Basic information

1995/0026(SYN) SYN - Cooperation procedure (historic)	Procedure completed
Audiovisual: training scheme for professionals of European programmme industry, MEDIA II **Subject** 3.30.01.02 Programmes and actions in audiovisual sector	

Key players

European Parliament

Former committee for opinion	Former rapporteur for opinion	Appointed
BUDG Budgets	TILLICH Stanislaw (PPE)	19/04/1995
ECON Economic and Monetary Affairs, Industrial Policy	HOPPENSTEDT Karsten Friedrich (PPE)	18/04/1995

Council of the European Union

Council configuration	Meetings	Date
Economic and Financial Affairs ECOFIN	1863	1995-07-10
Culture	1884	1995-11-20
Culture	1841	1995-04-03
Culture	1860	1995-06-21
Fisheries	1899	1995-12-22

Key events

Date	Event	Reference	Summary
08/02/1995	Legislative proposal published	COM(1994)0523	Summary
03/04/1995	Debate in Council		Summary
19/05/1995	Committee referral announced in Parliament		
12/06/1995	Vote in committee		Summary
12/06/1995	Committee report tabled for plenary, 1st reading/single reading	A4-0144/1995	
15/06/1995	Debate in Parliament		Summary
10/07/1995	Council position published	08427/2/1995	Summary
13/10/1995	Committee referral announced in Parliament, 2nd reading		

17/10/1995	Vote in committee, 2nd reading		Summary
17/10/1995	Committee recommendation tabled for plenary, 2nd reading	A4-0255/1995	
14/11/1995	Debate in Parliament		Summary
15/12/1995	Modified legislative proposal published	COM(1995)0725	Summary
22/12/1995	Act adopted by Council after consultation of Parliament		Summary
22/12/1995	End of procedure in Parliament		
30/12/1995	Final act published in Official Journal		

Technical information

Procedure reference	1995/0026(SYN)
Procedure type	SYN - Cooperation procedure (historic)
Procedure subtype	Legislation
Legal basis	EC Treaty (before Amsterdam) E 127-p4
Stage reached in procedure	Procedure completed
Committee dossier	CULT/4/06917

Documentation gateway

European Parliament

Document type	Committee	Reference	Date	Summary
Committee report tabled for plenary, 1st reading/single reading		A4-0144/1995 OJ C 166 03.07.1995, p. 0044	12/06/1995	
Text adopted by Parliament, 1st reading/single reading		T4-0320/1995 OJ C 166 03.07.1995, p. 0162-0192	16/06/1995	Summary
Committee recommendation tabled for plenary, 2nd reading		A4-0255/1995 OJ C 323 04.12.1995, p. 0006	17/10/1995	
Text adopted by Parliament, 2nd reading		T4-0533/1995 OJ C 323 04.12.1995, p. 0025-0035	15/11/1995	Summary

Council of the EU

Document type	Reference	Date	Summary
Council position	08427/2/1995 OJ C 281 25.10.1995, p. 0001	10/07/1995	Summary

European Commission

Document type	Reference	Date	Summary
	COM(1994)0523		

Legislative proposal		08/02/1995	Summary
Commission communication on Council's position	SEC(1995)1711	11/10/1995	Summary
Modified legislative proposal	COM(1995)0725	15/12/1995	Summary
Follow-up document	COM(2003)0802	18/12/2003	Summary

Other institutions and bodies

Institution/body	Document type	Reference	Date	Summary
EESC	Economic and Social Committee: opinion, report	CES0802/1995 OJ C 256 02.10.1995, p. 0024	05/07/1995	Summary

Additional information

Source	Document	Date
European Commission	EUR-Lex	

Final act

Decision 1995/0564
OJ L 321 30.12.1995, p. 0033 Summary

Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 11/10/1995 - Commission communication on Council's position

In its opinion on the Council's common position on the MEDIA II programme, the Commission fully subscribes to the text adopted by the Council, with the exception of one point relating to the financial reference amount which the Council has included in the body of the text. The Council has set a financial reference amount in its common position of 45 million ecus in order to be able to make an impact on this sector. According to the Commission, this budget would represent twice the resources allocated to vocational training under the MEDIA I programme (1991-1995). The Commission also stresses that the inclusion of a reference amount in the legislative act is the result of a unilateral position by the Council and considers, for its part, that the programme should only be translated into financial terms on the financial statement. Finally, the Council's wish to open the programme to third countries (such as associated CEECs) is a way of extending the experience acquired by the Commission in the application of the MEDIA programme (1991-1995), and the Commission supports this clause. For the rest, the Commission considers that the text in the common position strikes an overall balance.

Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 15/12/1995 - Modified legislative proposal

The Commission's amended proposal incorporates, in full or in part, 6 of the 11 amendments adopted by the European Parliament at second reading. The amendments in question seek to: - coordinate MEDIA II (training) activities with those of other international organizations (such as the Council of Europe); - take account in the programme of screenplay techniques and the complementarity of the programme with training in sound and image techniques (the term "multimedia" recommended by Parliament has been replaced by a more generic reference to "audiovisual programmes"); -

establish networks between the partners involved in training and teacher training; - restore the initial 75% ceiling, whereas the Council had recommended a ceiling of 50% of the training costs (however, the Commission did not include the financial reference amount of ECU 58 million in lieu of ECU 45 million provided by the Council, as the European Parliament had done, as it considered that this was a unilateral Council position and it therefore deleted all reference to this reference amount); - provide for an interim evaluation report to show the added value and the economic and social impact of the programmes funded. However, the Commission did not include amendments concerning: - the establishment in the Member States of a skill base adequate to the industry's needs and offering reasonable opportunities to those wishing to train; - exchanges of know-how between partners involved in training; - the European cultural dimension of audiovisual works and the European market; - equal opportunities; - facilitating the entry into the European audiovisual industry of graduates of professional training institutes.

Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 18/12/2003

The European Commission has presented its report on the implementation and results of the MEDIA II programme (1996-2000). The total budget for the MEDIA II programme was EUR 358 million (including the initial budget allocation, reimbursements and appropriations made available again), of which 89% (EUR 320 million) was allocated to project support and 11% to horizontal operations. The ex-post evaluation confirmed the smooth administrative functioning of the programme, sound management by the Commission having reduced the operating costs by half compared with MEDIA I. MEDIA II aid represented only 0.51% of the European audiovisual sector's economic weight overall, although this proportion was higher (average 0.80%) in the countries with low production output and exceeded 1% in Greece, Iceland, Belgium and Luxembourg. The MEDIA II aid had a substantial knock-on effect, even though this is difficult to quantify precisely. An estimation of this knock-on effect was provided in the mid-term evaluation of MEDIA II, which concluded that each Community euro invested had generated EUR 5.75 of investment in the industry. This multiplier coefficient was of course much lower in the training sector (2.38) but was higher in the distribution sector (7.2) and, to a lesser degree, in the development sector (4.19). This estimate of the leverage effect produced by the Community funds ought no doubt to be revised upwards in order to measure the full impact of the MEDIA II programme, since it takes no account of the introduction of the automatic distribution support and slate funding mechanisms, mechanisms which, by virtue of their design and the reinvestment obligation that they contained, had a strong knock-on potential. MEDIA II also made it possible to begin to restore balance to the European industrial market, a feature of which is the dichotomy between countries with a low production capacity and/or restricted linguistic and geographical area [8], whose volume of production is naturally limited, and countries with a higher production capacity (i.e. volume of production in relation to the population). In order to offset the structural handicaps of the countries and regions with a low production capacity and restricted linguistic areas, a flexible positive discrimination policy with no pre-set quantified objectives was introduced. This system enabled these countries to receive approximately 30% of the aid distributed under MEDIA II, even though they represented only 19% of the European audiovisual market. MEDIA II has therefore helped lay the foundations for a long-term convergence of production structures within the Union. Ex-post evaluation of MEDIA II confirmed that a Community programme to assist the European audiovisual industry was fully justified by the economic situation in the audiovisual sector. The focusing of resources on development, distribution and training was appropriate for tackling the weaknesses of the European industry, the fragility and lack of competitiveness of European audiovisual products arising to a large extent from chronic under-investment both upstream (training, development) and downstream (distribution) of the production process. - Thus, in the area of training, MEDIA II's aim was to support initiatives to enable professionals to acquire the know-how andskills needed in order to take account of the European and international markets (economic and commercial management, integration of new technologies, screenplay techniques) and to enhance the creative and commercial potential of their projects. - In the area of development, MEDIA II's aim was to promote, by providing financial and technical assistance, the development of production projects aimed at the European and international markets and to contribute towards the development and strengthening of companies. The aims were to bring onto the European market programmes that were better adapted to the standards of the international market and to make companies structurally stronger. - In the area of distribution, MEDIA II's aim was to improve the circulation of non-national European films and programmes. The main focus was on the distribution and screening of cinema films in cinemas outside their territory of origin. Other mechanisms were also put in place to promote the widest possible circulation of European programmes through television and other media (video, multimedia). Finally, the programme supported a series of initiatives aimed at facilitating the promotion and access to the international market of European independent productions. The ex-post evaluation also underlined the complementarity between national measures and the MEDIA programme. During the period 1996-2000, the bulk of national aid (84%) was for production, while MEDIA II focused on training, development and distribution. The few instances of national aid for distribution were chiefly in support of national films, while MEDIA II exclusively encouraged the distribution of non-national European films. In the area of cinema operation, national aid was chiefly for structures, while MEDIA II aid was chiefly for cinemas to show European films. In the area of development, national aid was insignificant except in Germany, Finland and France.

Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 05/07/1995

The ESC endorsed the actions for training in economic and commercial management as it felt that the various European training centres were particularly weak in this area. It also endorsed the expediency of fostering networks of training bodies and providing study grants and work experience placements in companies in other Member States. It did, however, have some reservations regarding training on new technologies, particularly in the computer graphics sector, because of the high costs involved, their limited use and the fact that technical training was usually provided by the production industries. It would be better to set up one or two top-level European training centres for professionals who already had a good grasp of basic technology. The ESC would also favour training schemes for actors and technicians who provided dubbing services in order to facilitate the circulation of productions within the EU. Regarding the amount of funding available, the ESC felt that the maximum of ECU 100 000 per centre per

annum was inadequate. It also pointed out that cultural pluralism would not be protected merely by involving specialised training institutes on a fair geographical basis. Regarding the final assessment of the programmes, the ESC felt that in addition to the various anti-fraud checks provided for, an anonymous assessment form should be issued to each student to fill in at the end of the course.

Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 22/12/1995 - Final act

.OBJECTIVE: establishment of a vocational training programme aimed at supporting and supplementing action taken by Member States in this field in full recognition of cultural diversity and the responsibility of Member States for the content of training, in order to provide professionals in the European audiovisual industry with the skills they need to exploit the European dimension of the market and make use of new technology (to run from 1 January 1996 to 31 December 2000). .COMMUNITY MEASURE : Council Decision 95/564/EC on the implementation of a training programme for professionals in the European audiovisual programme industry (MEDIA II-Training). .SUBSTANCE: The aims of the programme cover: -improving initial and particularly continuing training for audio-visual professionals in the fields of: .economic and commercial management in this sector (including legal aspects), .utilization and development of new technologies for the production of audiovisual programmes with high commercial and artistic added value, supplementing training in the audiovisual professions, .screenplay techniques; -encouragement of cooperation and exchange of know-how by networking between partners involved in training (training institutions, the professional sector and businesses) and by developing teacher training. In carrying out the projects for training in economic management and in encouraging networking between partners, particular attention will be paid to projects emanating from regions with a low production capacity and/or a restricted linguistic area as well as the development of independent European production and distribution (and especially SMEs). An annex describes the actions qualifying under this programme and the procedures allowing access to Community funding. -Budget : ECU 45 million over five years. Recipients must provide at least 50% of project funding and in duly justified cases the Community may contribute up to 75% of the funding. The annual appropriations will be determined in accordance with the current financial perspective. -Implementation: the Commission will be responsible for implementing this programme with the assistance of a joint committee composed of two representatives from each Member State and whose responsibilities will be discharged, as appropriate, through the procedure of the management committee or advisory committee. -Cooperation: the programme will be open to the participation of the associated countries of central and eastern Europe, the EEA countries, Cyprus and Malta, and other countries with which the Community has concluded cooperation agreements. The arrangements for this participation (notably financial) are yet to be fixed. -Evaluation of actions: the actions will be subject to prior and subsequent evaluation; the beneficiaries must submit an annual report to the Commission on the implementation of their projects. The European Parliament, the Council and the Economic and Social Committee will be kept regularly informed of the financial support granted under the programme and the results obtained.

Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 22/12/1995

Following the agreement reached by the Council (Audiovisual/Cultural Affairs) on 20 November 1995 (see Press Release 11717/95, Presse 329), the Council formally adopted a Decision on the implementation of a training programme for professionals in the European audiovisual programme industry (MEDIA II - Training). MEDIA II is scheduled to last 5 years from 1 January 1996.

Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 08/02/1995 - Legislative proposal

This proposal for a decision concerns the implementation of a training programme for professionals in the European audiovisual programme industry (MEDIA II - Training). This programme will last five years (from 1 January 1996 to 31 December 2000) and will complement action by the Member States in this area by allowing professionals in this industry to adapt to the European and international dimension of the audiovisual market and by promoting training in economic and commercial management, legal aspects and new technologies. The projects proposed apply to both initial and continuing training: - training in economic and commercial management: . defining and updating management training modules, to complement national /regional initiatives (mainly management training in its European dimension in order to allow professionals in the industry to derive maximum profit from this dimension); . integrating these modules into existing courses; . networking training initiatives, arranging exchanges of teachers and students /professionals in the industry by awarding grants, organising placements in companies in other Member States and teacher training; - training in new technologies (mainly infographics, multimedia and interactivity): . defining and updating training modules in new audiovisual technologies, to complement national/regional initiatives (mainly training in new technologies which impact directly on the production and distribution of audiovisual programmes); . integrating these modules into existing courses; . networking training initiatives, arranging exchanges of teachers and students /professionals by awarding grants, organising placements in companies and teacher training. Community aid will not exceed 75% of the training costs. Projects will be selected by invitation to tender.

Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 10/07/1995

Further to the political agreement reached at its meeting on 21 June, the Council adopted the common position on the proposal for a decision on the implementation of a training programme for professionals in the European audiovisual programme industry (MEDIA II - Training). This common position would be forwarded to the European Parliament under the cooperation procedure.

Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 16/06/1995 - Text adopted by Parliament, 1st reading/single reading

The European Parliament approved this proposal for a decision subject to the following amendments: - the programme should specifically target "vocational" training and should support the management skills and skills in new audiovisual technologies of professionals in the audiovisual industry, while respecting the principle of subsidiarity as regards the content and cultural diversity of training; - objectives should be better defined and particular attention should be paid when implementing them to SMEs and linguistic regions of the Union where there is still minimal production. The European Parliament focused mainly on the concept of vocational training, both initial and continuing, and highlighted the need to set up networks between training institutes, the professional sector and companies. These networks should foster exchanges of persons in order to improve their knowledge of the audiovisual market. The European Parliament has therefore made provision for a new European arts and audiovisual training centre, modeled on other similar institutions; - in the annex defining eligible projects, the European Parliament called for training to concentrate on audiovisual practices, especially screenplays, under modern screenplay technique exchange and apprenticeship programmes. It also called for distance training to be developed (especially in regions with low production capacity). At the same time, it has plans for training with a European cultural slant so that professionals can more generally address the European rather than just their national public. The European Parliament also makes provision for support for training programmes and institutes offering students direct collaboration with audiovisual firms; - participation in this programme should be open to Cyprus, Malta and associated CEECs; - recipients of Community support should underwrite part of the funding (namely 50%); - the advisory committee assisting the Commission in implementing the programme should be more representative of the cultural diversity of the European audiovisual industry. In addition, the budget allocated to the technical body planned by the Commission to coordinate the implementation of the programme must not exceed 2% of the total budget for the programme. The Commission should decentralize the management of the programme and notify the European Parliament of the projects selected. Regular reports on the impact of the programme on employment should be submitted to Parliament.

Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 10/07/1995 - Council position

In its common position on the MEDIA II programme, the Council has kept to the spirit of the Commission's proposal but has made a number of amendments. The main amendments relate to the following points: - financing: inclusion of a financial reference amount in the enacting terms in compliance with the interinstitutional declaration of 6 March 1995 concerning the inclusion of financial provisions in legislative acts. The Council has made provision for a financial reference amount of 45 million ecus which, according to the Council, strikes an acceptable balance between the wish to support a programme and the need to reflect the requirements of a tight budget; - comitology: the Council has opted for a joint committee, whose powers would be exercised depending on the subject matter, either under the management committee or the advisory committee procedure; - opening the programme to third countries: the Council has opened the programme to associated CEECs using procedures which comply with the additional protocols to association agreements, to Cyprus and Malta, to the Member States of the EEA and to other third countries with cooperation agreements which include audiovisual clauses; - strengthening the monitoring system: the Council has introduced a series of measures in the enacting terms to strengthen further the monitoring and control of the actions provided for in the programme. The Commission is required to carry out ex-ante appraisal, monitoring and ex-post control of actions planned. In this connection, the selected beneficiaries will be required to make an annual report to the Commission, which will submit an interim report to the European Parliament, the Council and the ESC, in association with the MEDIA programme committee. However, the Council did not include certain amendments by the European Parliament relating to the following points: - reference to the interinstitutional modus vivendi of 20 December 1994; - coordination of actions under the MEDIA II programme with institutions such as UNESCO or the Council of Europe; - creation of a European arts and audiovisual training centre; - information for the European Parliament on projects selected during the implementation of the programme, highlighting in particular the financial support granted by the Community and the impact on employment; - in the Annexes, provision for training in production and screenplay techniques; - allocation of 2% of the total budget for the programme to a coordination structure to monitor the implementation of the MEDIA programme.

Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 21/06/1995

At this stage, the German, Netherlands and Italian delegations were able to give only provisional agreement. The United Kingdom delegation continued to uphold a parliamentary scrutiny reservation. The Permanent Representatives Committee was instructed to finalise the common position and the Decision in the official languages of the Union , with a view to their adoption as ‘A’ items at a forthcoming meeting. The purpose of the ‘Training’ Decision is to provide professionals in the European audiovisual industry with the skills they need to exploit the European dimension of the market to the full and make use of new technology. Its aims may be summarised as follows: - training (initial and particularly continuing) of audiovisual professionals, especially in the areas of: = economic and commercial management, including legal aspects, of audiovisual matters at European level; = utilisation and development of new technologies for the production of programmes with high commercial and artistic added value. - encouraging cooperation and exchange of know-how between partners involved in training: training institutions, the professional sector and businesses. In carrying out these aims, particular attention will be paid to the specific needs of countries or regions with a low production capacity and/or a restricted linguistic and geographical area. Two and a half years after implementation of the programmes, the Commission will submit an evaluation report on the results obtained to the European Parliament, the Council and the Economic and Social Committee, accompanied if need be by measures for adjustment of the programmes.

Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 20/11/1995

After examining the amendments proposed by the European Parliament at second reading on 16 November 1995 and the Commission’s position on those amendments, the Council - which accepted a considerable number of the amendments - recorded its agreement to the Decision on the Media II Programme - Training. The Programme will be finally adopted at a forthcoming Council meeting. The purpose of the ‘Training’ Decision is to provide professionals in the audiovisual industry with the skills they need to exploit the European dimension of the market to the full and make use of new technology. Its aims may be summarised as follows: - training (initial and particularly continuing) of audiovisual professionals, especially in the areas of: = economic and commercial management, including legal aspects, of audiovisual matters at European level; = utilisation and development of new technologies for the production of audiovisual programmes with high commercial and artistic added value, to supplement training in the film and sound-recording professions; = scriptwriting techniques; - encouraging cooperation and exchange of know-how through networking between partners involved in training (training institutions, the professional sector and businesses) and by developing teacher training. To achieve these aims, particular attention will be paid to the specific needs of countries or regions with a low production capacity and/or a restricted linguistic and geographical area.

Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 03/04/1995

Pending the opinion of the European Parliament, the Council held an initial discussion on the two proposals for decisions concerning the MEDIA II programme (1996-2000). At the end of the discussion, the Council instructed the ad hoc Working Party on the Audiovisual Sector and the Permanent Representatives Committee to continue examination of the Commission proposals in the light of the views expressed, so that the Council could take action at its June meeting. The Presidency noted that the following points in particular would require special attention in the course of examination: - the objective of a high Community added value and complementarity with action at national level; - the need for concentration of resources in the areas of development and training as well as that of distribution including cinema programming, while taking into account cultural and linguistic diversity and the circumstances of Member States with limited capacity in this respect; - establishment of management arrangements clarifying the respective roles of the Member States, the Commission and professionals in the field; - the need for effective interaction between the support provided by the MEDIA programme and the financial mechanism announced by the Commission; - organisation of a smooth transition from the actions carried out under the present programme. The MEDIA programme, the first phase of which has been running since 1991, is intended to encourage and develop the audiovisual programme industry in Europe . The Commission proposal provides for three main forms of support: training (the first proposal, based on Article 127 of the Treaty), development and distribution (second proposal, based on Article 130 of the Treaty). The second phase of the programme - MEDIA II - would have a funding of ECU 400 million for 5 years. Aid would be granted in the form of loans of up to 50% of the cost of the actions (except for aids to training which could be as much as 75% and would be granted as non-refundable subsidies).

Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 15/11/1995 - Text adopted by Parliament, 2nd reading

The European Parliament adopted the recommendation for second reading on the implementation of the MEDIA II programme (training) by Mrs ANDRE LEONARD (ELDR, B). This recommendation re-tables a series of amendments. The main amendments seek to: - restore a minimum budget of ECU 58 million for the programme (the Council had reduced this sum by ECU 13 million), despite the fact that this sum was still well below the initial aim of increasing the training budget by ECU 26 million; - restore a ceiling of 75% on Community funding of the total costs of a training programme jointly financed with public and/or private-sector partners; - promote coordination between this programme and similar programmes run by UNESCO, the Council of Europe and the CEECs; - take better account of the development of multimedia in training programmes and the writing of screenplays (especially in the areas of linear and interactive narration) and make provision for specific training to develop a European perspective (European

cultural dimension); - encourage cooperation and exchanges of know-how by establishing networks in order to improve knowledge of the market and firms working in the industry in Europe; - assess the efficiency of the programme on the basis of the number of jobs created; - support training institutes in which students are able to cooperate with firms.