composed of 2 representatives per Member State. - Cooperation: the programme is open to the participation of associated CEECs, EEA countries, Cyprus and Malta and other countries with which the Community has concluded cooperation agreements. This participation will be subject to various arrangements (particularly financial) which are to be defined. - Assessment of projects : projects will be subjected to a process of anterior and posterior assessment; beneficiaries must submit an annual report to the Commission on the progress of their projects. The European Parliament, the Council and the ESC are to be kept regularly informed of the support provided under this programme and of the results achieved.