

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

2004/0151(COD) - 25/10/2005 - Text adopted by Parliament, 1st reading/single reading

The European Parliament adopted a resolution drafted by Ruth **HIERONYMI** (EPP-ED, DE) making several amendments to the Commission's proposal. (Please see the summary of 12/09/2005.)

The resolution states that public support to cinema at European, national, regional or local level is essential to overcome the sector's structural difficulties and allow the European audiovisual industry to meet the challenge of globalisation. Public support schemes should not be open to liberalisation in the framework of international trade negotiations. The resolution also highlights the need for better digital services as well as an end to the chronic under-capitalisation of the European audiovisual sector. Parliament stated that throughout the EU one major obstacle to competition is the almost complete lack of companies specialising in providing loan financing in the audiovisual sector. Improved digital services such as European cataloguing are also highlighted as a priority to facilitate access to cinematographic works and overcome fragmentation.

The report also makes clear that all actions adopted under the programme must be compatible with fundamental rights relating to freedom of expression and media pluralism.

Parliament inserted a new paragraph stating that the cooperation of MEDIA Desks in networks, especially proximity networks, must be encouraged in order to facilitate exchange and contacts between professionals, and create public awareness of key events in the programme as well as prizes and awards; the MEDIA Desks play a valuable role as information and service suppliers in facilitating the emergence of new audiovisual centres. The Commission must encourage the setting-up of MEDIA desks and MEDIA antennae in countries and regions with low production capacity and promote their visibility. Furthermore, cooperation between the MEDIA programme and Eurimages needs to be strengthened, but this should not entail integration of financial and administrative matters.

The Commission must present an interim evaluation report on the results, on matching the programme to the technological context and its impact on the European market, and on the qualitative and quantitative aspects of implementing the programme, three years after its adoption. The report shall in particular make it possible to assess the effectiveness of structural improvement measures in countries that have recently joined the Union.