

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

2004/0151(COD) - 15/11/2006 - Final act

PURPOSE: to implement the MEDIA 2007 programme.

LEGISLATIVE ACT: Decision No 1718/2006/EC of the European Parliament and of the Council concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007).

CONTENT: this Decision establishes a support programme for the European audiovisual sector, referred to as MEDIA 2007. It covers the period 1 January 2007 to 31 December 2013.

The programme is intended to strengthen the audiovisual sector economically thereby enabling it to play a more effective cultural role. The global objectives of the programme are:

- a) to preserve and enhance European cultural and linguistic diversity as well as Europe 's cinematographic and audiovisual heritage and to guarantee its accessibility to the public;
- b) to increase the circulation and viewing of European audiovisual works inside and outside of the European Union;
- c) to strengthen the competitiveness of the European audiovisual sector within an open and competitive framework and to promote links between audiovisual professionals.

In order to achieve these objectives the programme will support the following actions:

- a) the acquisition and improvement of skills in the audiovisual field and the development of European audiovisual works;
- b) the distribution and promotion of European audiovisual works;
- c) pilot projects to ensure that the programme adjusts to market developments.

Intervention priorities are as follows:

- a) fostering creativity in the audiovisual sector as well as disseminating Europe 's cinematographic and audiovisual heritage;
- b) strengthening the European audiovisual sector – particularly for SME's;
- c) reducing country-wide imbalances in production capacity;
- d) supporting market development vis-à-vis digitisation – including the promotion of attractive digital catalogues of European films on digital platforms.

As far as the financial envelope is concerned the programme will benefit from a budget of € 754 950 000. The indicative breakdown of the amount is set out in Annex to the Decision. Any legal and natural persons can benefit from MEDIA 2007 with the Commission deciding, who may be exempted from verification of the professional skills and qualifications required. The Commission will also be responsible for taking account of the type of activity supported, the specific profile of the target public from the audiovisual sector and the objectives of the programme. The financial aid awarded under the terms of the programme may not exceed 50% of the final costs of the operation supported. However, in cases expressly provided for in the Annex, financial aid may be as high as 75%. Any such aid will be granted whilst ensuring that award procedures are both transparent and objective.

The Commission will be responsible for ensuring that the actions covered are subject to prior evaluation, monitoring and *ex-post* evaluation. The results of the process of monitoring and evaluation will be taken into account during the implementation phase. The Commission will need to ensure that the programme is evaluated regularly, externally and independently.

The Commission will present to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions:

- a) an interim evaluation report on the results and the qualitative and quantitative aspects of implementing the programme no later than three years after the start of the programme;
- b) a communication on the continuation of the programme no later than four years after the start of the programme;
- c) a detailed *ex-post* evaluation report by 31 December 2015 covering the implementation and results of the programme on completion of its implementation.

The Commission will publish and disseminate via the MEDIA Desks any relevant statistics and analyses.

ENTRY INTO FROCE: 25 November 2006.

APPLICATION: 1 January 2007.