



Basic information	
<b>2003/0064(COD)</b> COD - Ordinary legislative procedure (ex-codecision procedure) Decision	Procedure completed
Training programme for professionals in the European audiovisual programme industry (MEDIA-Training): extension until 2006  Amending Decision No 163/2001/EC <a href="#">1999/0275(COD)</a>  <b>Subject</b>  3.30.01.02 Programmes and actions in audiovisual sector	

Key players			
European Parliament	<b>Committee responsible</b>		<b>Rapporteur</b>
	<div>CULT</div> Culture, Youth, Education, Media and Sport		<a href="#">VATTIMO Gianni (PSE)</a> 19/05/2003
	<b>Committee for opinion</b>		<b>Rapporteur for opinion</b>
	<div>BUDG</div> Budgets		
	<div>JURI</div> Legal Affairs and Internal Market		The committee decided not to give an opinion.
	<div>ITRE</div> Industry, External Trade, Research, Energy		The committee decided not to give an opinion.
	<div>EMPL</div> Employment and Social Affairs		The committee decided not to give an opinion.
Council of the European Union	<b>Council configuration</b>		<b>Meetings</b>
	Agriculture and Fisheries		2578
	Education, Youth, Culture and Sport		2503
	Education, Youth, Culture and Sport		2545
European Commission	<b>Commission DG</b>		<b>Commissioner</b>
	Education, Youth, Sport and Culture		

Key events			
Date	Event	Reference	Summary
16/04/2003	Legislative proposal published	COM(2003)0188 	Summary
05/05/2003	Debate in Council		
12/05/2003	Committee referral announced in Parliament, 1st reading		
24/11/2003	Debate in Council		Summary
27/01/2004	Vote in committee, 1st reading		Summary
27/01/2004	Committee report tabled for plenary, 1st reading	A5-0027/2004	
12/02/2004	Decision by Parliament, 1st reading	T5-0090/2004	Summary
12/03/2004	Modified legislative proposal published	COM(2004)0176 	Summary
26/04/2004	Act adopted by Council after Parliament's 1st reading		
29/04/2004	End of procedure in Parliament		
30/04/2004	Final act signed		
30/04/2004	Final act published in Official Journal		

Technical information	
Procedure reference	2003/0064(COD)
Procedure type	COD - Ordinary legislative procedure (ex-codecision procedure)
Procedure subtype	Legislation
Legislative instrument	Decision
Amendments and repeals	Amending Decision No 163/2001/EC <a href="#">1999/0275(COD)</a>
Legal basis	EC Treaty (after Amsterdam) EC 150
Stage reached in procedure	Procedure completed

Documentation gateway				
European Parliament				
Document type	Committee	Reference	Date	Summary
Committee report tabled for plenary, 1st reading/single reading		<a href="#">A5-0027/2004</a>	27/01/2004	
Text adopted by Parliament, 1st reading/single reading		<a href="#">T5-0090/2004</a> OJ C 097 22.04.2004, p. 0575-0601 E	12/02/2004	Summary
European Commission				
Document type	Reference		Date	Summary
	<a href="#">COM(2003)0188</a>			

Legislative proposal		16/04/2003	<a href="#">Summary</a>	
Modified legislative proposal	COM(2004)0176 	12/03/2004	<a href="#">Summary</a>	
Follow-up document	COM(2008)0245 	08/05/2008	<a href="#">Summary</a>	
<b>Other institutions and bodies</b>				
Institution/body	Document type	Reference	Date	Summary
EESC	Economic and Social Committee: opinion, report	CES1163/2003 OJ C 010 14.01.2004, p. 0008-0010	24/09/2003	
CofR	Committee of the Regions: opinion	CDR0166/2003 OJ C 023 27.01.2004, p. 0024-0024	09/10/2003	

Additional information		
Source	Document	Date
European Commission	EUR-Lex	

Final act
<a href="#">Decision 2004/0845</a> <a href="#">OJ L 195 02.06.2004, p. 0001-0001</a> <a href="#">Summary</a>

## Training programme for professionals in the European audiovisual programme industry (MEDIA-Training): extension until 2006

2003/0064(COD) - 29/04/2004 - Final act

PURPOSE : to extend the MEDIA Training Programme (2001-2005). LEGISLATIVE ACT : Decision 845/2004/EC of the European Parliament and of the Council amending Council Decision 163/2001/EC. CONTENT : the Council adopted two European Parliament and Council Decisions which aim to extend the current MEDIA Training and MEDIA Plus programmes until 2006. The MEDIA Training programme is a training programme for professionals in the European audiovisual programme industry. The Decision stipulates that the Commission should provide a full and detailed assessment report on the MEDIA-Training Programme not later than 31 December 2005, in time for the legislative authority to be able to consider the proposal for a new MEDIA-Training Programme planned to start in 2007, and so that the budgetary authority can evaluate the need for a new financial framework. The financial framework is set at EUR 59,4 million in order to take account of the enlargement of the European Union. ENTRY INTO FORCE : 30/04/2004.

## Training programme for professionals in the European audiovisual programme industry (MEDIA-Training): extension until 2006

2003/0064(COD) - 12/02/2004 - Text adopted by Parliament, 1st reading/single reading

The European Parliament adopted a resolution drafted by Gianni VATTIMO (PES, I) approving the Commission's proposal subject to two amendments. (Please see the document dated 27/01/04.)

# Training programme for professionals in the European audiovisual programme industry (MEDIA-Training): extension until 2006

2003/0064(COD) - 16/04/2003 - Legislative proposal

**PURPOSE :** to amend Decision 163/2001/EC and extend the MEDIA-Training Programme to 2006. **CONTENT :** the MEDIA Training programme was adopted by Decision 163/2001/EC to run from 1 January 2001 to 31 December 2005, with a budget of EUR 50 million. The MEDIA-Training programme is intended to give professionals in the European audiovisual programme industry, mainly through continuous vocational training, the necessary skills to allow them to take full advantage of the European and international dimension of the market and of the use of new technologies. The programme has now existed since 1991. During this period, the programme has supported numerous projects, which have had a positive impact on employment within the European audiovisual sector, imparting professional skills to allow professionals to benefit fully from the European and international dimension of the market for audiovisual programmes. This programme comes to an end at a time when there will be major changes for the future structure and functioning of the EU. These include enlargement, the Intergovernmental Conference based on the Convention for the future of Europe, the European Parliament elections and the appointment of a new European Commission. It is clear that the European audiovisual sector will also be affected by these changes, but it is not possible at the current time to predict accurately the extent of shape of these future modifications. Despite this situation, it is essential to ensure continuity of Community support for the sector, and to avoid any disruption of these mechanisms in support of Community objectives laid down in the Treaty. In addition, such actions involve a large number of professionals from the European audiovisual sector. In view of these circumstances, the European Commission proposes that the existing programme should be prolonged unchanged for 2006. It is necessary to assure a legal basis to enable the programme to be prolonged by one year. At the same time, the Commission will continue to explore all existing possibilities for action in this field, through preparatory actions, such as the i2i Audiovisual "growth and audiovisual" action, and through studies to establish which forms of training are needed for the sector. The European Commission intends to present a proposal for the establishment of a new European Community programme for support of the European audio-visual sector, before the end of 2003. This programme would begin in 2007. The Commission therefore proposes: - to prolong MEDIA-Training for 2006; - to adjust the overall budget of the MEDIA Training programme as prolonged to EUR 57.40 million.

# Training programme for professionals in the European audiovisual programme industry (MEDIA-Training): extension until 2006

2003/0064(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 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.

## Training programme for professionals in the European audiovisual programme industry (MEDIA-Training): extension until 2006

2003/0064(COD) - 24/11/2003

The Council held an exchange of views on the basis of the Commission's mid-term evaluation of the MEDIA Plus and MEDIA Training audiovisual programmes (2001-2005) and on the basis of a Presidency document. That document noted the lack of coherence between the different audiovisual policies and the serious consequences for this sector, as competition from third countries in Europe resulted to a considerable extent from the lack of investment by the industry in the distribution, exploitation and development of works. The European industry was in some disarray faced with the multiplication of audiovisual services brought about by the introduction of digital technologies. The Presidency submitted three topics for discussion by the Council: - integration of the new Member States into the mainstream actions of the MEDIA programme (training, development, distribution): the acceding States, supported by a majority of Member States, wanted positive discrimination in favour of the future Member States, in the form of more flexible eligibility criteria for funding audiovisual programmes, particularly in the field of training, and preferential transitional measures for the acceding States; - incorporation of digital technology in MEDIA actions through the development of the current pilot projects: the majority of Member States noted the importance of digital technology in the audiovisual sector and the speed at which it was developing; - access to finance by small and medium-sized enterprises (SMEs) in the audiovisual sector in partnership with the European Investment Bank; a majority of Member States noted how difficult it was for SMEs to gain access to this sector, emphasising the precarious nature of their financial situation, which frequently depended on the success of a single project. Commissioner Reding said she would be presenting a proposal for a "new generation" Decision for in the first quarter of 2004 which would cover regulatory aspects and support policies for the audiovisual sector for the period 2007-2013 (MEDIA). She emphasised the importance of this instrument in the past, noting that in recent years 90% of films distributed outside their country of origin had received MEDIA support. Two proposals for Decisions extending the current MEDIA Plus programme for a further year (2006) are currently being considered by the Council and the European Parliament.

## Training programme for professionals in the European audiovisual programme industry (MEDIA-Training): extension until 2006

2003/0064(COD) - 12/03/2004 - Modified legislative proposal

The European Parliament proposed two amendments. The first, requires the Commission to provide a full and detailed assessment report on the "Media Training" programme no later than 31/12/2005 to allow the European Parliament and Council to consider the proposal for a new programme of action in the audiovisual sector which is earmarked to begin in 2007. The second amendment modifies the original funding proposal from EUR 57.4 million to EUR 59.4 million. The additional amount of EUR 2 million takes account of the EU's enlargement for 2004/05. The European Commission accepts both Parliamentary amendments in their entirety and has amended its initial proposal accordingly.