

Basic information	
<b>1999/0275(COD)</b>	Procedure completed
COD - Ordinary legislative procedure (ex-codecision procedure) Decision	
Audiovisual industry: training programme for professionals, MEDIA-Training 2001-2005	
Amended by <a href="#">2003/0064(COD)</a> Amended by <a href="#">2003/0303(COD)</a>	
<b>Subject</b>	
3.30.01.02 Programmes and actions in audiovisual sector	

Key players			
European Parliament	Committee responsible	Rapporteur	Appointed
	<b>CULT</b> Culture, Youth, Education, Media and Sport	HIERONYMI Ruth (PPE-DE)	22/02/2000
	Former committee responsible	Former rapporteur	Appointed
	<b>CULT</b> Culture, Youth, Education, Media and Sport	HIERONYMI Ruth (PPE-DE)	22/02/2000
	Former committee for opinion	Former rapporteur for opinion	Appointed
	<b>BUDG</b> Budgets	WYNN Terence (PSE)	23/02/2000
	<b>JURI</b> Legal Affairs and Internal Market	ECHERER Raina A. Mercedes (V/ALE)	29/02/2000
	<b>ITRE</b> Industry, External Trade, Research, Energy	FIORI Francesco (PPE-DE)	27/01/2000
	<b>EMPL</b> Employment and Social Affairs	ROCARD Michel (PSE)	24/02/2000
Council of the European Union	Council configuration	Meetings	Date
	Culture	2261	2000-05-16
	Culture	2287	2000-09-26
	Culture	2311	2000-11-23

Key events			
Date	Event	Reference	Summary
14/12/1999	Legislative proposal published	COM(1999)0658 	Summary
14/02/2000	Committee referral announced in Parliament, 1st reading		
16/05/2000	Debate in Council		
22/06/2000	Vote in committee, 1st reading		
22/06/2000	Committee report tabled for plenary, 1st reading	A5-0186/2000	
22/09/2000	Modified legislative proposal published	COM(2000)0579	Summary
26/09/2000	Debate in Council		
23/11/2000	Council position published	10939/2/2000	Summary
29/11/2000	Committee referral announced in Parliament, 2nd reading		
04/12/2000	Vote in committee, 2nd reading		Summary
19/01/2001	Final act signed		
19/01/2001	End of procedure in Parliament		
27/01/2001	Final act published in Official Journal		

Technical information	
Procedure reference	1999/0275(COD)
Procedure type	COD - Ordinary legislative procedure (ex-codecision procedure)
Procedure subtype	Legislation
Legislative instrument	Decision
Amendments and repeals	Amended by 2003/0064(COD) Amended by 2003/0303(COD)
Legal basis	EC Treaty (after Amsterdam) EC 150 Rules of Procedure EP 66_o-p4 Rules of Procedure EP 050
Stage reached in procedure	Procedure completed
Committee dossier	CULT/5/13456

Documentation gateway				
European Parliament				
Document type	Committee	Reference	Date	Summary
Committee report tabled for plenary, 1st reading/single reading		A5-0186/2000 OJ C 121 24.04.2001, p. 0009	22/06/2000	
Text adopted by Parliament, 1st reading/single reading		T5-0337/2000 OJ C 121 24.04.2001, p. 0177-0418	06/07/2000	Summary

**Council of the EU**

Document type	Reference	Date	Summary
Council position	10939/2/2000 OJ C 375 28.12.2000, p. 0044	23/11/2000	<a href="#">Summary</a>

**European Commission**

Document type	Reference	Date	Summary
Legislative proposal	COM(1999)0658 	14/12/1999	<a href="#">Summary</a>
Modified legislative proposal	COM(2000)0579 OJ C 029 30.01.2001, p. 0267 E	22/09/2000	<a href="#">Summary</a>
Commission communication on Council's position	SEC(2000)2108 	28/11/2000	<a href="#">Summary</a>
Follow-up document	COM(2003)0725 	24/11/2003	<a href="#">Summary</a>
Follow-up document	COM(2008)0245 	08/05/2008	<a href="#">Summary</a>

**Other institutions and bodies**

Institution/body	Document type	Reference	Date	Summary
EESC	Economic and Social Committee: opinion, report	CES0470/2000 OJ C 168 16.06.2000, p. 0008	27/04/2000	
CofR	Committee of the Regions: opinion	CDR0019/2000 OJ C 317 06.11.2000, p. 0060	15/06/2000	

**Additional information**

Source	Document	Date
European Commission	EUR-Lex	

**Final act**

Decision 2001/0163 OJ L 026 27.01.2001, p. 0001	<a href="#">Summary</a>
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## Audiovisual industry: training programme for professionals, MEDIA-Training 2001-2005

1999/0275(COD) - 22/09/2000 - Modified legislative proposal

The amendments by Parliament adopted by the Commission are aimed at: - the content of the programme, particularly the inclusion of training in relation to copyright and intellectual property, and techniques for developing new types of audiovisual programmes; in addition, further information is provided concerning training in script-writing techniques; - programme management, particularly with regard to committee procedures; in its amended proposal, the Commission proposes a mixed committee in accordance with the model in the Decisions of the European Parliament and of the Council establishing the second phase of the Community action programme in the field of education "Socrates". Other amendments relating to programme management are concerned, for example, with the inclusion of project selection criteria in the text of the Decision and information on the transparency of the implementation of the programme; - the links to be provided to other national and Community support mechanisms, particularly in information for professionals on other support measures provided by the European institutions; - information on training in new technologies; - information on participation in the programme by third countries; - a reference to the conclusions of the Lisbon Council.

## **Audiovisual industry: training programme for professionals, MEDIA-Training 2001-2005**

1999/0275(COD) - 19/01/2001 - Final act

**PURPOSE:** to establish a training programme for professionals in the European audiovisual programme industry (MEDIA-Training) (2001-2005).

**COMMUNITY MEASURE:** Council Decision 163/2001/EC of the European Parliament and the Council **CONTENT:** the objective of the programme is to meet the industry's needs and promote competitiveness by improving the continuous vocational training of professionals in the audiovisual sector, with a view to giving them the know-how and skills needed to create competitive products on the European and other markets. The main provisions of the programme are the following: - the application of new technologies, and in particular digital technologies, for the production and distribution of audiovisual programmes with a high commercial and artistic added value; - economic, financial and commercial management, including the legal framework and the techniques for the financing, production and distribution of audio-visual programmes; - script-writing techniques and storytelling including techniques for the development of new audiovisual programme types. In addition, particular attention will be paid to the opportunities for distance learning and pedagogic innovation offered by the development of on-line technologies. For these training activities, cooperation between various players in the audiovisual industry, such as script-writers, directors and producers, will be encouraged. The programme also envisages co-operation and the exchange of know-how and best practice through networking between the partners responsible for training, namely training establishments, the professional sector and undertakings, as well as through developing training for the trainers. The financial framework for the implementation of this programme for the period 1 January 2001 to 31 December 2005, is set at MEUR 50. **ENTRY INTO FORCE :** 01.01.2001.

## **Audiovisual industry: training programme for professionals, MEDIA-Training 2001-2005**

1999/0275(COD) - 13/12/2000 - Text adopted by Parliament, 2nd reading

The common position was approved. (Refer to previous document).

## **Audiovisual industry: training programme for professionals, MEDIA-Training 2001-2005**

1999/0275(COD) - 08/05/2008

The purpose of this report is to evaluate the results of the MEDIA plus and MEDIA Training programmes. To recall, the MEDIA plus and MEDIA Training programmes covered the years 2001-2006. Their main objective was to boost the competitiveness of the European audiovisual industry and to encourage the distribution of works outside their country of origin. The main findings of the report are as follows:

**Economic and structural difficulties:** the most significant challenge faced by the programme was the entry of ten new EU Member States and their incorporation into the programmes. This enlargement accentuated the heterogeneity of the European market. Investment capacity and state aid are at a much lower level in these countries compared to the rest of Europe. One further major challenge was the rapid development of new technologies – digital technology in particular. This made the situation concerning European film distribution worrying. Digital copies of films exist, but European films are not well represented on digital broadcasting platforms. The report finds that the European audiovisual market is still very fragmented – largely due to the linguistic and cultural diversity of the different EU Member States. Similarly the production sector remains very fragmented characterised by poorly integrated, small structures whose survival hangs in the balance. The lack of training for European audiovisual professionals is also a worrying trend. Not enough resources are dedicated to project development - such as writing, financing arrangements and drawing up marketing plans. This stage, nevertheless remains vital for the quality and export potential of works. At the consumer stage the distribution sector remains fragmented along national lines and its competitiveness – both globally and within the EU is, as a result, weak.

**General conclusions for the 2001 -2006 period:** generally speaking, the report finds that the programme has contributed effectively to increased training, the development of a European dimension to certain works (including the pre-production phase), improved competitiveness; and the distribution of works. Thus, the non-financial effects of the MEDIA programme have had a lasting, structured impact on the whole sector and the distribution of works depend directly on continued European financing.

The report finds that the decentralised MEDIA setup appears to be an efficient way of developing knowledge about the programme – although efficiency depends very much on the persons in charge. The most striking effects of the programme are those of a qualitative nature namely building networks,

joint collaborations, increasing market knowledge and increasing awareness of European products on international markets. Withdrawing support could lead to the disappearance of certain types of training, a reduced transnational distribution of works and less investment in works from countries with a low production capacity where MEDIA is a vital element in the financing of works.

**Recommendations:** the report also sets out a number of Recommendations. In short, they are:

- **To focus on adapting to the market:** for example, by allowing the programme to adapt to changes; finding way of anticipating sector changes; introducing a system of indicators for following up the programme's performance; and monitoring the market.
- **To adapt the action plan to the limitations faced by users:** for example, by rethinking and simplifying the means of accessing the programme; adapting the intervention measures to the temporary nature of the sector; and by focusing on MEDIA's human and organisational resources.
- **To exploit the network's potential:** for example, by developing a tool for measuring performance; and by providing MEDIA desks with effective tools and resources.
- **To the aims and methods of the market in order to increase their relevance and effectiveness:** for example, to maintain momentum in terms of re-balancing the markets; and to revisit the relevant geographical level for certain lines of actions – such as selective distribution, automatic distribution, sales agent etc.

To conclude, the interim and final evaluations of the MEDIA Plus and MEDIA Training programme confirm the positive results of the programmes on the audiovisual sector. They reaffirm both their relevance and objectives. Furthermore, the evaluations confirm that Community action offers added value to the MEDIA sector. The report, therefore, finds that the programmes should be maintained, whilst adapting to changes in market requirements, which is precisely what the new MEDIA 2007 programme sets out to do.

## **Audiovisual industry: training programme for professionals, MEDIA-Training 2001-2005**

1999/0275(COD) - 24/11/2003

The European Commission has presented its report on the implementation and the mid-term results of the MEDIA Plus and MEDIA Training programmes (2001-2005) and on the results of the preparatory action "Growth and audiovisual: i2i audiovisual". This report replaces MEDIA Plus, MEDIA Training and i2i audiovisual in their economic context and analyses the results of the first two years of implementation of these three instruments. It identifies the adjustments which could be made in order to ensure their adaptation to structural developments in the European audiovisual sector. This report covers the period from 1 January 2001 to 31 March 2003. It is based on the conclusions of the mid-term evaluation of MEDIA Plus and MEDIA Training and on the evaluation of the results of the preparatory action "Growth and audiovisual: i2i audiovisual". These two evaluations were carried out by an independent consultant. The economic context for the first two years of MEDIA Plus, MEDIA Training and i2i audiovisual gave cause for concern. The weaknesses of the European audiovisual products sector are essentially structural (internal market in which the circulation of non-national European works is difficult, problems of access to finance). These have been aggravated by economic factors (crisis in audiovisual funding by television stations). Finally, new challenges have been added: adaptation to new technologies and participation in programmes by the accession countries. Community intervention in the audiovisual sector since MEDIA I has been based on a diagnosis of the structural difficulties facing the European audiovisual sector. This approach is still valid, as is shown by the initial results of MEDIA Plus, MEDIA Training and i2i audiovisual, and the existence of financial support at Community level is more necessary than ever. The results set out below provide an overview of the implementation of MEDIA Plus, MEDIA Training and i2i audiovisual: - Results of the Training strand : MEDIA Training makes a decisive contribution to the existence of training with a European dimension. Community financial support represents on average 49% of the costs of training and is vital for the viability of the projects supported. 42% of the training given relates to new technologies, 32% to management and 27% to writing techniques. The quality of training - mostly continuing training - is high. The impact in terms of improving the skills and technical know-how of professionals, particularly in the field of new technologies, is confirmed by the broad sample of beneficiaries questioned by the external consultant as part of the mid-term evaluation. Training also provides an opportunity for participants to forge links with potential partners, particularly with a view to setting up European co-productions. - Results of the Development strand : Development objectives are met both by raising the awareness of professionals as to the importance of the development phase and by giving them access to additional financial resources (support from MEDIA represents on average 16% of development costs). This aid is sufficient to reduce the risks assumed by independent producers. The instruments used in the development strand are well suited to the reality in the sector (slate funding for medium-sized, individual projects for undertakings of more modest size). Support is satisfactorily distributed between the different genres (fiction, documentary, animation, multimedia). The rate of entry into production for supported projects is high and confirms the benefits of development support. - Results of the Distribution strand : The two existing systems (selective support and automatic support) produced satisfactory results in line with objectives: 90% of the films distributed outside their national territory during the reference period for the evaluation received help from MEDIA. Support for TV broadcasting met its objective in helping to stimulate the production of television works with a European outlet. The results of the cinema network action during the period 2001-2003 are in line with the aims pursued. 700 cinemas were supported. European ticket sales increased by 18% and represent 59% of the total. In 2002, cinemas in the network scheduled an average of 38% non-national European works. Market share for non-national European films in cinemas not participating in the network was only 8%. Overall, there is a positive correlation between the number of cinemas supported by MEDIA in a country and the market share for European films in that country. MEDIA makes a clear contribution to reducing the potential risk of showing non-national European films. - Results of the preparatory action i2i audiovisual : the period covered by the evaluation contained only one selection exercise. 40 projects were supported, totalling approximately EUR million. Average MEDIA support per project selected was EUR 25 000. The action enabled effective compensation for a proportion of the difference between the interest rates applied to micro-undertakings and those applied to larger undertakings. i2i also made it possible to reduce the cost of access to performance guarantees. Since the launch of MEDIA I, the MEDIA programme has proved its capacity to adapt to trends in the European audiovisual market. This approach, ensuring the effectiveness of the programme and maximising its structuring effects, should be pursued with regard to MEDIA Plus and MEDIA Training. The following proposals for adjustments may in most cases be implemented without the need to amend the Council Decisions establishing the MEDIA Plus and MEDIA Training programmes. They could therefore take effect rapidly, from the end of 2003 or the beginning of 2004. Other proposals require an amendment to the Council Decisions: - Facilitating access to finance for SMEs and micro-undertakings at all stages (development, distribution and promotion); - Maintaining centralised management of Community aid, tempered by

strengthening the role of the MEDIA Desks; - Establishing synergy between training organisations and forging links with cinema schools; - Adjusting teaching content to the needs of the profession Raising the ceiling for the Community contribution in order to meet the specific needs of the accession countries; - Creating support for pre-production; - Raising the aid ceilings to reflect the realities in the sector more closely; - Recognising the complementarity between the Development and Training strands of MEDIA Plus; - Establishment of slate funding in the distribution field; - Restructuring and enlargement of the "sales agent" measure; - Raising aid ceilings; - TV broadcasting: opening up the system further by amending the rules concerning the transfer of rights; - Using the cinema network to promote European cinema; - Strengthening the presence of European professionals in key markets; - Promoting cultural diversity and encouraging public education in the visual image through broad support for festivals; - Improving the visibility of the MEDIA programme with a view to making it into a label for European cinema; - Advantages of centralised management of Community aid; - Exploiting the potential offered by the MEDIA Desks.

## **Audiovisual industry: training programme for professionals, MEDIA-Training 2001-2005**

1999/0275(COD) - 23/11/2000 - Council position

The Council adopted in full, in part or in essence 32 amendments proposed by the Parliament and adopted by the Commission. These amendments particularly concern: - the establishment of a joint committee (management and advisory) for implementing the programme; - consolidation of the mechanism for monitoring and evaluating the programme; - the inclusion of measures to ensure transparency in implementing the programme; - the inclusion of information on the networking of training centres and the exchange of good practices between them; - taking greater account of the impact on new technologies, in particular by extending their application to the broadcasting of audiovisual programmes; - specific reference to training in relation to the development of new types of audiovisual programmes. In conclusion, the Council considers that its common position constitutes a balanced text, reflecting the training needs of the European audiovisual sector. Furthermore, it builds on the good experiences gained during the earlier Community programmes in this domain, however, stressing more than the previous programmes training in new technologies.

## **Audiovisual industry: training programme for professionals, MEDIA-Training 2001-2005**

1999/0275(COD) - 06/07/2000 - Text adopted by Parliament, 1st reading/single reading

The European Parliament, in its first reading, adopted a resolution drafted by Ruth HIERONYMI (EPP/ED, Germany) on the Media-Training programme. Several amendments were made to the proposal, the main ones being: -continuous vocational training is emphasised rather than giving professionals necessary skills to take advantage of the market and new technology. -initial training measures such as masters' degrees should, by way of exception, be supported by means of additional funding, but the European Social Fund should be the primary source of funding these courses. -the financial framework is increased from EUR 50 million to EUR 70 million. -the provisions for an advisory committee have been replaced by those for a management committee. -in order to ensure the independence of the consultants and experts whose services it uses, the Commission is required to lay down incompatibility provisions in respect of the participation of these groups of persons in the invitations to submit proposals under the programme. -professionals must be informed of all support arrangements available under Union policies.

## **Audiovisual industry: training programme for professionals, MEDIA-Training 2001-2005**

1999/0275(COD) - 28/11/2000 - Commission communication on Council's position

The Commission is gratified that the Council's common position respects by and large the substance and the spirit of the Commission's proposal. It notes that the Council shares the proposal's central objective of strengthening the competitiveness of the audiovisual industry by improving the quality of continuing training offered to professionals in the European audiovisual programme industry. However, there remains a number of significant divergences which still remain between the Commission's amended proposal and the common position. The Commission has strongly defended its proposal on these points, which will be the subject of a statement by the Commission to be inserted in the minutes of the Council meeting. These differences refer in particular to the choice of TAOs to assist the Commission in implementing the programme and also with regard to the minimum proportion of non-national participants in training measures receiving Community support. On the basis of the common position, the legislative procedure may now proceed with the seconding reading in the European Parliament. Subject to points set out above, the Commission considers that there is a solid basis for a final decision to be taken in time for the MEDIA Training programme to become operational on 1 January 2001.

## **Audiovisual industry: training programme for professionals, MEDIA-Training 2001-2005**

1999/0275(COD) - 14/12/1999 - Legislative proposal

**PURPOSE :** to implement a training programme for professionals in the European audiovisual industry (MEDIA Training). **CONTENT:** The development of digital technologies is creating rapid growth in the range of audiovisual programmes on offer. The developments expected in the contents industry will generate employment only if the professionals in the sector have qualifications that are compatible with the needs of the market.

This proposal will set up a vocational training programme for the period from 1 January 2001 to 31 December 2005. The programme will involve continuous vocational training of professionals in the audiovisual industry, particularly in the fields of: - New technologies - Economic, financial and commercial management of audiovisuals projects. - Scriptwriting techniques Provision is made for the exchange of know-how through networking. Arrangements for training and exchange of knowledge are set out in an annex to the proposal. The Commission will ensure collaboration between training activities and the development projects supported by the MEDIA Plus programme. Finance: the framework for implementation of the programme is 50 million EUR. The beneficiaries of the programme must provide at least 50% of the funding, subject to some specific provisions. At least 10% of the funding available each year must be reserved for new activities. The programme is open to European third countries under certain conditions.