

EU programme for support of the European audiovisual sector after 2013

Identification of Respondent

Do you reply?	on behalf of an organisation / as a professional
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What type of organisation is it?	Association
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Please provide your name / the name of the organisation

De Wit, Pieter, Community Media Forum Europe - CMFE, EU Register of interest representatives: 40306691699-12

Do you agree that your contribution will be made public?	yes
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Please provide your postal mail contact details

CMFE Heliodoorstraat 3 6534SH Nijmegen The Netherlands

Please provide your email contact details

president@cmfe.eu

Your country of establishment	Belgium
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Have you or your organisation benefited from a grant under the MEDIA 2007 programme	no
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Possible action lines for the future programme: Training

1.1- Do you think that continuous training measures (for example in the field of scriptwriting techniques, use of digital technologies, legal framework, finance and management)

constitute a considerable need of the European audiovisual sector	strongly agree
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improve the competitiveness of the European audiovisual sector	strongly disagree
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contributes to greater cultural and linguistic diversity	strongly agree
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increase the circulation of European audiovisual works	agree
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give added value with regard to national support schemes	disagree
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1.2- Do you think that initial training measures for film students

	no opinion
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constitute a considerable need of the European audiovisual sector	
improve the competitiveness of the European audiovisual sector	no opinion
contribute to greater cultural and linguistic diversity	no opinion
increase the circulation of European audiovisual works	agree
give added value with regard to national support schemes	no opinion

1.3- Do you think that the support for the networking between film schools/ universities and the audiovisual sector

constitutes a considerable need of the European audiovisual sector	strongly agree
improves the competitiveness of the European audiovisual sector	strongly disagree
contributes to greater cultural and linguistic diversity	agree
increases the circulation of European audiovisual works	no opinion
gives added value with regard to national support schemes	no opinion

1.4- Which action line in the field of training do you consider as most effective with regard to the competitiveness of the European audiovisual sector.

training for script writing and development techniques	
training for economic, financial and commercial management of production, distribution and promotion of audiovisual works including copyright management	
use of digital technologies in distribution, marketing	1
art of storytelling and interaction between the audience	4
3D, animation	5

1.5- What other training measures (not mentioned in question 1.4.) should be supported by the new programme?

Other remarks with regard to the possible action line "Training"?

Support for volunteers working at community media to strengthen their function for communities, to raise awareness for participation in democratic processes, to support developing media skills within civil society organizations and also facilitate community media to prosper media talents to stimulate new media developments with positive effects for professional audio visual field.

Possible action lines for the future programme: Producer's support

2.1- Do you think that support for the development of interactive audiovisual projects respectively cross media (distribution on various platforms) and transmedia projects (development of story in exchange with the audience via different platforms e.g. social networks)

constitutes a considerable need of the European audiovisual sector	strongly agree
improves the competitiveness of the European audiovisual sector	agree
contributes to greater cultural and linguistic diversity	agree
increases the circulation of European audiovisual works	strongly agree
gives added value with regard to national support schemes	agree

2.2- Which action line in the field of producer's support (including development) do you consider as most effective with regard to the competitiveness of the European audiovisual sector.

development of single audiovisual projects	4
development of catalogues of audiovisual projects	1
development of TV productions	3
interactive story development, respectively cross- and transmedia projects	2
exchange with the games sector	5

2.3- What other action line in the field of development (not mentioned in question 2.2) should be supported by the new programme? Other remarks with regard to the possible action line "Development"?

support for community media as important player in the audio visual sector in developing new social media formats and including civil society in media projects

Possible action lines for the future programme: Distribution and circulation

3.1- Do you think that support for costs (including dubbing and subtitling) of the

distribution of non-national European audiovisual works

constitutes a considerable need of the European audiovisual sector	strongly agree
improves the competitiveness of the European audiovisual sector	strongly agree
contributes to greater cultural and linguistic diversity	agree
increases the circulation of European audiovisual works	agree
gives added value with regard to national support schemes	agree

3.2- Do you think that the automatic support for European distributors proportional to cinema admissions for non-national European films and the obligation to reinvest in co-productions, acquisition of non-national films and promotion of non-national European films

constitutes a considerable need of the European audiovisual sector	strongly disagree
improves the competitiveness of the European audiovisual sector	strongly disagree
contributes to greater cultural and linguistic diversity	strongly disagree
increases the circulation of European audiovisual works	strongly disagree
gives added value with regard to national support schemes	strongly disagree

3.3- Do you think that support for cinemas and cinema networks screening a significant proportion of European works

constitutes a considerable need of the European audiovisual sector	strongly disagree
improves the competitiveness of the European audiovisual sector	strongly disagree
contributes to greater cultural and linguistic diversity	strongly disagree
	strongly disagree

increases the circulation of European audiovisual works	
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gives added value with regard to national support schemes	strongly disagree
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3.4- Which action line in the field of distribution and circulation do you consider as most effective with regard to the competitiveness of the European audiovisual sector.

support for costs (including dubbing and subtitling) of distribution of non-national European audiovisual works	1
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automatic distribution (support for European distributors proportional to cinema admissions for non-national European films and the obligation to reinvest in co-productions, acquisition of non-national films and promotion of non-national European films)	3
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selective distribution for groupings of permanent distributors or sales agents	5
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support for cinemas and cinema networks with a predominant European programming	4
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support for VoD platforms with a predominant European catalogue	6
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support for broadcasters for showing European works	2
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3.5- What other action line in the field of distribution (not mentioned in question 3.4) should be supported by the new programme?

Other remarks with regard to the possible action line "Distribution"?

The new media programme should support exchange of non-commercial community media productions by facilitating the establishment of a internet based distribution platform.

Possible action lines for the future programme: Promotion

4.1- Do you think that support of cinema, international TV and specialized markets (e.g. animation, documentary, cross media, mobile TV, games) with a predominant European focus:

constitutes a considerable need of the European audiovisual sector	disagree
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improves the competitiveness of the European audiovisual sector	strongly disagree
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contributes to greater cultural and linguistic diversity	agree
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increases the circulation of European audiovisual works	agree
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gives added value with regard to national support schemes	agree
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4.2- Do you think that support for film festivals with a predominant European programming

constitutes a considerable need of the European audiovisual sector	strongly agree
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improves the competitiveness of the European audiovisual sector	strongly agree
-----------------------------------------------------------------	----------------

contributes to greater cultural and linguistic diversity	strongly agree
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increases the circulation of European audiovisual works	strongly agree
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gives added value with regard to national support schemes	strongly agree
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4.3- Do you think the quota of European programming required from festivals in order to receive MEDIA funding is sufficient (currently minimum 70 %)?	yes
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4.4- What other criteria should be strengthened/introduced with regard to the support of festivals (e.g. specific educational offers, connection with the audience, networking effect for professionals)? Active participation of citizens within media projects, cross border activities, strengthening local/regional cultural identities and create acknowledgements of these differences.	
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4.5- What other action line in the field of promotion should be supported by the new programme? Other remarks with regard to the possible action line "Promotion"? At least 10% of the programme for support of the audiovisual sector should be reserved for audiovisual services with social and cultural benefits, as the community media sector provides.	
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Possible action lines for the future programme: Digitisation

5.1- Do you think that the support for cinemas to install digital equipment

constitutes a considerable need of the European audiovisual sector	strongly disagree
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improves the competitiveness of the European audiovisual sector	strongly disagree
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contributes to greater cultural and linguistic diversity	strongly disagree
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increases the circulation of European audiovisual works	strongly disagree
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gives added value with regard to national support schemes	strongly disagree
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5.2- Could the support for the digitisation of cinema projection be an incentive for exhibitors to increase European programming? If yes, what mechanism would be appropriate?	
no comments	

5.3- Which other specific supports in the field of digitisation would you consider effective with regard to the competitiveness of the European audiovisual sector. What kind of support would be suitable (grants, support of digital master copies, guarantees)? Other remarks with regard to the possible action line "Digitisation"	
Support for digitisation should enable the community media sector to become more visible on European level and facilitate exchange of programmes, ideas, formats and participators.	

5.4- How do you think could the MEDIA programme support the development of new business models emerging from digitisation of production and projection of films?	
Community media could, when supported by the new MEDIA programme, contribute to new programming formats, new ways in activating audiences to participate in media projects and offer the audiovisual industry new models for social relevant programming models.	

Possible action lines for the future programme: Access to finance

6.1- Do you think that the support of independent production companies for side costs necessary in order to access private funding of audiovisual projects (insurances, interest rates, completion guarantee costs)

constitutes a considerable need of the European audiovisual sector	no opinion
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improves the competitiveness of the European audiovisual sector	no opinion
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contributes to greater cultural and linguistic diversity	no opinion
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increases the circulation of European audiovisual works	no opinion
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gives added value with regard to national support schemes	no opinion
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6.2- Do you think that the establishment of a European Guarantee Fund to guarantee bank loans granted to European production companies

constitutes a considerable need of the European audiovisual sector	strongly disagree
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improves the competitiveness of the European audiovisual sector	strongly disagree
-----------------------------------------------------------------	-------------------

contributes to greater cultural and linguistic diversity	strongly disagree
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increases the circulation of European audiovisual works	strongly disagree
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gives added value with regard to national support schemes	strongly disagree
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6.3- Which other instruments to facilitate and encourage the commercial funding of audiovisual projects would you consider effective with regard to the competitiveness of the European audiovisual sector? Who should benefit?

Other remarks with regard to the possible action line "Access to Finance"?

'Social and cultural benefits' should also be considered as value for the development of a European audiovisual sector. So not only commercial entities should profit from the new budget line, but also non-commercial, social benefit media sector, as community media.

Possible action lines for the future programme: Media including film literacy

7.1- Do you think that the support for educational activities in particular for young audiences (organised, e.g., by festivals, broadcasters, distributors, cinemas other institutions) in order to increase awareness for and facilitate access to cinematographic works

constitutes a considerable need of the European audiovisual sector	strongly agree
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improves the competitiveness of the European audiovisual sector	strongly disagree
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contributes to greater cultural and linguistic diversity	agree
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increases the circulation of European audiovisual works	agree
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gives added value with regard to national support schemes	agree
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7.2- Do you think that the support for events such as prize-awards or other promotional activities for the general public (e.g. European Cinema Days)

constitutes a considerable need of the European audiovisual sector	strongly agree
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improves the competitiveness of the European audiovisual sector	strongly agree
-----------------------------------------------------------------	----------------

contributes to greater cultural and linguistic diversity	strongly agree
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increases the circulation of European audiovisual works	strongly agree
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gives added value with regard to national support schemes	strongly agree
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7.3- Which are the most effective instruments to increase media including film literacy (including knowledge about film language and skills to critically judge audiovisual works) for European audiovisual works?

Other remarks with regard to a possible action line "Media/Film literacy"?

Within thousands of community media all around Europe and hundred of thousands of civil society practitioners, volunteers and professionals, community media provide media literacy skills to their participants (by training them and providing them with access to media) and their audiences (by stimulating interaction and by providing programmes with social and cultural relevance). Support for this sector also benefits the 'commercial' sector by exploring new formats, educating citizens. An example is the yearly organized 'International Festival of Local Televisions' in Košice, Slovakia (see also <http://www.festival.sk/2010/>)

Conclusion

8. Which of the above mentioned action lines might have the strongest potential to contribute to cultural diversity of the European audiovisual sector?

Training	2
Producer's support	5
Distribution and circulation	3
Promotion	4
Digitisation	7
Access to finance	6
Media Literacy and film literacy	1

9- Comments

Your general comments with regard to the design of e new MEDIA programme

possible fields of discussion (inter alia)

- What fields of action are totally missing so far?
- What do you think are risks and opportunities for the European audiovisual sector?
- What new business models for audiovisual media should be supported by MEDIA and how?
- To what extent should new technologies be taken into account by a new MEDIA programme (3D, cross-media and transmedia projects, games, mobile TV)
- Should support for the TV sector be strengthened? How?
- How can the MEDIA programme help improve film/media literacy. Do you think media literacy is a tool to build up an audience for European works?
- Should support for promotion and distribution of audiovisual works start at an earlier stage (e.g. promotion measures during the development phase) and include producers as beneficiaries?

- How could the MEDIA programme be more supportive for strengthening the audiovisual sector of Members of the programme with low production capacity?

- Should the scope of the MEDIA programme be wider and include European neighbouring countries like the Western Balkan countries?

- How do you think we can increase audiences for European films?

- What fields of action are totally missing so far? The field of 'social benefit' media, e.g. community media, is, until now, totally missed in the MEDIA programme. Including citizens in media production is an absolute necessity in strengthening media literacy and shaping a media future for the European citizens. So the scope of the MEDIA programme should be wider than only 'commercial' media services to get a more vivid European media landscape in which citizens are not only passive 'audiences' but also active users of media tools. This helps to create understanding for different cultural identities, strengthens participation in democratic processes and counterweights the dominance of economic, profit-driven mass media. - What do you think are risks and opportunities for the European audiovisual sector? The risk is to keep the focus on one-way commercial media and forget that 'passive media consumers' are also 'active citizens' with specific communication needs for access to and participation in media; - What new business models for audiovisual media should be supported by MEDIA and how? We strongly suggest also supporting non-commercial business models by reserving at least 10% of the Media programme for this sector. - To what extent should new technologies be taken into account by a new MEDIA programme (3D, cross-media and transmedia projects, games, mobile TV) We prefer cross- and transmedia projects as important way to strengthen interaction between different media types. - Should support for the TV sector be strengthened? How? We strongly suggest supporting non-commercial (local) community television initiatives as this can activate European citizens to participate in television production; it gives voice to cultural minorities, helps closing gaps between cultures and strengthen democratic processes. - How can the MEDIA programme help improve film/media literacy. Do you think media literacy is a tool to build up an audience for European works? Media literacy is not only about 'consuming' media, but also about 'producing' media, as literacy is not only about 'reading', but also 'writing' . So the focus should not only be 'passive' audiences, but also active participating citizens. - Should support for promotion and distribution of audiovisual works start at an earlier stage (e.g. promotion measures during the development phase) and include producers as beneficiaries? no comment - How could the MEDIA programme be more supportive for strengthening the audiovisual sector of Members of the programme with low production capacity? Part of the Media programme budget should be reserved for non-commercial small scale media projects with specific social and cultural benefits in stead of focusing solely (as until now) on economical benefits. - Should the scope of the MEDIA programme be wider and include European neighbouring countries like the Western Balkan countries? Yes - How do you think we can increase audiences for European films? No comments

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