Basic information

2003/0067(COD) COD - Ordinary legislative procedure (ex-codecision procedure) Decision	Procedure completed
Programme to encourage the development, distribution and promotion of European audiovisual works (MEDIA Plus - Development, Distribution and Promotion): extension until 2006 Amending Decision 2000/821/EC 1999/0276(CNS) **Subject** 3.30.01.02 Programmes and actions in audiovisual sector	

Key players

European Parliament

Committee responsible	Rapporteur	Appointed
CULT Culture, Youth, Education, Media and Sport	VELTRONI Walter (PSE)	19/05/2003

Committee for opinion	Rapporteur for opinion	Appointed
BUDG Budgets		
JURI Legal Affairs and Internal Market	The committee decided not to give an opinion.	
ITRE Industry, External Trade, Research, Energy	The committee decided not to give an opinion.	

Council of the European Union

Council configuration	Meetings	Date
Agriculture and Fisheries	2578	2004-04-26
Education, Youth, Culture and Sport	2503	2003-05-05

European Commission

Commission DG	Commissioner
Education, Youth, Sport and Culture	

Key events

Date	Event	Reference	Summary

16/04/2003	Legislative proposal published	COM(2003)0191	Summary
05/05/2003	Debate in Council		
12/05/2003	Committee referral announced in Parliament, 1st reading		
27/01/2004	Vote in committee, 1st reading		Summary
27/01/2004	Committee report tabled for plenary, 1st reading	A5-0028/2004	
12/02/2004	Decision by Parliament, 1st reading	T5-0091/2004	Summary
12/03/2004	Modified legislative proposal published	COM(2004)0175	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	2003/0067(COD)
Procedure type	COD - Ordinary legislative procedure (ex-codecision procedure)
Procedure subtype	Legislation
Legislative instrument	Decision
Amendments and repeals	Amending Decision 2000/821/EC 1999/0276(CNS)
Legal basis	EC Treaty (after Amsterdam) EC 157-p3
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		A5-0028/2004	27/01/2004	
Text adopted by Parliament, 1st reading/single reading		T5-0091/2004 OJ C 097 22.04.2004, p. 0576-0603 E	12/02/2004	Summary

European Commission

Document type	Reference	Date	Summary
Legislative proposal	COM(2003)0191	16/04/2003	Summary
Modified legislative proposal	COM(2004)0175	12/03/2004	Summary
	COM(2008)0245		

Follow-up document		08/05/2008	Summary

Other institutions and bodies

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

Decision 2004/0846
OJ L 195 02.06.2004, p. 0002-0002 Summary

Programme to encourage the development, distribution and promotion of European audiovisual works (MEDIA Plus - Development, Distribution and Promotion): extension until 2006

2003/0067(COD) - 08/05/2008 - Follow-up document

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.

Programme to encourage the development, distribution and promotion of European audiovisual works (MEDIA Plus - Development, Distribution and Promotion): extension until 2006

2003/0067(COD) - 16/04/2003 - Legislative proposal

PURPOSE : to amend Council Decision 2000/821/EC and extend the MEDIA Plus Programme. CONTENT : the MEDIA Plus programme was adopted by the Council on December 20th 2000 to run from 1 January 2001 to 31 December 2005, with a budget of 350 million Euro. The programme aims of strengthening the competitiveness of the European audiovisual industry with a series support measures dealing with: the development of production projects and companies; the distribution of cinematographic works and audiovisual programmes; the promotion of cinematographic works and audiovisual programmes. The programme has now existed since 1991. During this period, the programme has enabled many thousands of films to be distributed within the EU, as well as the development of many others or their promotion etc. In addition, the Programme has supported various events to facilitate market access and to improve public access to the European audiovisual heritage. 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 audiovisual sector will also be affected by these changes. However, 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 operators from the audiovisual sector. In view of these circumstances, the European Commission proposes that the existing programme should be prolonged unchanged for 2006. 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 European Commission therefore proposes: - to prolong MEDIA Plus for 2006; - to adjust the overall budget of the MEDIA plus programme as prolonged to EUR 435.60 million.

Programme to encourage the development, distribution and promotion of European audiovisual works (MEDIA Plus - Development, Distribution and Promotion): extension until 2006

2003/0067(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 Plus (Development, Distribution and Promotion)" 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 435.6 million to EUR 453.6 million. The additional amount of EUR 18 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.

Programme to encourage the development, distribution and promotion of European audiovisual works (MEDIA Plus - Development, Distribution and Promotion): extension until 2006

2003/0067(COD) - 12/02/2004 - Text adopted by Parliament, 1st reading/single reading

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

Programme to encourage the development, distribution and promotion of European audiovisual works (MEDIA Plus - Development, Distribution and Promotion): extension until 2006

2003/0067(COD) - 29/04/2004 - Final act

PURPOSE : to extend the MEDIA Plus Programme. LEGISLATIVE ACT : Decision 846/2004/EC of the European Parliament and of the Council amending Council Decision 2000/821/EC on the implementation of a programme to encourage the development, distribution and promotion of the European audiovisual works (MEDIA Plus - Development, Distribution and Promotion) (2001-2005). 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 Plus programme aims to encourage the development, the distribution and the promotion of European audiovisual works. The Decision stipulates that the Commission should provide a full and detailed assessment report on the MEDIA Plus Programme not later than 31 December 2005, in time for the legislative authority to be able to consider the proposal for a new MEDIA Plus Programme planned to start in 2007, and so that the budgetary authority can evaluate the need for a new financial framework. The reference amount is set at EUR 453,60 million in order to take account of enlargement in 2004 and in 2005. ENTRY INTO FORCE : 30/04/2004.