

Audiovisual sector: implementation of a programme of support for this European sector, MEDIA 2007

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The committee adopted the report by Ruth HIERONYMI (EPP-ED , DE) amending the proposal under the 1st reading of the codecision procedure:

- the programme's general objectives should include preserving and enhancing European linguistic diversity, strengthening the competitiveness of the European audiovisual sector on international markets as well as European markets, strengthening the financing structure of the sector, especially for SMEs, developing the digitisation of the sector and improving the marketing of European audiovisual works;
- the specific objectives should include encouraging the use of subtitling "as a less costly support to the distribution and diffusion of European films outside their national borders" and improving the European and international public's access to Europe 's cinematographic and audiovisual heritage;
- as regards participation by third countries, the committee felt that European countries covered by the European Neighbourhood Policy should be able to benefit from cooperation with the programme if additional finances become available;
- the Commission should "adhere to the proportionality principle" in connection with eligibility criteria and the documents to be supplied and filled in;
- greater support should be given to cross-border projects and co-productions;
- independent producers should receive particular encouragement and support;
- the programme's contribution to other EU policies should include promoting media pluralism and independence and promoting equality between women and men;
- the Commission should ensure that the actions under the programme are subjected to prior evaluation, monitoring and ex-post evaluation.

Lastly, MEPs wanted to see innovative distribution platforms, more European film festivals and the establishment of a Pier Paolo Pasolini Prize for New Talents.