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REPORT

on the proposal for a Council decision adopting a Multiannual Community programme to stimulate the development and use of European digital content on the global networks and to promote linguistic diversity in the Information Society (COM(2000) 323 – C5-0462/2000 – 2000/0128(CNS))

Committee on Industry, External Trade, Research and Energy

Rapporteur: Neena Gill

Draftsman (*):

Geneviève Fraisse, Committee on Culture, Youth, Education, the Media and Sport (*)

(*) Enhanced Hughes procedure

Symbols for procedures

- * Consultation procedure
majority of the votes cast
- **I Cooperation procedure (first reading)
majority of the votes cast
- **II Cooperation procedure (second reading)
*majority of the votes cast, to approve the common position
majority of Parliament's component Members, to reject or amend
the common position*
- *** Assent procedure
*majority of Parliament's component Members except in cases
covered by Articles 105, 107, 161 and 300 of the EC Treaty and
Article 7 of the EU Treaty*
- ***I Codecision procedure (first reading)
majority of the votes cast
- ***II Codecision procedure (second reading)
*majority of the votes cast, to approve the common position
majority of Parliament's component Members, to reject or amend
the common position*
- ***III Codecision procedure (third reading)
majority of the votes cast, to approve the joint text

(The type of procedure depends on the legal basis proposed by the Commission)

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PROCEDURAL PAGE

By letter of 8 September 2000 the Council consulted Parliament, pursuant to Article 157 of the EC Treaty, on the proposal for a Council decision adopting a Multiannual Community programme to stimulate the development and use of European digital content on the global networks and to promote linguistic diversity in the Information Society (COM(2000) 323 - 2000/0128 (CNS)).

At the sitting of 6 October 2000 the President of Parliament announced that she had referred this proposal to the Committee on Industry, External Trade, Research and Energy as the committee responsible and the Committee on Budgets, the Committee on Economic and Monetary Affairs, the Committee on Legal Affairs and the Internal Market, the Committee on Employment and Social Affairs and the Committee on Culture, Youth, Education, the Media and sport for their opinions (C5-0462/2000).

At the sitting of 6 October 2000 the President of Parliament announced that the Committee on Culture, Youth, Education, the Media and sport, for its opinion, will be associated to the preparation of the report following the Enhanced Hughes procedure.

The Committee on Industry, External Trade, Research and Energy had appointed Neena Gill rapporteur at its meeting of 13 September 2000.

The committee considered the Commission proposal and draft report at its meetings of 12 October and 5 December 2000.

At the last meeting it adopted the draft legislative resolution by 45 votes with 1 abstention.

The following were present for the vote: Carlos Westendorp y Cabeza, chairman, Renato Brunetta, vice-chairman, Neena Gill rapporteur; and Gordon J. Adam (for Glyn Ford), Maria del Pilar Ayuso González (for Peter Michael Mombaur), Ward Beysen (for Willy C.E.H. De Clercq), Gérard Caudron, Giles Bryan Chichester, Claude J.-M.J. Desama, Raina A. Mercedes Echerer (for Caroline Lucas), Jonathan Evans (for Christos Folias), Concepció Ferrer, Norbert Glante, Alfred Gomolka (for Werner Langen), Lisbeth Grönfeldt Bergman (for Dominique Vlasto), Michel Hansenne, Malcolm Harbour, Philippe A.R. Herzog, Hans Karlsson, Wolfgang Kreissl-Dörfler (for Eryl Margaret McNally pursuant to Rule 153(2)), Rolf Linkohr, Erika Mann, Marjo Tuulevi Matikainen-Kallström, Bill Miller (for Harlem Désir pursuant to Rule 153(2)), Elizabeth Montfort, Angelika Niebler, Giuseppe Nisticò (for Guido Bodrato), Reino Kalervo Paasilinna, Elly Plooi-j-van Gorsel, John Purvis, Godelieve Quisthoudt-Rowohl, Alexander Radwan (for Anders Wijkman), Imelda Mary Read, Christian Foldberg Røvsing, Paul Rübig, Umberto Scapagnini, Konrad K. Schwaiger, Esko Olavi Seppänen, Astrid Thors, Claude Turmes (for Nelly Maes), Jaime Valdivielso de Cué, Elena Valenciano Martínez-Orozco, W.G. van Velzen, Alejo Vidal-Quadras Roca, François Zimeray, Myrsini Zorba.

The opinions of the Committee on Budgets, the Committee on Legal Affairs and the Internal Market, the Committee on Employment and Social Affairs and the Committee on Culture, Youth, Education, the Media and Sport are attached; the Committee on Economic and Monetary Affairs decided on 22 August 2000 not to deliver an opinion.
The report was tabled on 7 December 2000.

The deadline for tabling amendments will be indicated in the draft agenda for the relevant part-session.

LEGISLATIVE PROPOSAL

Proposal for a Council decision adopting a Multiannual Community programme to stimulate the development and use of European digital content on the global networks and to promote linguistic diversity in the Information Society (COM(2000) 323 – C5-0462/2000 – 2000/0128(CNS))

The proposal is amended as follows:

Text proposed by the Commission¹

Amendments by Parliament

(Amendment 1)
Recital 1

(1) The evolution towards an Information Society **will** influence the life of **almost** every citizen in the European Union.

(1) The evolution towards an Information and **knowledge** Society **should** influence the life of every citizen in the European Union **by, inter alia, affording new means of gaining access to knowledge and new ways of acquiring knowledge.**

Justification:

In addition to having economic implications, the information society represents a cultural and social challenge. Networks and media will play an innovative role in the dissemination and acquisition of knowledge. The programme is concerned with stimulating the development and use of digital content. We should therefore say 'should influence', as the intention is to ensure that that influence happens. The evolution towards an Information Society will influence the life of every citizen of the Union without exception for better or worse

(Amendment 2)
Recital 1a (new)

(1a) The Lisbon Summit stressed the need to bridge the digital divide in the emerging Information Society and to strengthen social cohesion.

Justification:

The Commission's initiative has to take into account the goal of the Lisbon Summit of preventing a digital divide and the shaping of a socially inclusive Information Society. Mere

¹ OJ C 337, 28.11.2000, p.31.

commercialisation, exploitation and marketisation of public-sector information are not enough to achieve this goal. To bridge the digital divide and to prevent the social exclusion of lower-income strata in the emerging Information Society, public provision of high quality content for the mass of European users either free of charge or at low cost is necessary. The present very rudimentary EU concept of universal service provision has to be reformed to a dynamic universal service concept including the provision of high quality content of general public interest.

(Amendment 3)
Recital 2

(2) Digital content plays a predominant role in this evolution, substantially contributing to economic growth and employment, and enhancing the professional, social and cultural development of the citizens of Europe.

(2) Digital content plays a predominant role in this evolution, ***4 million Europeans are currently employed in the E content sector. Content production has given rise to rapid job creation in recent years and continues to do so. Most of these jobs are created in small emerging companies. This will radically change the conditions of access to knowledge or acquisition of it, and thus constitutes an essential asset for*** economic growth, ***enterprise*** and employment, and enhancing the professional, social and cultural development, ***and the creativity and innovative capacity*** of the citizens of Europe ***now and in the future.***

Justification:

It is necessary to specify the significance which the E content sector has for European employment. It is important to stress the importance which digital content has for enterprise in Europe. The content is not merely a supplementary factor but an essential asset for economic development

(Amendment 4)
Recital 2a (new)

(2) The economic and social potential of the development of digital content extends to the culture, education, training and leisure sectors.

Justification:

The spread of networks and digitisation is leading to rapid change in the education and training sectors, in employment, and in cultural and leisure pursuits. The new communication technologies, with particular reference to the Internet, are having a considerable social impact

and generating a considerable demand for content products and services.

(Amendment 5)
Recital 3

(3) The structures and business environment of the content industries are changing fast.

(3) The structures, ***legal framework*** and business environment of the content industries are changing ***and developing*** fast.

Justification:

Reference should be made to the fact that the structures and market of the content industry are changing and developing. The development of the information society is part of a process of economic, social and cultural change. These developments have also entailed significant changes in the law to meet the needs of this new environment.

(Amendment 6)
Recital 3a (new)

(3a) Respect for intellectual property and labelling of works are preconditions for increased distribution and exploitation of digital content on global networks.

Justification:

This amendment seeks to underline the importance of respect for intellectual property in the context of the content industry and its development.

(Amendment 7)
Recital 3b (new)

(3b) The Commission shall promote mechanisms for supporting the European content industry for the Internet, the audiovisual sector and multimedia, as well as innovation in R & D, information technology and enterprise creation.

Justification:

The European Union has to ensure its position in the global economy. It must therefore strengthen its economic positioning in Internet matters by creating new European Internet

businesses for the adaptation of traditional businesses to this global medium. It must also strongly promote European content for all communications systems (radio, television, Internet, fixed and mobile telecommunications), in order to safeguard Europe's cultural identity and promote an industry of sufficient critical mass and economic importance.

(Amendment 8)

Recital 4

(4) There are numerous barriers to the full development of the European content industries and markets

(4) There are numerous barriers to the full development of the European content industries and markets ***such as the cost of Internet access, the cost of translation, the linguistic diversity of Europe, and the cultural diversity of Europe, which is split up into national markets and care must be taken to ensure that these barriers are dismantled. The Commission and the Member States must make efforts to simplify and standardise national rules and eliminate the numerous barriers of whatever nature which impede the full development of the industries. Regulation at the EU and Member States level must be clear, simple, predictable, uniform and leading to efficient competition.***

Justification:

Parliament's desire to overcome existing barriers must be stressed.

(Amendment 9)

Recital 8

(8) Community actions undertaken concerning the content of information should respect the Union's multilingual and multicultural character and encourage initiatives that facilitate access to digital information in the languages of present and candidate countries.

(8) Community actions undertaken concerning the ***digital*** content ***and particularly the content*** of information should respect the Union's multilingual and multicultural character and encourage initiatives that facilitate access to digital information in the languages, ***including minority ethnic languages as well as regional languages***, of present and candidate countries.

Justification:

Respect for and promotion of linguistic and cultural diversity are fundamental tenets of Community action. Account should therefore be taken of the existence of minority ethnic and regional languages. The stakes involved in the development of the information society and the scope of the Content programme go beyond the sphere of information, which is merely one sector of the knowledge economy and the content market.

(Amendment 10)

Recital 10

(10) Measures should be taken encouraging participation of SMEs ***in Information Society development***

(10) Measures should be taken encouraging participation ***and greater involvement*** of SMEs, ***start-ups (Internet business), and the non-profit sector in the programmes.*** ***The provision of content should strive to be multilingual at the outset. Multilingual content should be incorporated wherever possible at the embryonic stage of electronic communication and website development, since the cost of providing multilingual content later on could be much higher. Measures should also be taken to promote mechanisms enabling such undertakings to have access to funding sources at all their stages of development, including the earliest.***

Justification:

If multilingual content is provided at the beginning of the creation of services, this will be both less costly to European companies and will strengthen their market position. The non-profit sector is already very active in building information networks and providing content for the inhabitants of Europe. Its contribution to develop a socially inclusive Information Society should also be encouraged. There is also a wide range of non-profit content providers and, e.g., networks and groups of software developers, Web designers, etc from the open-source community, which are not organised in the form of SMEs but could nevertheless make a valuable contribution to that process. They should get the same encouragement as commercial SMEs

(Amendment 11)

Recital 10a (new)

(10a) The procedures concerning calls for proposal have to be improved in order to guarantee a rapid delivery of this Programme.

Justification:

It is necessary to shorten the implementation of the Programme: therefore the Commission should come up with more efficient and rapid implementation procedures in the field of calling-in.

(Amendment 12)

Recital 11

(11) The different rates of development on the provision and use of information services in the present Member States and in the candidate countries deserve special consideration, having regard to the internal cohesion of the Community and the risks associated with a two-tier Information Society.

(11) The different rates of development on the provision and use of information services ***as well as of new communication techniques and the related content*** in the present Member States and in the candidate countries deserve special consideration, having regard to the internal cohesion of the Community and the risks associated with a two-tier Information Society. ***The presence of content in different languages promotes citizens' equal access to the Information Society and reduces discrimination. The programme needs to ensure that groups are not excluded from maximising the opportunities presented by the information technologies and that everyone gains access to the digital content.***

Justification:

All people who live in the European Union should be integrated into the information society. Multilingual content will help overcome the linguistic barriers to an inclusive information society. An estimated 70% of internet content is in the English language. Multilingual content is indispensable if we are to compete against America in this sector, and in order to promote access and business growth. The risk of the emergence of a numeracy gap between those who

can and those who cannot live with and in the information society does not hinge on access to and use of information services alone, which are merely one type of content among a whole range of others.

(Amendment 13)
Recital 12

(12) The Commission has published in January 1999 a Green paper on Public sector information in the Information society, launching a European debate on this topic.

(12) The Commission has published in January 1999 a Green paper on Public sector information in the Information society, launching a European debate on this topic. ***Particular attention should be paid in this programme to marketing and operational activities, and public-private partnership and non-profit sector partnership based on the principle of mutual benefit rather than just research and development. Attention should be focused throughout the programme on the issues of copyright, otherwise there will subsequently be serious problems in the exploitation of public sector information.***

Justification:

The research and development aspects of multilingualism are dealt with in other EU programmes; this programme should concentrate on making public sector information available in a form that is useful and user-friendly. Public sector information should be in a form that the market wants to receive. Public information should have a form and a distribution mechanism that is useful and exploits the existing knowledge base in Europe. The issue of the ownership of public information needs to be clarified, if it is not to lead to serious disputes.

(Amendement 14)
Recital 12a (new)

(12a) Access to information originating in the public sector must respect the particular obligations of those authorities and the need to protect the confidentiality of personal data (Data Protection Directive, D95/46/EC),

Justification:

Public sector information plays an important part in ensuring public participation and the expression of civic freedoms, but also represents a substantial resource for the European information market. The dual use (public and private) of such information justifies intervention by way of Community regulation, since the rules of access and filters (specific confidentiality rules, non-divulging of any document liable to compromise protection of the public interest, protection of commercial secrecy, etc) applied to such access have been developed without any coordination in the Member States and have significantly influenced the present situation on the information market in Europe.

(Amendment 15)

Recital 14

(14) Any content policy action should be complementary to other ongoing Community initiatives, and be performed in synergy with actions under the fifth Framework Programme for Research and Development, the Framework Programme for Culture, the Media programmes, with Community education actions, SME actions, and with the Structural Funds.

(14) Any content policy action should be complementary to other ongoing Community initiatives, and be performed in synergy with actions under the fifth Framework Programme for Research and Development, ***the sixth Framework Programme for Research and Development***, the Framework Programme for Culture, the Media programmes, with Community education actions, SME actions, and with the Structural Funds.

Justification:

The Sixth Framework Programme will have succeeded the Fifth before the end of this information society.

(Amendment 16)

Recital 14a (new)

(14a) In accordance with the decision made by the European Council at its meeting in Lisbon on 23 and 24 March 2000, the Council and the Commission must report by the end of 2000 on the ongoing review of EIB and EIF financial instruments in order to redirect funding towards support for business start-ups, high-tech firms and micro-enterprises, as well as other risk-capital initiatives proposed by the EIB. In this context,

special attention must be paid to digital content producers.

Justification:

The decision adopted by the Lisbon European Council is important for the optimisation and exploitation of European content, and action must be taken on that decision at the earliest opportunity.

(Amendment 17)

Recital 15

(15) Complementarity and synergy with related Community initiatives and programmes should be ensured by the Commission through appropriate co-ordination mechanisms,

(15) Complementarity and synergy with related Community initiatives and programmes should be ensured by the Commission through appropriate co-ordination mechanisms, ***with a view to learning from this, in order that in future the problem of content can be covered by a single EU programme, instead of several.***

Justification:

One of the greatest weaknesses of Europe in this sector is that it tackles different types of E-content within different programmes. For example, audio-visual content is dealt with not in this Commission proposal, but in the MEDIA+ programme. The US has a much more coherent approach, and Europe should be working towards the creation of a single programme designed to promote the production of content in Europe.

(Amendment 18)

Recital 16

(16) Progress of this programme should be continuously and systematically monitored with a view to adapting it, where appropriate, to developments in the digital content market. ***In due course*** there should be an independent assessment of the progress of the programme so as to ***provide the background information needed in order to determine the objectives for subsequent content policy actions.*** At the end of this programme, there should be a final assessment of the results

(16) Progress of this programme should be continuously and systematically monitored with a view to ***reporting back to the European Parliament, and*** adapting it, where appropriate, to developments in the digital content market ***and the public interest, including, if possible, an increase in the resources for this programme, which are currently insufficient to achieve the objectives set.*** There should be an ***ongoing*** independent assessment of the progress of the

obtained ***compared with*** the objectives set out in this Decision.

programme so as to ***review the objectives of the programme in line with developments in this area. Enough flexibility should be retained in this programme in order to ensure that it can adapt effectively to the rapid evolution of the e content sector.*** At the end of this programme, there should be a final assessment of the results obtained ***and a report to the European Parliament as to the future content policy and success/impact of this programme in achieving the objectives set out in this decision and its other intended objectives.***

Justification:

As stated by the Committee on Budgets in its opinion, the resources proposed by the Commission are insufficient to achieve the objectives set out in the proposal. In addition, the e content sector is evolving fast and it is difficult to predict how it will look in 5 years time. Therefore it would be more sensible to have a shorter programme, which can be modified as the needs of the sector change over time.

(Amendment 19)
Recital 17

(17) It ***may be appropriate*** to engage in international co-operation activities with international organisations and third countries for the purpose of implementing this programme.

(17) ***Content provision is now a global market. Europe needs to consider creating websites in the major languages of the world, for example, Chinese, Japanese, Hindi, Russian and Arabic. And in order to compete in the American market, the EU should consider the provision of content not just in English but also in Latin American Spanish.*** It is necessary to engage in international co-operation activities with international organisations and third countries for the purpose of implementing this programme.

Justification:

If the EU wishes to be competitive on a global scale, it needs to provide content in global languages other than English.

(Amendment 20)
Article 1(a)

(a) creating favourable conditions for the commercialisation, distribution **and** use of European digital content on the global networks, thus stimulating economic activity and enhancing employment prospects;

(a) creating favourable conditions for the commercialisation, distribution, ***promotion and*** use of European digital content on the global networks, ***encouraging established and successful businessmen and women to provide a mentoring service to new entrants and introducing entrepreneurs to existing and new sources of financing*** and the identification of measures which will lead to a reduction in the set-up costs of multi-lingual content thus stimulating economic activity and enhancing employment ***and vocational training*** prospects ***safeguarding cultural diversity, optimising the European heritage and facilitating access to knowledge;***

Justification:

We should be customising our content so that it reaches all corners of the European Union, so that we can achieve a fully integrated and functional information society. We should also be customising our content to the global market, in order that European businesses have the best chance to take advantage of business opportunities overseas. In addition to having economic implications, the information society represents a cultural and social challenge.

(Amendement 21)
Article 1, point a) bis (nouveau)

(a bis) ***Supporting the establishment of an information society that respects the need to protect intellectual property, in particular by simplifying the authorisation mechanisms for rights indispensable to the creation of multimedia content;***

Justification:

The development of the information society results from the growing supply of diverse content. Simplification of content-creation procedures, in particular the use of intellectual property rights management, is a structural measure that will tend to impart impetus to content creation.

(Amendment 22)

Article 1(b)

(b) Stimulating the use of Europe's content potential, and in particular public sector information;

(b) Stimulating the use of Europe's content potential, and in particular public sector ***and non-profit sector*** information ***with a view to encouraging standardisation, as well as the creation of new content with a high added value in educational, cultural, social and professional terms, and services utilising new technologies. Public sector information should be available in a standardised form and at a competitive rate to a worldwide audience so as to ensure access for all; exploiting the potential of European digital content must be encouraged in compliance with existing personal data protection legislation;***

Justification:

Europe has all the potential it needs to produce original content and services which meet the needs of the public.

The use of public sector information must comply with Community legislation and/or national legislation on the protection of individuals.

(Amendment 23)

Article 1(b)a (new)

(b bis) ***fostering the use of new technologies in the creation of new multimedia goods and services;***

Justification:

Content producers must benefit from the advances brought by research work, particularly that carried out under Community research and development framework programmes, so as to be able to respond to new social customs and new markets, such as digital libraries and archives,

educational and cultural multimedia products, networking of cultural institutes and universities, navigation around virtual collections, the development of virtual tourism, and distance vocational and continuing training.

(Amendment 24)
Article 1 (c)

(c) promoting multilingualism in digital content on the global networks and increasing the export opportunities of European content firms and in particular SMEs through linguistic customisation;

(c) promoting multilingualism in digital content ***by extending an efficient language infrastructure*** on the global networks, ***ensuring reductions in the cost of translation*** and increasing the export opportunities of European content firms and in particular SMEs ***and micro-enterprises, including those working in Internet and multimedia sector*** through linguistic customisation ***both to the European market and to the global market.***

Justification:

*Currently the cost of translation is too high for many companies, especially the smaller enterprises. If companies were able to rely on machine translations, the cost could be cut significantly. **Special consideration must be given to small innovative Internet companies, that are also an engine for the growth of content and the export of culture.***

(Amendment 25)
Article 1(d)

(d) ***contributing to*** the professional, social ***and*** cultural development of the citizens of the Union and facilitating the economic and social integration of citizens in the candidate countries in the Information Society

(d) ***enhancing*** the professional ***and*** social development ***as well as*** the cultural ***diversity*** of the citizens of the Union and facilitating the economic and social integration of citizens in the candidate countries in the Information Society

Justification:

Cultural development also includes the promotion of cultural diversity.

(Amendment 26)

Article 2(a)

(a) stimulating the exploitation of public sector information;

(a) stimulating the exploitation of public sector information ***with a high added value in educational, cultural, social and professional terms;***

Justification:

In addition to having economic implications, the information society represents a cultural and social challenge. Networks and media will play an innovative role in the dissemination and acquisition of knowledge. The spread of networks and digitisation will lead to rapid change in the education and training sectors, in employment, and in cultural and leisure pursuits.

(Amendment 27)

Article 2(b)

(b) enhancing linguistic and cultural customisation;

(b) enhancing linguistic and cultural customisation ***both to the European market and to the global market***

Justification:

We should be customising our content so that it reaches all corners of the European Union, so that we can achieve a fully integrated and functional information society. We should also be customising our content to the global market, in order that European businesses have the best chance to take advantage of business opportunities overseas.

(Amendment 28)

Article 2a (new)

2a. The total budget foreseen for each action line over a period of 4 years should be as follows:

(a) stimulating the exploitation of public sector information: 60 million Euro

(b) enhancing linguistic and cultural customisation: 80 million Euro

(c) supporting market enablers: 25 million Euro

(d) support actions: 5 million Euro

Justification:

The Programme should concentrate mainly on the multilingual action as well as on the support of market enablers, while public information should be left more to the market.

(Amendment 29)

Article 3

The programme shall cover a period of **five** years from 1 January 2001 to 31 December **2005**.

The **annual** appropriations shall be authorised by the budgetary authority within the limits of the financial perspective.

An indicative breakdown of expenditure is given in Annex II.

The Programme shall cover a period of **four** years from 1 January 2001 to 31 December **2004**.

Four year appropriations of, at least, EUR 170 m shall be authorised by the budgetary authority within the limits of the financial perspective.

An indicative breakdown of expenditure is given in Annex II.

Justification:

The five-year programme proposed by the Commission is too long and inflexible, and it is also vulnerable to annual cuts in the budgetary procedure. A four-year programme would be preferable.

(Amendment 30)

Article 4(2)(b)

(b) determination of the criteria and content of calls for proposals;

(b) determination of the criteria and content of calls for proposals, **in line with the objectives outlined in the report.**

Justification:

A reference to the objectives indicated in the report appears necessary.

(Amendment 31)

Article 4(2a) (new)

2a. The Commission shall take all the necessary measures aiming to streamline and improve the calls for proposal

***procedure in order to reach the objective of
a rapid delivery of the Programme***

Justification:

It is necessary to shorten implementation of the Programme: therefore the Commission should come up with more efficient and rapid implementation procedures in the field of calling-in.

(Amendment 32)
Article 6(2a) (new)

***2a. In evaluating the achievement of the
objective of stimulating and exploiting
public sector information, the
Commission shall be assisted by a
High level group on public sector
information, including representatives
from European Parliament***

Justification:

As pointed out by the European Parliament's Committee on Budgets in its opinion on this proposal, representation of the European Parliament is vital on this High Level group in order to ensure the openness and transparency of the EU and the accessibility of its information.

(Amendment 33)
Article 6(2b) (new)

***2b. Following the mid-term evaluation of
INFO2000 and MLIS, the
recommendations and conclusions of
this evaluation will be implemented in
the proposed new programme.
Particular note needs to be taken
regarding the improvement of the
payments procedures.***

Justification:

This amendment is due to the recent Court of Auditors report drawing attention on the very slow payment procedure within the Commission.

(Amendment 34)
Article 6(4)

4. After **three** years and at the end of the programme, the Commission shall submit to the European Parliament, the Council, the Economic and Social Committee and the Committee of the Regions an evaluation report on the results obtained in implementing the action lines referred to in Article 2. The Commission may present, on the basis of those results, proposals for adjusting the orientation of the programme.

4. After **two** years and at the end of the programme, the Commission shall submit to the European Parliament, the Council, the Economic and Social Committee and the Committee of the Regions an evaluation report on the results obtained in implementing the action lines referred to in Article 2. The Commission may present, on the basis of those results, proposals for adjusting the orientation of the programme.

Justification:

The E content sector is currently evolving at an extremely rapid rate, and frequent evaluation reports are necessary to ensure that the programme continues to be well equipped to achieve its aims.

(Amendment 35)
Article 7(3a) (new)

3a. The programme should take account of the subsidiarity principle. Greater encouragement should be given to member states to instigate similar actions.

Justification:

As pointed out in the opinion of the Committee on Budgets, the principle of subsidiarity ought to be respected in this programme, especially given the scarcity of resources at its disposal.

(Amendment 36)
Annex I – ACTION LINES, first indent

creating favourable conditions for the commercialisation, distribution and use of European digital content on the global networks, thus stimulating economic activity ***and*** enhancing employment prospects;

creating favourable conditions for the commercialisation, distribution and use of European digital content on the global networks, thus stimulating economic activity, enhancing employment prospects, ***safeguarding cultural diversity, optimising the European heritage and facilitating access to knowledge;***

Justification:

In addition to having economic implications, the information society represents a cultural and social challenge. Networks and media will play an innovative role in the dissemination and acquisition of knowledge. The spread of networks and digitisation will lead to rapid change in the education and training sectors, in employment, and in cultural and leisure pursuits by creating new customs and new markets.

(Amendment 37)

Annex I – ACTION LINES, second indent

stimulating the use of Europe's content potential, and in particular public sector information;

stimulating the use of Europe's content potential, and in particular public sector information, ***to produce content with a high added value in educational, cultural, social and professional terms;***

Justification:

Europe has all the potential it needs to produce original content and services which meet the needs of the public

(Amendment 38)

Annex I – ACTION LINES, second indent a (new)

fostering the use of new technologies in the creation of new multimedia goods and services and the access of everybody to the social and cultural potential of European digital content;

Justification:

Content producers must benefit from the advances brought by research work, particularly that carried out under Community research and development framework programmes, so as to be able to respond to new social customs and new markets, such as digital libraries and archives, educational and cultural multimedia products, networking of cultural institutes and universities, navigation around virtual collections, the development of virtual tourism, and distance vocational and continuing training. The access to digital content should be possible for everybody

(Amendment 39)

Annex I – Introduction, third indent

- promoting multilingualism in digital content on the global networks ***and increasing the export opportunities of European content firms*** and in particular

- promoting multilingualism in digital content on the global networks and in particular SMEs ***and micro-enterprises***

SMEs through linguistic customisation;

through linguistic customisation;

Justification:

If export opportunities outside the EU are to be stressed as proposed in the third indent, firms in the EU Member States would be competing on unequal terms. Special consideration must be given to small innovative undertakings for the development of varied, high-quality goods and services.

(Amendment 40)

Annex I – point 1, first paragraph

The Green Paper on Public Sector Information in the Information Society, published in January 1999, triggered a discussion at European level on the issues of access to and exploitation of public sector information. This discussion has contributed to the awareness in this field among public and private parties and may be an important basis for improving the ***exploitation*** conditions in Europe. At the same time, experiments of public/private partnerships, started under the INFO2000 programme, should be accelerated and expanded. Participation of EU applicant countries in the initiatives of this action line will facilitate future integration. A better management of information (e.g. land registers) in these countries is of vital importance for creating a transparent legal framework as well as the functioning of the internal market after accession.

The Green Paper on Public Sector Information in the Information Society, published in January 1999, triggered a discussion at European level on the issues of access to and exploitation of public sector information. This discussion has contributed to the awareness in this field among public and private parties and may be an important basis for improving the conditions in Europe ***for the exploitation of content with a high added value in educational, cultural, social and professional terms and for the development of new multimedia goods and services (such as digital libraries and archives, educational and cultural multimedia products, networking of cultural institutes and universities, navigation around virtual collections, the development of virtual tourism, and distance vocational and continuing training)***. At the same time, experiments of public/private partnerships ***based on the principle of mutual benefit*** started under the INFO2000 programme, should be accelerated and expanded. Participation of EU applicant countries in the initiatives of this action line will facilitate future integration. A better management of information (e.g. land registers) in these countries is of vital importance for creating a transparent legal framework as well as the

functioning of the internal market after accession, ***but this should be achieved principally via pre-accession arrangements.***

Justification:

The programme for improving administration in the candidate countries is the central component of the preaccession strategies and preaccession machinery should therefore be used principally for these purposes. A response must be made to the demands of new markets, and the full economic, cultural and social potential of European collections and resources must be exploited. Public/private partnerships are necessary in order to optimise European content, exploit it and make it available to as many people as possible. Such content must meet the expectations of both businesses and private individuals

(Amendment 41)

Annex I(1), second subparagraph

Within this action line the use of language technology applications will be promoted among the administrations of Member States and the EU institutions.

Within this action line the use of language technology applications will be promoted among the administrations of Member States, ***local authorities, public bodies, firms, associations*** and the EU institutions.

Justification:

The scope of this action line covers all the above entities.

(Amendment 42)

Annex I(1), 'Experiments in concrete projects', first subparagraph

Experiments in concrete projects

The public sector collects and produces vast amounts of information, much of which is of interest to individuals and businesses, and which can be the raw material for value-added ***information services*** produced by the content industries. There are however, many barriers for the transformation of this enormous potential into saleable products and services. Demonstration projects that can be used as examples of good practices and that will allow to identify practical

Experiments in concrete projects

The public sector collects and produces vast amounts of information, much of which is of interest to individuals and businesses, and which can be the raw material for value-added ***content*** produced by the content industries. There are however, many barriers for the transformation of this enormous potential into saleable products and services. Demonstration projects that can be used as examples of good practices and that will allow to identify practical problems in

problems in public/private partnerships, will help to redress this situation. These projects will serve as catalysts to further developments in this field.

public/private partnerships, will help to redress this situation. These projects will serve as catalysts to further developments in this field.

Justification:

Information is merely one specific sector of the knowledge economy and the content market.

(Amendment 43)

Annex I, point 1, fourth paragraph

Preliminary actions have started under the INFO2000 programme, that supported a limited number of pilot and demonstration projects. Given the huge potential of this domain, experiments with public-private partnerships, aimed at the exploitation of public sector information with a European interest will continue.

Preliminary actions have started under the INFO2000 programme, that supported a limited number of pilot and demonstration projects. Given the huge potential of this domain, experiments with public-private partnerships, aimed at the exploitation of public sector information with a European interest ***which is shared by those involved in the partnership and is of benefit to the general public*** will continue. ***The projects shall respect the protection of personal data pursuant to the existing directives. In addition, the EU institutions should set an example and not cover material under copyright.***

Justification:

It is most important that data on pilot and demonstration projects should be accessible to interested parties. If the EU institutions are to set an example in the development of public information it is important that information in the EU institutions is not covered by copyright and hence subject to royalties. Projects financed under private/public partnerships must also be aimed at enabling the public service to make the potential of its full range of content (particularly cultural content) available to the public at large.

(Amendment 44)

Annex I(1), 'Establishment of European digital data collections'

Establishment of European digital data collections

The pilot-projects as described above usually cover a limited geographical area

Establishment of European digital data collections

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within Europe. Nevertheless the absence of complete datasets at European level constitute one of the barriers to the exploitation of the content potential. Therefore, in addition to the experimental projects, the establishment of European data collections will be stimulated, through financial support to work on pan-European metadata for public sector information and through projects covering a significant number EU Member States. Interest and commitment of private parties will be decisive for selecting the *type of data* and the *areas* to be covered.

within Europe. Nevertheless the absence of complete datasets at European level constitute one of the barriers to the exploitation of the content potential. Therefore, in addition to the experimental projects, the establishment of European data collections will be stimulated, through financial support to work on pan-European metadata for public sector information and through projects covering a significant number EU Member States. Interest and commitment of **public and** private parties will be decisive for selecting the *type of data* and the *areas* to be covered.

Justification:

The establishment of European digital data collections is of essential importance not just to economic development but also to the dissemination of knowledge and to social cohesion. It should therefore not be left solely up to the private sector to set the priorities for a Community programme.

(Amendment 45)

Annex I, Point 1, seventh paragraph

Without prejudice to the final decision that the Commission will take on the follow up to the Green paper on public sector information, it is foreseen that a high level working group on public sector information is established, consisting of Member States representatives, actors from the information industries, consumers organisations and other representatives of citizens interests.

Without prejudice to the final decision that the Commission will take on the follow up to the Green paper on public sector information, it is foreseen that a high level working group on public sector information is established, consisting of ***representatives of the Member States, of the European Parliament***, actors from the information industries, consumers organisations and other representatives of citizens' interests.

Justification:

As pointed out by the European Parliament's Committee on Budgets in its opinion on this proposal, representation of the European Parliament is vital on this high-level working group to ensure the openness and transparency of the EU and the accessibility of its information. Moreover, the inclusion of representatives of the creative sector will guarantee that the voice of the artistic community is heard in this fast-changing working environment.

(Amendment 46)
Annex I, point 2, second paragraph

This sub-line addresses the development of cost effective multi-language solutions and processes, by promoting new forms of partnership between the digital content and the language industries. Private and public-sector content providers and distributors will be stimulated to make their products and services available in a broader range of languages, throughout the design, authoring and publishing chain. IT vendors and telecom operators will be encouraged to provide new tools and digital delivery channels enabling multilingual information access and provision. The providers of language services and utilities will be encouraged to adapt their offerings to *meet* the needs of an expanding customer base in the content industries.

This sub-line addresses the development of cost effective multi-language solutions and processes, by promoting new forms of partnership between the digital content and the language industries ***or other players***. Private and public-sector content providers and distributors will be stimulated to make their products and services available in a broader range of languages, throughout the design, authoring and publishing chain. IT vendors and telecom operators will be encouraged to provide new tools and digital delivery channels enabling multilingual information access and provision. The providers of language services and utilities will be encouraged to adapt their offerings to ***the various countries and population groups with a view to meeting*** the needs of an expanding customer base in the content industries. ***Special attention must be paid to the design of multilingual logical home pages and data units.***

Justification:

Experience has shown that monolingual web-design programmes limit the scope for creating effective multilingual home pages. It is therefore important that players outside the language industry are eligible for partnership. Content must be adjusted to the various countries, which have different cultures and approaches, and to the various population groups, such as the disabled

(Amendment 47)
Annex I, point 3, third paragraph a (new)

The actions should compile the experience in the Member States, for example within 'centres of expertise'. The principal concern will be to give access to examples of 'best practice'.

Justification:

Knowledge and experience of cooperation between undertakings in the content industry and investors already exists in the Member States. It would be valuable for this experience to be exploited in the Content programme.

(Amendment 48)

Annex I(4), first subparagraph

The programme execution will be supported by actions aiming at the dissemination of the results (e.g. publications, world wide web sites, conferences showcasing projects) as well as strategic operations (e.g. studies and fora) bringing together ***different parts of the content and languages markets.***

The programme execution will be supported by actions aiming at the dissemination of the results (e.g. publications, world wide web sites, conferences showcasing projects) as well as strategic operations (e.g. studies and fora) bringing together ***all those involved in the creation and exploitation of digital content.***

Justification:

This wording ensures that none of those involved is left out.

(Amendment 49)

Annex II: Indicative Breakdown of Expenditure

1. Stimulating the exploitation of public sector information	48% - 52%
2. Enhancing linguistic and cultural customisation	38% - 42%
3. Supporting market enablers	5% - 9%
4. Support actions	3% - 4%
<i>Total</i>	100%

1. Stimulating the exploitation of public sector information	33% - 37%
2. Enhancing linguistic and cultural customisation	46% - 50%
3. Supporting market enablers	13% - 17%
4. Support actions	2% - 3%
<i>Total</i>	100%

Justification:

Consistency with Amendment 28.

DRAFT LEGISLATIVE RESOLUTION

European Parliament legislative resolution on the proposal for a Council decision adopting a Multiannual Community programme to stimulate the development and use of European digital content on the global networks and to promote linguistic diversity in the Information Society (COM(2000) 323 – C5-0462/2000 – 2000/0128(CNS))

(Consultation procedure)

The European Parliament,

- having regard to the Commission proposal to the Council (COM(2000) 323¹),
 - having been consulted by the Council pursuant to Article 157 of the EC Treaty (C5-0462/2000),
 - having regard to Rule 67 of its Rules of Procedure,
 - having regard to the report of the Committee on Industry, External Trade, Research and Energy and the opinions of the Committee on Budgets, the Committee on Legal Affairs and the Internal Market, the Committee on Employment and Social Affairs and the Committee on Culture, Youth, Education, the Media and sport (A5-0390/2000),
1. Approves the Commission proposal as amended;
 2. Calls on the Commission to alter its proposal accordingly, pursuant to Article 250(2) of the EC Treaty;
 3. Calls on the Council to notify Parliament should it intend to depart from the text approved by Parliament;
 4. Calls for the conciliation procedure to be initiated should the Council intend to depart from the text approved by Parliament;
 5. Asks to be consulted again if the Council intends to amend the Commission proposal substantially;
 6. Instructs its President to forward its position to the Council and Commission.

¹OJ C 337, 28.11.2000, p. 31

EXPLANATORY STATEMENT

Background

The Commission proposal for a "Multiannual Programme to stimulate the development and use of European digital content on the global networks and to promote linguistic diversity in the Information society - Content" follows the European Union initiative "An information society for all" launched by the Commission in December 1999. A progress report on this initiative was submitted in March 2000 to the Lisbon summit where Heads of State and Government committed themselves to a number of measures, including target dates, to bring Europe forward. Namely, the Lisbon Summit concluded that *"Content industries create added value by exploiting and networking European cultural diversity"* and that *"Member States and the Commission should ensure the availability of content for high speed networks"*.

The European Council in Feira in June 2000 analysed the Commission "Draft Action plan Europe" where the Content Programme is foreseen among the measures to be implemented in order to promote the European digital content for global networks. From the perspective of the creation of cultural content, the Commission proposed two initiatives: MEDIA plus, for the audio-visual sector, and the new framework programme CULTURE 2000. The programme concerning Content is a follow-on to the INFO 2000 and Multilingualism in the Information Society (MLIS) programmes.

The Content Programme

The Content Programme shall cover a period of five years (2001/2005) and has four main objectives:

- Creating favourable conditions for the commercialisation, distribution and use of European digital content on the global networks, thus stimulating economic activity and enhancing employment prospects;
- Stimulating the use of Europe's content potential, and in particular public sector information;
- Promoting multilingualism in digital content on the global network and increasing the export opportunities of European content firms and in particular SMEs through linguistic customisation;
- Contributing to the professional, social and cultural development of the citizens of the Union and facilitating the economic and social integration of citizens in the candidate countries in the Information society.

In order to reach these objectives an overall budget of 150 million EUR is foreseen to finance the following actions in the next five years:

- Stimulating the exploitation of public sector; (75 million Euro)
- Enhancing linguistic and cultural customisation; (60 million Euro)
- Supporting market enabler; (10 million Euro)
- Support actions. (5 million Euro)

The Commission, assisted by a committee composed of representatives of the member States will be in charge, amongst others, of the following tasks:

- Adoption of a working programme every two years;

- Determination of the criteria and content of call proposals
- Assessment of projects proposed under calls for proposals for Community funding.

The programme will be executed through indirect actions and, if possible, on a shared cost basis. The selection of share-cost projects will be based on call for proposal procedure. Projects fully financed by the Commission within the framework of studies and service contracts will be implemented through call for tenders. The Commission will undertake support activities to achieve the objectives of the programme, such as consultancy in support of the programme, publications and activities for the dissemination, promotion and exploitation of results, and others.

Rapporteurs' comments

1. Relevance of the European digital content on the global market in terms of economy and job creation

The rapporteur welcomes the analysis made by the Commission in terms of relevance of the European digital content on the global market. The value of this sector in terms of European GDP (5%) and of jobs (4 millions) is undeniable; the growth of digital media industry could reach 20% a year in the next decade.

European enterprises should be able to fully exploit the advantages that this growth will bring with it, i.e. better competition in general, development of e-commerce. On the other hand new high skills jobs could be created.

Moreover, the encouragement of supply of a European digital content will represent the EU response to USA domination of this sector; a multilingual supply of European content will involve a larger number of European citizens in the Information society and create a better framework for partnership among companies, as well as offer them a larger market share.

2. Obstacles to the development of the European digital content

Three main obstacles to overcome are identified in the Programme in order to promote the European digital content on the global network.

The Commission stresses the lack of exploitation of public sector information - due to different national rules and practices, different languages - and points out that this information represents an important commercial value to be exploited on the market, both in the interest of companies and citizens.

A second obstacle is represented by the lack of linguistic and cultural customisation: in the Commission view businessmen have to change their mentality and offer their services on Internet in several languages: these would guarantee a larger number of customers and better contacts with other companies.

Finally, the lack of financing for enterprises that want to operate in the digital content sector has to be eliminated. The problem concerns mainly small enterprises that do not have guaranties to

offer to investor and will operate on an unstable market. They normally have to contract loans with high interest rates for investments that will not be productive but after five years.

3. Comments on the Programme

The Rapporteur welcomes the Commission proposal, but expresses at the same time some criticism about it.

3.1. Why two different programmes for the audio-visual and the non audio-visual sector?

The rapporteur considers that, in order to guarantee coherence, the audio-visual and non audio-visual Content sectors should have been taken into consideration in the framework of a unique Programme. These two aspects of European presence in the Information society are in fact very much linked.

3.2. The programme represents a static approach to a reality in permanent evolution

Information society is a world in permanent evolution: the rhythm of development of new instruments and services to be offered in the information and communication technologies is very fast.

The Rapporteur considers that a programme in itself is not the ideal instrument to promote European digital content on the global network. The framework to support business in this context should be more flexible: the length of the programme is of five years and in this time enterprises needs, accordingly to the evolution of the market, could change in such an important way that what has been foreseen in 2000 will not be suitable anymore to next years reality. The fact that the Commission is going to adjust its working programme after two years does not look enough to face the evolution of the problem.

3.3. Is the Programme the good answer to real needs?

- 3.3.1. From the budget point of view

The Rapporteur agrees with the analysis of the main obstacles to the development of European digital content, i.e. the lack of public sector information, the linguistic problems, and the difficulties that enterprises have to face to access financing. The action lines to face these obstacles - pilot projects, data collection, and support actions - are quite ambitious.

The Rapporteur considers that the budget to cover these actions is not appropriated to the objectives fixed. A higher expenditure should be foreseen in the Community budget.

- 3.3.2. Is the programme taking into account companies' real needs?

The main objective of the Commission is to support companies making business on Internet. A real distinction among contents providers (producing and supplying documents or services to be sold on line), contents packagers (collecting, selecting and fostering integration functions - as for example the automatic search - presenting documents or services to be sold on line) and content vendors (selling access and time consultation units for goods and services sold on line) is not

very clear, because these three entities are linked. The Commission should clarify which category of companies is really intended to be supported.

Helping enterprises in tailoring their products should be promoted: enterprises, and mainly SMEs that do not have resources enough to study the market requests, should be able to orientate the product they offer accordingly to the consumers' demands. This is a primordial step to be made if the objective is to encourage business to spread the public sector information in a valuable way. Somehow the database proposed by the Commission on meta-data (data on data) could be an instrument to be offered to the enterprises in their tailoring effort.

- 3.3.4 Avoiding deeper gaps

Information has been called the "new gold". In the Information society the new capitalists are those who own, transform and market information. The new expression "information-rich"/"information poor" and "information-have"/"information have-nots" design the new economic scenario.

The Commission stresses the different rates of development existing both in the EU among its member States and between the EU and the candidate countries as far as the participation in the Information society and the use of ICT are concerned and reminds the risk of a two-tier Information society. This statement has no concrete consequence on the content of the programme. No specific action is foreseen in the action lines in order to reduce the gap already existing or the risks it to become larger. The only point of reference for the Commission is the promotion of multilingualism, but this does not mean that "everybody" "everywhere" is going to take advantage of the support offered from the Programme to the enterprises supplying Content.

The rapporteur also points out that neither a reference is made, nor measures are proposed, in order to encourage young people, women, people who lost their jobs to create enterprises in the field of Content, in the view of promoting employment. At the same time the proposal does not take into due account the need for training and retraining on the EU job market.

Some attention should have been drawn on the need to the supply Content services to unable people: for example in the action lines a special support could be given to those enterprises who produce special Content services for these people.

Finally, no reference is made to the USA domination of Internet use: internet resource users were over 304 millions in March 2000: over the half of them are in the United States and Canada, 83 millions in Europe, 70 million in Asia - mainly Japan - 11 million in Latin America, only 2,5 million in Africa. The "digital divide" should be reduced both from the point of view of USA/EU and industrialised countries/poorest countries.

12 October 2000

OPINION OF THE COMMITTEE ON BUDGETS

for the Committee on Industry, External Trade, Research and Energy

on the Proposal for a Council Decision adopting a Multiannual Community programme to stimulate the development and use of European digital content on the global networks and to promote linguistic diversity in the Information Society
(COM(2000) 323 – C5-0462/2000 – 2000/0128 (CNS))

Draftsman: Esko Olavi Seppänen

PROCEDURE

At its meeting of 14 September 2000 the Committee on Budgets appointed Esko Olavi Seppänen draftsman.

It considered the draft opinion at its meeting of 12 October 2000.

At this meeting it adopted the following conclusions unanimously.

The following were present for the vote: Terence Wynn, chairman; Esko Olavi Seppänen, draftsman; Jean-Louis Bourlanges, Joan Colom i Naval, Göran Färm, Jutta D. Haug, Ulpu Iivari (for Neena Gill), Anne Elisabet Jensen, Juan Andrés Naranjo Escobar, Heide Rühle, Kyösti Tapio Virrankoski, and Ralf Walter.

BACKGROUND/GENERAL COMMENTS

Traditional newspapers and periodicals and the electronic media are the backbone of an open and democratic society, and they are also an expression of linguistic and cultural diversity.

The rapid development of information technology has created a new worldwide electronic reality and a content industry seeking to mould it. The boundaries between the various media are disappearing.

A characteristic of the digital content industry is the growth in the quantity of information. For the content industry, information is the raw material which is transformed into knowledge, and on top of this the multimedia sector fully exploits the opportunities of the entertainment and amusement industry to increase the quantity of content produced. The former quantitative limits to the dissemination of digital information no longer exist.

Digital content, which is characterised by quantity rather than quality, has a levelling-out, homogenising effect on cultural and social diversity. 70% of Internet content is in English, but the challenge to Europe is to exploit its linguistic wealth more fully. Although language differences may give rise to excessive costs, multilingual content is an important prerequisite for democracy in the EU. To overcome these problems there is a need for a language industry which concentrates on linguistic customisation and diversifies the language infrastructure of electronic content. In the same way there is a need for the localisation of content products which reflects the adaptation of products to linguistic and cultural needs and consumers' preferences.

Maximising quantity in the content industry can take place at the expense of both culturally and socially valuable content. For this reason public subsidies for the EU content industry should seek to achieve a high educational level and cultural variety. While there is much talk of the 'information society' and the 'knowledge society', an effort should be made to achieve the higher level of the two, namely the knowledge society. What is important is thus not only the tools by which information and knowledge are produced and disseminated, but also the content of the messages. The content is more labour-intensive than the tool.

Nowadays it is not enough for people to be able to read. The new media literacy is just as important in the new millennium as traditional reading and writing skills.

The new digital content may easily be rearranged and repackaged and used for various purposes in many different forms on different media. High telecommunications tariffs, which are being increased by the auctioning of mobile phone frequencies, and the uncertainty of industrial property rights and copyright, are slowing down growth.

The EU and its Member States have a duty to protect access to public sector information and the use and exploitation of this information. Democracy means that public information channels should be available to everyone equally – and should be free where the information is obtained with public funds.

The digital content industry in the EU accounts for four million jobs, many of which are in new-style, growing SMEs.

THE COMMISSION PROPOSAL

The Commission proposes a five-year plan to stimulate the development and use of European digital content on the global networks and to promote linguistic diversity in the Information Society.

The Commission proposal seeks to exploit Europe's traditional strengths in the area of digital content and services.

The programme has the following objectives:

- creating favourable conditions for the commercialisation, distribution and use of European digital content on the global networks, thus stimulating economic activity and enhancing employment prospects;
- stimulating the use of Europe's content potential, and in particular public sector information;
- promoting multilingualism in digital content on the global networks and increasing the export opportunities of European content firms and in particular SMEs through linguistic customisation;
- contributing to the professional, social and cultural development of the citizens of the Union and facilitating the economic and social integration of citizens in the candidate countries in the Information Society.

In order to exploit public sector information, the Commission intends to set up a high level group consisting of Member States' representatives, actors from the information industries, consumers' organisations and other representatives of citizens' interests. It does not propose that the European Parliament be represented on this group. Such representation should however be considered, since information in the EU institutions is not all open and publicly available, and the exploitation of public sector information should also apply to the EU.

ECONOMIC EFFECTS OF THE PROGRAMME

The programme is funded from budget headings B5-334 and B5-334A. Its legal basis is Article 157(3) of the EC Treaty, which lays down that the Community and the Member States shall ensure that the conditions necessary for the competitiveness of the Community's industry exist.

The programme's budgetary implications are broken down into four action lines.

The first action line is to have a budget for the five-year period of EUR 75 m, and these appropriations are to be used for stimulating the exploitation of public sector information. Within this line, funding is to be given to experiments in concrete projects (EUR 45 m), the establishment of European digital data collections (EUR 30 m) and the establishment of the high level group.

The second action line has a budget of EUR 60 m, and its objective is to enhance linguistic and cultural customisation, by enhancing business- and export-opportunities through linguistic customisation and the development of multilingualism on the world-wide networks (EUR 45 m) and by supporting the language infrastructure (EUR 10-15 m).

The objective of the third action line (EUR 10 m) is to facilitate the access to capital for Internet start-ups and to fund pilot projects and to create clearing rights centres in the field of multimedia rights trading.

The fourth action line (EUR 5 m) covers various support actions, principally aiming at the dissemination of the results.

B5-334 EUR millions (at current prices)

Distribution	2001	2002	2003	2004	2005	Total
Action line 1: Stimulating the exploitation of public sector information	0.10	34.00	0.20	40.50	0.20	75.00
Action line 2: Enhancing linguistic and cultural customisation	18.00	0.00	21.00	0.00	21.00	60.00
Action line 3: Supporting market enablers	0.90	6.70	0.80	0.80	0.80	10.00
Support actions	1.0	1.00	1.00	1.00	1.00	5.00
Total	20.00	41.70	23.00	42.30	23.00	150.00

The Commission proposes to employ 21 staff to administer the implementation of this programme, many of whom have participated in the earlier INFO 2000 and MLIS programmes. The posts will be obtained by reallocating staff within the Directorate-General and the directorates. The funding requirement for additional staff (national and internal experts) for the whole period of the measure is estimated at EUR 8.7 m.

CONCLUSIONS

The Committee on Budgets calls on the Committee on Industry, External Trade, Research and Energy, as the committee responsible, to incorporate the following conclusions in its report:

1. The Committee on Budgets calls on the committee responsible to consider whether the high level group to be set up to exploit public sector information should also have representation from the European Parliament in order to protect the openness and transparency of the EU and the accessibility of its information;
2. The Committee on Budgets supports the effort to pay particular attention in the programmes to SMEs and startups as well as to the EU's small language areas and the languages

of potential new Member States. The objective of the programmes should be to strengthen the whole linguistic infrastructure.

3. The Committee on Budgets considers it important, in terms of strengthening the linguistic infrastructure, that a broad spectrum of the EU's official languages should be represented when filling the 21 new posts.

4. The Committee on Budgets draws the attention of the committee responsible to the fact that the programme should take account of the subsidiarity principle and that activities in this area should be targeted, in accordance with the EC Treaty, to those areas where activity at Community level can achieve an added value.

5. The Committee on Budgets proposes that the programme and its budgetary implications be approved, but recalls that these resources will not be sufficient to achieve the objectives set and that the Member States must step up their efforts towards increasing new media literacy and - in accordance with the *Europe* programme – making the networks accessible to all citizens.

22 November 2000

OPINION OF THE COMMITTEE ON LEGAL AFFAIRS AND THE INTERNAL MARKET

for the Committee on Industry, External Trade, Research and Energy

on the proposal for a Council decision on adopting a Multiannual Community programme to stimulate the development and use of European digital content on the global networks and to promote linguistic diversity in the Information Society
(COM(2000) 0323 – C5-0462/2000 – 2000/0128((CNS))

Draftsman: Janelly Fourtou

PROCEDURE

The Committee on Legal Affairs and the Internal Market appointed Janelly Fourtou draftsman at its meeting of 17 October 2000.

It considered the draft opinion at its meetings of 23 October 2000 and 20 November 2000.

At the last meeting it adopted the following amendments unanimously.

The following were present for the vote: Ana Palacio Vallelersundi, chairman); Willi Rothley and Rainer Wieland, vice-chairmen; Janelly Fourtou, draftsman; Maria Berger, Carmen Cerdeira Morterero (for Luis Marinho, pursuant to Rule 153(2)), Francesco Fiori (for Antonio Tajani, pursuant to Rule 153(2)), The Lord Inglewood, Ioannis Koukiadis, Helmut Kuhne (for Enrico Boselli, pursuant to Rule 153(2)), Klaus-Heiner Lehne, Donald Neil MacCormick, Arlene McCarthy, Manuel Medina Ortega, Bill Miller, Ria G.H.C. Oomen-Ruijten, Elena Ornella Paciotti, Bernhard Rapkay (for Evelyne Gebhardt, pursuant to Rule 153(2)), Astrid Thors, Diana Paulette Wallis, Joachim Wuermeling and Stefano Zappalà.

SHORT JUSTIFICATION

This Commission proposal for a Council decision forms part of the Commission initiative known as '*Europe: An Information Society for All*', which brings together actions to promote and develop the information society in Europe, an objective reaffirmed by the Lisbon European Summit. Its main objectives are to develop faster, safer and less expensive Internet access, promote use of the Internet and of digital content, and to stimulate investment in that area, together with electronic trading and online access to government administrations and public services.

The purpose of the *Content* proposal, for its part, is to develop the exploitation of public sector information, improve cultural and linguistic customisation of content and of technical solutions enabling such customisation and, lastly, to give a dynamic impetus to the market in digital content (it is worth noting that the Commission proposal does not explicitly define that term).

The budget allocation for the project is 150 million euro for the period January 2001 to December 2005.

The importance of digital content can be judged from its impact on the economy and on society. At present, the value of the content sector is estimated at 5% of European GNP, and it employs 4 million people. For Europe to be able to play a major part at global level in competition with the United States it will have to act quickly, and learn how to draw strength from its own potential, in particular that specific to its cultural diversity and multilingualism.

The project's cultural, economic and social implications are enormous: the new media have proved particularly effective in promoting Europe's cultural heritage and diversity. Multilingualism must be turned to advantage and training opportunities expanded so as to enhance the integration of existing Member States and applicant countries within the Union. The emergence of numerous small enterprises will, moreover, require mobilisation of capital.

If the ambitious development of this European *Content* programme is to be brought to a successful conclusion, it will be necessary to simplify and make secure the procedures envisaged, and it is on that aspect that the Legal Affairs Committee can deliver its opinion.

Linguistic adjustment and support for SMEs fall more under the remit of the Committee on Cultural Affairs and the Committee on Industry. But from the viewpoint of the Legal Affairs Committee, there are two aspects it seems appropriate to consider: access to and exploitation of public sector information and the trading of multimedia rights (protection of intellectual property, and clearance/management of copyright).

The two subjects considered here also touch on the areas of:

1. Public access to documents and commercial exploitation of information originating in the public sector;
2. Trading of intellectual property rights.

These two aspects fall within the scope of both Community and national law, and of both the public and the private interest. Any legislative action in this area will require the Community Institutions and the Member States to draw up joint guidelines.

1. Exploitation of public sector information

Public sector information plays an important part in ensuring public participation and the expression of civic freedoms; it also represents a substantial resource for the European information market. Access to and use of that information are the guiding themes of this programme.

Access to such information must respect the particular obligations of the public authorities and the need to protect the confidentiality of personal data (Data Protection Directive D95/46/EC).

Moreover, the relatively limited exploitation of public-sector information is one of the structural weaknesses of the market in content in Europe. Yet the demand is potentially present - from the general public (governments/administrations on line) and from the private sector ('metadata': databases of public-sector data).

This situation can in part be explained by the fact that the information is presented in different formats by different kinds of institutions that not only have different political agendas and different operating rules, but are also subject to different obligations and legal frameworks.

The dual use (public and private) of such information justifies intervention by way of Community regulation, since rules of access and *filters* (specific confidentiality rules, non-divulging of any document that might compromise protection of the public interest, the need to protect commercial secrecy, etc) applied to such access have developed without any coordination in the Member States and have widely influenced the present situation on the information market in Europe. The exploitation of public-sector information must moreover comply with the exceptions laid down by the Bern Convention (Art. 2 IV). Even if not protected by copyright, some of that information is nonetheless suitable for exploitation by the information market.

If an approach based on the principle of accessibility of public-sector information is adopted, the cost of the information must not be a filter to such access. The question is to determine whether such access should also benefit commercial information suppliers (extension of right of access to the public). In that case, the point must also be to specify the nature of such information, whether it is protected by copyright or not.

A key to unlocking the potential of such information lies in part with the administrative culture of the public authorities (transparency, forwarding of documents, etc). The circumstance of access to public-sector documents and exploitation of the data also have implications for the interests and entrepreneurial culture of the private sector.

In the first case, every solution will be determined by a response adapted to the requirements of security and confidentiality of public-sector information (filter).

A green paper on policies on access to and exploitation of public-sector information was submitted by the Commission and initiated a huge consultation exercise. The two main points to be resolved are:

- * determining how the public authorities should exercise their intellectual property rights over public-sector information;
- * drawing up guidelines on access to and invoicing of public-sector information.

It will probably be necessary to draw up a common base of rules of access and also to provide support for private- and public-sector cooperation projects (as explicitly recommended in the *Content* report).

In the second case, the interest of the private sector, solutions will be related to commercial exploitation of public sector data.

The development of partnerships is advocated by the Commission, but that can only be a complete solution if a minimum common legal framework can be established. The point will be lay down a common basis for invoicing such information (on an administrative approach, i.e. one based on costs, or a marketing approach, i.e. one based on price), and to lay down the common legal framework for rights of access by private-sector operators (extending the right of access to the private sector, specifying filters applicable to such access). It will also be essential to enable information-market operators to invoice for the qualitative added value they bring to this information source.

Any legislation on access to Community institution documents will have also to take into account the position to be expressed by the European Parliament in the Cashman report.

2. Trading of intellectual property rights

The multiannual programme will incorporate the *acquis* of the INFO 2000 programme. The programme has supported online consultation and management projects on multimedia rights. Multimedia rights should be understood to mean management of intellectual property rights between different holders of such rights (video makers, painters, writers, musicians, etc), Internet site publishers and rights-collection agencies.

The objective is to enable the production of a digital content combining various formats (video, music, text, etc) while managing payment of performance rights through a single European structure (in the form of a multimedia rights clearance agency¹) that undertakes to identify the holders of such rights or the national artistic rights management company, and then to pay the rights holders in each Member State.

The aim is to stimulate the creation of digital content, and, in particular, to facilitate rights-payment arrangements in an online environment without borders.

This is clearly of great importance not only to performers and creative users of digital content who draw on multiple sources of intellectual creativity, but also to consumers who can gain

¹ cf. VERDI project, part of the INFO 2000 Programme

lawful access to content without infringing the exclusive rights enjoyed by rights-holders in their work.

The judicial perspective is to combine such online rights management with the Copyright Directive and associated rights in the information society. The action programme will also have to avoid ruling on the technical protection measures or exceptions to the exclusive rights of rights holders. The directive to be adopted by the European Union will supply the legal framework for such rights trading.

One of the report's objectives is thus to support pan-European projects aimed at making safe, streamlining and simplifying online rights management (rights of private or public rights holders).

CONCLUSION

The Committee on Legal Affairs and the Internal Market calls on the Committee on Industry, External Trade, Research and Energy, as the committee responsible, to incorporate the following amendments in its report:

AMENDMENTS

Text proposed by the Commission

Amendments by Parliament

(Amendment 1)
Recital 3

(3) The structures and business environment of the content industries are changing fast.

(3) The structures, **legal framework** and business environment of the content industries are changing fast.

Justification:

The development of the information society takes place as part of a process of economic, social and cultural transformation. If it is to keep pace with that development, the law will also have to undergo substantial changes to bring it into line with the new environment.

(Amendment 2)
Recital 12a (new)

(12a) Access to information originating in the public sector must respect the particular obligations of those authorities and the need to protect the confidentiality

of personal data (Data Protection Directive, D95/46/EC),

Justification:

Public sector information plays an important part in ensuring public participation and the expression of civic freedoms, but also represents a substantial resource for the European information market. The dual use (public and private) of such information justifies intervention by way of Community regulation, since the rules of access and filters (specific confidentiality rules, non-divulging of any document liable to compromise protection of the public interest, protection of commercial secrecy, etc) applied to such access have been developed without any coordination in the Member States and have significantly influenced the present situation on the information market in Europe

(Amendment 3)
Recital 12b (new)

(12b) Without prejudging the consultation triggered by the Green Paper on public sector information, particular attention must be paid to establishing a common basis for the invoicing of public sector information and laying down a common legal framework for the right of access for private sector operators (extension of right of access to the private sector/ specification of filters to such access).

Justification:

The principle of accessibility of public-sector information and the cost of the information consequently must not be a filter to such access. The question is to determine whether such access should also benefit commercial suppliers of information (extension of right of access to the public). In that case, the point must also be to specify the nature of such information whether it is protected by copyright or not.

(Amendment 4)
Recital 14

(14) Any content policy action should be complementary to other ongoing Community initiatives, and be performed in synergy with actions under the fifth Framework Programme for Research and Development, the Framework Programme for Culture, the Media programmes, with

(14) Any content policy action should be complementary to other ongoing Community initiatives, and be performed in synergy with actions under the fifth Framework Programme for Research and Development, the Framework Programme for Culture, the Media programmes, with Community education actions, SME

Community education actions, SME actions, **and** with the Structural Funds.

actions, with the Structural Funds, **and actions relating to intellectual property.**

Justification:

It is absolutely essential to include actions relating to intellectual property.

(Amendment 5)
Recital 15a (new)

(15a) Any content policy action taken under this programme should be required to show the necessary respect for intellectual property without prejudging the legal framework to be laid down by the European Parliament and Council directive on the harmonisation of certain aspects of copyright and associated rights in the information society.

Justification:

Any actions undertaken under the programme will have to take into consideration the future legal framework now being debated, which is aimed in particular at specifying the exclusive rights of online rights holders. This is clearly of great importance not only to performers and creative users of digital content who draw on multiple sources of intellectual creativity, but also to consumers who can gain access to content lawfully and without infringing the exclusive rights enjoyed by rights-holders in their work.

(Amendment 6)
Article 1(a)a (new)

Supporting the establishment of an information society that respects the need to protect intellectual property, in particular by simplifying the authorisation mechanisms for rights indispensable to the creation of multimedia content.

Justification:

The development of the information society results from the growing supply of diverse content. Simplification of content-creation procedures, in particular the use of intellectual property rights management, is a structural measure that will tend to impart impetus to content creation.

(Amendment 7)

Article 1(b)

stimulating the use of Europe's content potential, and in particular public sector information;

Stimulating the use of Europe's content potential, and in particular public sector information ***subject to compliance with existing legislation on personal data protection***;

Justification:

Exploitation of public sector information must comply with the protection of persons, whether under Community or national legislation.

(Amendment 8)

Annex I, Action Lines, paragraph 1, fourth indent

- contributing to the professional, social and cultural development of the citizens of the EU and facilitating ***the*** economic and social integration ***of citizens in the candidate countries*** in the Information Society.

- contributing to the professional, social and cultural development of the citizens of the EU ***Member States*** and ***the candidate countries*** facilitating ***their*** economic and social integration in the Information Society.

Justification:

It is important that the citizens of the candidate countries and the Member States may participate in both types of measure proposed in the fourth indent.

(Amendment 9)

ANNEX I - ACTION LINES

Section 1(1) first paragraph

The Green Paper on Public Sector Information in the Information Society, published in January 1999, triggered a discussion at European level on the issues of access to and exploitation of public sector information. This discussion has contributed to the awareness in this field among public and private parties and may be an important basis for improving the exploitation conditions in Europe. At the same time, experiments of public/private partnerships, started under the INFO2000 programme, should be accelerated and expanded. Participation of EU applicant countries in the initiatives of this action

The Green Paper on Public Sector Information in the Information Society, published in January 1999, triggered a discussion at European level on the issues of access to and exploitation of public sector information. This discussion has contributed to the awareness in this field among public and private parties and may be an important basis for improving the exploitation conditions in Europe. ***Without prejudging the outcome of the process triggered by the Green Paper, it is necessary to determine the exercise of intellectual property rights on public sector information by the public***

line will facilitate future integration. A better management of information (e.g. land registers) in these countries is of vital importance for creating a transparent legal framework as well as the functioning of the internal market after accession.

authorities and to determine guidelines on access to and invoicing of public sector information. At the same time, experiments of public/private partnerships, started under the INFO2000 programme, should be accelerated and expanded. Participation of EU applicant countries in the initiatives of this action line will facilitate future integration. A better management of information (e.g. land registers) in these countries is of vital importance for creating a transparent legal framework as well as the functioning of the internal market after accession ***but this should be achieved principally via pre-accession arrangements.***

Justification:

Access to public sector information and its exploitation in the information society are directly linked to the legal framework governing its exploitation. The Green Paper must result in a response well adapted to this challenge and its legal and economic implications.

The programme for improving administration in the candidate countries is the central component of the pre-accession strategies and pre-accession machinery should therefore be used principally for these purposes.

(Amendment 10)

ANNEX I, Section 2

Fostering new partnerships and the adoption of multi-language strategies

This sub-line addresses the development of cost effective multi-language solutions and processes, by promoting new forms of partnership between the digital content and the language industries. Private and public-sector content providers and distributors will be stimulated to make their products and services available in a broader range of languages, throughout the design, authoring and publishing chain. IT vendors and telecom operators will be encouraged to provide new tools and digital delivery channels enabling multilingual information access and provision. The providers of language services and utilities will be

This sub-line addresses the development of cost effective multi-language solutions and processes, by promoting new forms of partnership between the digital content and the language industries ***or other players.*** Private and public-sector content providers and distributors will be stimulated to make their products and services available in a broader range of languages, throughout the design, authoring and publishing chain. IT vendors and telecom operators will be encouraged to provide new tools and digital delivery channels enabling multilingual information access and provision. The providers of language

encouraged to adapt their offerings to meet the needs of an expanding customer base in the content industries.

services and utilities will be encouraged to adapt their offerings to meet the needs of an expanding customer base in the content industries. ***Special attention must be paid to the design of multilingual logical home pages and data units.***

Justification:

Experience has shown that monolingual web-design programmes limit the scope for creating effective multilingual home pages. It is therefore important that players outside the language industry are eligible for partnership.

(Amendment 11)

ANNEX I, Section 3

Bridging the funding gap, second paragraph

It is proposed to redress the mismatch between existing financial resources and the use the content sector makes of them. The EC will act to **provide a bridge between companies in the digital content area and potential investors**. The actions *will build on expertise present in business universities and training centres, as well as deployment of distance learning facilities, organising seminars, conferences and fora to encourage the exchange of information and best practice.*

It is proposed to redress the mismatch between existing financial resources and the use the content sector makes of them. The EC will act to **provide a bridge between companies in the digital content area and potential investors**. The actions *should compile the experience in the Member States, for example within 'centres of expertise'. The principal concern will be to give access to examples of 'best practice'.*

Justification:

Knowledge and experience of cooperation between undertakings in the content industry and investors already exists in the Member States. It would be valuable for this experience to be exploited in the Content programme.

(Amendment 12)

ANNEX I - ACTION LINES

Section 3 - Rights trading

Rights trading is the basis for creating products mixing text, images and sound. The effectiveness and efficiency of the multimedia rights clearance have a strong and direct impact on the functioning of the content industries. The integration and

Rights trading is the basis for creating products mixing text, images and sound. The effectiveness and efficiency of the multimedia rights clearance ***in compliance with intellectual property rights*** have a strong and direct impact on the functioning

interoperation of distributed specialised clearance services at European level was stimulated under INFO2000 through feasibility studies, prototype, standards and pilot system development. Further investment is needed to arrive at a unified European rights clearance approach. The focus of future actions will be on extending rights clearance pilots and on specific support measures. Pilot projects will have to cover the candidate countries, less advanced sectors and specific public sector applications.

of the content industries. The integration and interoperation of distributed specialised clearance services at European level was stimulated under INFO2000 through feasibility studies, prototype, standards and pilot system development. Further investment is needed to arrive at a unified European rights clearance approach, ***as well as projects aimed at establishing online information and rights management platforms***. The focus of future actions will be on extending rights clearance pilots and on specific support measures. Pilot projects will have to cover the candidate countries, less advanced sectors and specific public sector applications.

Justification:

The information society raises new challenges to the management of intellectual property rights. Territorial management of such rights is no longer the answer best adapted to the online content environment, It is very important to support projects aimed at establishing online rights management platforms that will ensure authorisation of rights and their payment to rights holders through a single European structure (clearance agency).

7 November 2000

OPINION OF THE COMMITTEE ON EMPLOYMENT AND SOCIAL AFFAIRS

for the Committee on Industry, External Trade, Research and Energy

on the proposal for a Council decision on adopting a Multiannual Community programme to stimulate the development and use of European digital content on the global networks and to promote linguistic diversity in the Information Society
(COM(2000) 323 – C5-0462/2000 – 2000/0128(CNS))

Draftsman: Luciano Emilio Caveri

PROCEDURE

The Committee on Employment and Social Affairs appointed Luciano Emilio Caveri draftsman at its meeting of 6 September 2000.

It considered the draft opinion at its meeting of 6/7 November 2000.

At this meeting it adopted the amendments below unanimously with 1 abstention.

The following were present for the vote: Winfried Menrad, acting chairman; Marie-Thérèse Hermange, vice-chairman; Luciano Emilio Caveri, draftsman; Sylviane H. Ainardi, Jan Andersson, Elspeth Attwooll (for Daniel G.L.E.G. Ducarme), María Antonia Avilés Perea, Regina Bastos, Philip Rodway Bushill-Matthews, Chantal Cauquil (for Arlette Laguiller), Alejandro Cercas Alonso, Luigi Cocilovo, Proinsias De Rossa, Jillian Evans, Carlo Fatuzzo, Ilda Figueiredo, Fiorella Ghilardotti, Anne-Karin Glase, Koldo Gorostiaga Atxalandabaso, Roger Helmer (for Raffaele Lombardo), Richard Howitt (for Harald Ettl), Ian Stewart Hudghton, Stephen Hughes, Anne Elisabet Jensen (for Luciana Sbarbati), Karin Jöns, Ioannis Koukiadis, Jean Lambert, Elizabeth Lynne, Thomas Mann, Riitta Myller (for Marie-Hélène Gillig), Mauro Nobilia, Manuel Pérez Álvarez, Bartho Pronk, Ulla Margrethe Sandbæk (for Jean-Louis Bernié), Miet Smet, Ilkka Suominen, Helle Thorning-Schmidt, Ieke van den Burg and Barbara Weiler.

SHORT JUSTIFICATION

The proposal for a Council decision under consideration is coherent with the action taken thus far at European level to reinforce our information networks. It is part of a series of initiatives aimed at responding to the clear advantage enjoyed by the US in the area of digital content and its communication by various means via the Internet.

Europe is clearly in a position, with its assets in economic and professional terms, to respond to the challenge of the markets. This should be obvious if we consider only Europe's cultural resources and its language diversity, contrasting to the monolingualism that characterises much of the Web. This should enable European operators to position themselves with regard to the flow and scope of globalisation, while also making full use of the opportunities presented by localisation and niche markets.

The proposal thus takes as its starting-point the evident fact that the enormous information resources of the public sector are being under-used, and the need to make those resources accessible.

The variety of languages and cultures - especially if we also take the potential new Member States into consideration - also represents an opportunity, especially for SMEs, for stimulating trade and exporting the cultural values of Europe in multilingual forms characterised by an increasing interaction with translation systems.

Operators must, however, be enabled to find the necessary funding, and solutions must be found in advance for potentially delicate problems of copyright. It is also essential to continue to improve the levels of computer literacy of the citizens of Europe and to facilitate access to the networks by reducing telecommunications costs for both undertakings and consumers.

The funding level set for the next five years stands at EUR 150 m; the Council has stressed correctly that this funding could have a beneficial multiplier effect in the sector. With this prospect in mind, the various articles of the text are intended to specify in detail the lines of action of the programme and the instruments for its realisation.

AMENDMENTS

The Committee on Employment and Social Affairs calls on the Committee on Industry, External Trade, Research and Energy, as the committee responsible, to incorporate the following amendments in its report:

Text proposed by the Commission¹

Amendments by Parliament

(Amendment 1)

Recital 1

(1) The evolution towards an Information Society **will** influence the life of almost every citizen in the European Union.

(1) The evolution towards an Information **and Knowledge** Society **should** influence the life of almost every citizen in the European Union.

Justification:

The programme is concerned with stimulating the development and use of digital content. We should therefore say 'should influence', as the intention is to ensure that that influence happens.

(Amendment 2)

Recital 1a (new)

(1a) The Lisbon Summit stressed the need to bridge the digital divide in the emerging Information Society and to strengthen social cohesion, which necessitates public provision of high quality content as an essential pillar of a dynamic concept of universal service provision to European citizens and the general public.

Justification:

The Commission's initiative has to take into account the goal of the Lisbon Summit of preventing a digital divide and the shaping of a socially inclusive Information Society. Mere commercialisation, exploitation and marketisation of public-sector information are not enough to achieve this goal. To bridge the digital divide and to prevent the social exclusion of lower-income strata in the emerging Information Society, public provision of high quality content for the mass of European users either free of charge or at low cost is necessary. The present very rudimentary EU concept of universal service provision has to be reformed to a dynamic universal service concept including the provision of high quality content of general public interest.

¹ OJ C (not yet published)

(Amendment 3)

Recital 10

(10) Measures should be taken **encouraging** participation of SMEs in Information Society developments.

(10) Measures should be taken **promoting the** participation of SMEs **and the non-profit sector** in Information Society developments, **while also recognising their key role in job creation and preservation.**

Justification:

Promotion of participation by SMEs in these fields is crucial for job creation and should therefore be explicitly mentioned.

The non-profit sector is already very active in building information networks and providing content for the inhabitants of Europe. Its contribution to develop a socially inclusive Information Society should also be encouraged. There is also a wide range of non-profit content providers and, e.g., networks and groups of software developers, Web designers, etc from the open-source community, which are not organised in the form of SMEs but could nevertheless make a valuable contribution to that process. They should get the same encouragement as commercial SMEs.

(Amendment 4)

Recital 16

(16) Progress of this programme should be continuously and systematically monitored with a view to adapting it, where appropriate, to developments in the digital content market. In due course there should be an independent assessment of the progress of the programme so as to provide the background information needed in order to determine the objectives for subsequent content policy actions. At the end of this programme, there should be a final assessment of the results obtained compared with the objectives set out in this Decision.

(16) Progress of this programme should be continuously and systematically monitored with a view to adapting it, where appropriate, to developments in the digital content market, **with a view to maintaining its specific purpose.** In due course there should be an independent assessment of the progress of the programme so as to provide the background information needed in order to determine the objectives for subsequent content policy actions. At the end of this programme, there should be a final assessment of the results obtained compared with the objectives set out in this Decision.

Justification:

If the specific purpose of this programme involves responding to areas which are in a continual state of change, this supervision will no doubt be necessary to ensure that the programme's specific purpose is achieved.

(Amendment 5)

Article 1(a)

a) creating favourable conditions for the commercialisation, distribution and use of European digital content on the global networks, thus stimulating economic activity and enhancing employment prospects;

a) creating favourable conditions for the commercialisation, distribution and use of European digital content on the global networks, thus stimulating economic activity and enhancing employment **and vocational training** prospects;

Justification:

This amendment is coherent with the orientations of the proposal for a decision as set out in the explanatory memorandum.

(Amendment 6)

Article 1(b)

1(b) stimulating the use of Europe's content potential, and in particular public sector information;

1(b) stimulating the use of Europe's content potential, and in particular public sector **and non-profit sector** information **free of charge or at low cost to individual consumers wherever information and high quality content of a general public interest is concerned**;

Justification:

The use of the content potential of the non-profit sector (e.g. research institutes, foundations, social economy initiatives, self-help groups in health care, consumer protection agencies and organisations, etc) should be regarded as a complement to the potential of the public sector. Content provided by the non-profit sector is also a very valuable resource to increase accessibility of high quality information for end-users in Europe. Commercialisation of public sector and non-profit sector content is useful as far as very specialised information directed at specific target groups of users is concerned. As far as information and content directed at general public interest is concerned, it should be delivered as part of a universal service, either free of charge or at low cost. Any other strategy would erect new barriers for the access of ordinary citizens to public sector and non-profit sector content by charging increased costs for information products. This also would be very unfair, as Europe's citizens have already paid for the production of the original public sector content as taxpayers. Making this content 'digital' should not erect new barriers for public access.

(Amendment 7)

Article 1(c)

(c) promoting multilingualism in digital content on the global networks and increasing the export opportunities of European content firms and in particular SMEs through linguistic customisation;

(c) promoting multilingualism in digital content on the global networks and ***facilitating the integrating of national minorities at European level;***

(ca) increasing the export opportunities of European content firms and in particular SMEs through linguistic customisation;

Justification:

The original subparagraph (c) should be divided into two, with the insertion of specific reference to national minorities in Europe and the furthering of their interests by means of this Council decision, with a view to enabling their expansion in an economic sector which is exhibiting high growth levels.

(Amendment 8)
Article 2(c)

2(c) supporting market enablers;

2(c) supporting market enablers ***and non-profit sector content-providing initiatives;***

Justification:

While it is important to support market enablers to promote public sector information directed at specific or specialised target groups, it is equally important to support the provision of public sector and non-profit sector information directed at the general public to be consistent with the Lisbon Summit's goal of a socially inclusive Information Society. As the public sector may be able to shoulder the costs of providing digital content, the non-profit sector will need support to create information networks, portals and content platforms.

4 December 2000

OPINION OF THE COMMITTEE ON CULTURE, YOUTH, EDUCATION, THE MEDIA AND SPORT

for the Committee on Industry, External Trade, Research and Energy

on the proposal for a Council decision adopting a Multiannual Community programme to stimulate the development and use of European digital content on the global networks and to promote linguistic diversity in the Information Society
(COM(2000) 323 – C5-0462/2000 – 2000/0128(CNS))

Draftsman: Geneviève Fraisse

PROCEDURE

The Committee on Culture, Youth, Education, the Media and Sport appointed Geneviève Fraisse draftsman at its meeting of 10 October 2000.

It considered the draft opinion at its meetings of 10 October, 22 November and 4 December 2000.

At the last meeting it adopted the amendments below unanimously.

The following were present for the vote: Giuseppe Gargani, chairman; Vasco Graça Moura, vice-chairman; Giorgio Ruffolo, vice-chairman; Ulpu Iivari, vice-chairman; Geneviève Fraisse, draftsman; Konstantinos Alyssandrakis (for Alexandros Alavanos), Ole Andreasen, Pedro Aparicio Sánchez, Janelly Fourtou (for Maria Martens), Ruth Hieronymi, Magdalene Hoff (for Lissy Gröner), Lucio Manisco, Pietro-Paolo Mennea, Raimon Obiols i Germà (for Christa Prets), Barbara O'Toole, Doris Pack, Mónica Ridruejo, Marieke Sanders-ten Holte, Christine de Veyrac, Eurig Wyn, Teresa Zabell Lucas, Sabine Zissener, Myrsini Zorba (for Phillip Whitehead).

SHORT JUSTIFICATION

General thrust of amendments

The boundaries between goods and services or products and services are becoming more and more blurred as telecommunications develop, whence the need to use the word 'content' to describe what is actually carried on information networks. The word 'content' enables us to bring all the different meanings together under a single term and to emphasise the fact that there can be no content without quality. Not before time, the European Union has now stopped focusing solely on the necessary structures and convergence and is attempting to formulate a global policy on the information carried on networks, which is aimed not just at industry and business but also at the public at large and the public institutions.

First of all, some background

We are now faced with an opportunity of historic importance to both economic development and European democracy. The communication media (comprising the means of both production and distribution) can now be used to develop our cultures, our languages and our heritage. This aim is wholly in keeping with the economic aim of fostering growth and competition. The content industry is estimated to be worth EUR 412 billion – 5% of Europe's GDP! Furthermore, that aim is easy to square with the democratic desire to ensure that everyone is given access to culture, training and knowledge. Lastly, the social impact of the alternatives and possibilities offered by the new telecommunications media is considerable.

New alternatives

Digital technology processes text, images and sound in such a way as to transform the process of creating, producing, distributing and storing content. School, which was long the place at which access could be gained to knowledge and information now shares this role with a whole range of media which provide such access any place, any time. Such media offer pupils and students a new relationship with knowledge and teachers, and provide members of the public, whether individually or in groups, with lifelong access to continuing training. New technologies also provide a means of gaining new access to archives and of learning languages and exploring our historical inheritance, enabling the European heritage to be exploited in new ways and claimed as our own. *Such access must be afforded to everyone, particularly those unable to make use of traditional means of gaining access to knowledge and entertainment.*

Content: a knowledge and information tool

When we speak about gaining access to content, we need to define our terms. Is content information or knowledge? *What content actually entails is not defined or explained anywhere in the programme.* There is a clear – and perhaps worrying – hesitation about what the word actually means, particularly since the proposal for a Council decision stresses the need for the *Content* programme to be aimed primarily at non-traditional content sectors (i.e. those as far as

possible away from publishing). Non-traditional sectors are defined in terms of the techniques used, which alter not just the media on which the content is carried but the use to which it is put.

Content is first and foremost a tool, since if it is seen as a tool, it can be either information or knowledge.

Multilingualism and multiculturalism foster European integration

Given that communication, which involves the *exchange of* content, is central to this programme, multilingualism is totally in keeping with this project. This new digital tool is ideal for the use of more than one language since it enables one to switch easily from one language to another. In both economic and cultural fields, digital content brings together with ease all types of data, linguistic identities, historic heritages, geographical information, and so on. *The existing content market and web 'programming' show that the Content programme is not just an opportunity tailored to the technological revolution, but a matter of urgency and an opportunity for European integration.*

It is a matter of urgency because the development of global networks is benefiting the existing, dominant content market, which is American in both substance and form (the English language).

It is an opportunity for Europe in that it enables it to maintain and enhance the diversity of languages used to communicate.

Similarly, all the other aspects of a new content economy contribute to European integration: encouraging the production of content and its circulation and exchange between European countries cannot but help to forge Europe's future, *fostering political integration and Europe's acceptance by its peoples.*

There can be no cultural industry without respect for authors' rights

Automatic, reliable and internationally recognised arrangements need to be introduced at European level, so as to provide authors with cast-iron guarantees that their rights will be respected, while making it easy for undertakings which produce multimedia programmes to manage those rights. The cultural industry is dependent for its prosperity on a dynamic creative environment and cannot grow if that environment is allowed to be destroyed.

Balanced public/private partnerships

Content stands at mid-point between public service and private initiative. Knowledge (culture and education) is not the primary object of this programme, but the historical context is such that they cannot be ignored. Public/private partnerships are necessary in order to optimise European content, exploit it and make it available to as many people as possible. Such partnerships should provide mutual benefits by fostering economic development while helping to promote cultural diversity, exploit the European heritage and democratise access to knowledge.

AMENDMENTS

The Committee on Culture, Youth, Education, the Media and Sport calls on the Committee on Industry, External Trade, Research and Energy, as the committee responsible, to incorporate the following amendments in its report:

Text proposed by the Commission¹

Amendments by Parliament

(Amendment 1)

Recital 1

The evolution towards an Information Society will influence the life of almost every citizen in the European Union.

The evolution towards an Information Society will influence the life of almost every citizen in the European Union **by, *inter alia*, affording new means of gaining access to knowledge and new ways of acquiring knowledge.**

Justification:

In addition to having economic implications, the information society represents a cultural and social challenge. Networks and media will play an innovative role in the dissemination and acquisition of knowledge.

(Amendment 2)

Recital 2a (new)

The economic and social potential of the development of digital content extends to the culture, education, training and leisure sectors.

Justification:

The spread of networks and digitisation is leading to rapid change in the education and training sectors, in employment, and in cultural and leisure pursuits. The new communication technologies, with particular reference to the Internet, are having a considerable social impact and generating a considerable demand for content products and services.

(Amendment 3)

Recital 2a (new)

¹ OJ C 337 del 28.11.2000, page. 31

(2a) Special attention must be paid to making it easier for everyone to gain access to digital content, the development of which must be aimed inter alia at offering new alternatives to disadvantaged groups and the disabled.

Justification:

The development of digital content provides opportunities that are particularly well-suited to certain population groups. Everyone should be able to benefit from the social changes resulting from the removal of geographical and temporal constraints by the new technologies. Those technologies enable a social market to emerge, in which people can re-enter society and gain access to the outside world by means of teleworking, distance teaching, and remote access to services of general interest or to cultural goods and services.

(Amendment 4)

Recital 2c (new)

With a view to ensuring that the economic and social potential of digital content is fully exploited, more partnerships between the public and private sectors, based on the principle of mutual benefit, must be established.

Justification:

The reactions to the Green Paper on public sector information in the information society, the assessments made of the Fourth Research and Development Framework Programme and the experience gained with the projects implemented under the INFO2000 programme illustrate the importance of public/private partnerships, which provide examples of good practice in areas where intersecting interests meet the needs of the public at large.

(Amendment 5)

Recital 3a(new)

(3a) Respect for intellectual property and labelling of works are preconditions for increased distribution and exploitation of digital content on the global networks. There is a need to review the law on intellectual property so as to adapt it to the new technological opportunities, safeguarding the rights of copyright-

holders to protection and, for users, the quality of goods and services that are subject to intellectual property rights and marketed on the net.

Or. fr

Justification:

Automatic, reliable and internationally recognised arrangements need to be introduced at European level so as to provide authors with cast-iron guarantees that their rights will be respected while making it easy for undertakings which produce multimedia programmes to manage those rights.

(Amendment 6)
Recital 3a (new)

(3a) The Commission and the Member States need to promote European activity in the content industry, both for the Internet and its audiovisual and multimedia transmission, including the encouragement of information technologies, research and development of the new converging fields, the creation of businesses in this sector and plurality. This will safeguard the European presence in this converging industry, which is a growth engine for the world economy.

Justification:

The European Union needs to safeguard its position in the global economy. So it must strengthen its economic position in the Internet by creating new European Internet businesses, by adapting traditional ones to this global medium. It must also strongly promote European content, by any system of transmission (radio, television, the Internet, and fixed or mobile telecommunications), to safeguard its cultural identity and promote an industry that will punch its economic weight.

(Amendment 7)
Recital 4

(4) ***There are*** numerous barriers to the full development of the European content industries and markets.

(4) ***The Commission and Member States must endeavour to simplify and homogenise national standards and put an end to the*** numerous barriers to the full development of the European content industries and markets.

Justification:

The European Union must at least properly support the unity and concept of the 'internal market', as the Union is operating in a much more extensive market as a result of the Global Network.

(Amendment 8)

Recital 7

On 23 and 24 March 2000 the European Council in Lisbon specifically recognised the role of the content industries in creating added value by exploiting and networking European cultural diversity.

On 23 and 24 March 2000 the European Council in Lisbon specifically recognised the role of the content industries in creating added value by exploiting and networking European cultural diversity ***and pointed out that nobody should be left out of the new Information Society.***

Justification:

It is of essential importance to equal opportunities and social cohesion that network content should be made available to everyone and that everyone should be capable of making use of it.

(Amendment 9)

Recital 7a (new)

The Feira European Council of 19 and 20 June 2000 expressly called on the Member States, the institutions and all other actors to implement the comprehensive Europe 2002 Action Plan and to prepare a knowledge-based economy encouraging info-inclusion and closing the numeracy gap.

Justification:

The conclusions of the Feira European Council firmly establish the fact that the circulation of knowledge and equal access to new communication techniques are of fundamental importance to the economic and social development of Europe.

(Amendment 10)

Recital 8

Community actions undertaken concerning **the content of information** should respect the Union's multilingual and multicultural character and encourage initiatives that facilitate access to digital **information** in the languages of present and candidate countries.

Community actions undertaken concerning **digital** content should respect the Union's multilingual and multicultural character and encourage initiatives that facilitate access to digital **content** in the languages of present and candidate countries.

Justification:

Respect for and promotion of linguistic and cultural diversity are fundamental tenets of Community action. The stakes involved in the development of the information society and the scope of the Content programme go beyond the sphere of information, which is merely one sector of the knowledge economy and the content market. There is also a need to ensure consistency between the terms used in the programme and the programme's title, which covers 'digital content' in all its forms.

(Amendment 11)

Recital 10

Measures should be taken encouraging **participation of SMEs in** Information Society developments.

Measures should be taken encouraging SMEs **and the new technology companies ('Internet businesses') to participate in and contribute to** Information Society developments. **They must take steps to encourage such companies' access to sources of funding, at all stages of their development, including the earliest ones. Administrative employment and training procedures need simplifying.**

Justification:

It is essential for SMEs to bring their know-how and capacity for innovation to bear in developing the potential of European content. To succeed in a global economy requires companies that can command sufficient volume and a real international presence, for which there is a need to gain access to funding at an early stage and have a strong investment capability. Progress of this kind is being made by the traditional SMEs and new high-technology and Internet businesses.

(Amendment 12)

Recital 11

The different rates of development on the provision and use of **information services** in the present Member States and in the candidate countries deserve special

The different rates of development on the provision and use of **new communication techniques and the related content** in the present Member States and in the candidate

consideration, having regard to the internal cohesion of the Community and the risks associated with a two-tier Information Society.

countries deserve special consideration, having regard to the internal cohesion of the Community and the risks associated with a two-tier Information Society.

Justification:

The risk of the emergence of a numeracy gap between those who can and those who cannot live with and in the information society does not hinge on access to and use of information services alone, which are merely one type of content among a whole range of others.

(Amendment 13)

Recital 14a (new)

In accordance with the decision made by the European Council at its meeting in Lisbon on 23 and 24 March 2000, the Council and the Commission must report by the end of 2000 on the ongoing review of EIB and EIF financial instruments in order to redirect funding towards support for business start-ups, high-tech firms and micro-enterprises, as well as other risk-capital initiatives proposed by the EIB. In this context, special attention must be paid to digital content producers.

Justification:

The decision adopted by the Lisbon European Council is important for the optimisation and exploitation of European content, and action must be taken on that decision at the earliest opportunity.

(Amendment 14)

Recital 15a (new)

A particularly high level of synergy should be established with the Information Society Technologies (IST) programme adopted by the Council of European Research Ministers on 22 December 1998, which fosters technological research aimed at the optimisation and exploitation of European content.

Justification:

There is a strong synergy between some measures provided for in the proposed programme and IST measures implemented under the Fifth Research and Development Framework Programme. It might be useful to establish links between the two programmes, since the projects undertaken under Content could very well be modelled on and apply the technological advances made possible by the IST programme.

(Amendment 15)
Article 1(aa) new

(aa) developing effective systems for the protection of intellectual property and a common rights clearance approach, so as to facilitate multimedia production and commercial transactions;

Justification:

Automatic, reliable and internationally recognised arrangements need to be introduced at European level so as to provide authors with cast-iron guarantees that their rights will be respected while making it easy for undertakings which produce multimedia programmes to manage those rights.

(Amendment 16)
Recital 16

Progress of this programme should be continuously and systematically monitored with a view to adapting it, where appropriate, to developments in the digital content market. In due course there should be an independent assessment of the progress of the programme so as to provide the background information needed in order to determine the objectives for subsequent content policy actions. At the end of this programme, there should be a final assessment of the results obtained compared with the objectives set out in this Decision.

Progress of this programme should be continuously and systematically monitored with a view to adapting it, where appropriate, to developments in the digital content market ***and the public interest***. In due course there should be an independent assessment of the progress of the programme so as to provide the background information needed in order to determine the objectives for subsequent content policy actions. At the end of this programme, there should be a final assessment of the results obtained compared with the objectives set out in this Decision.

Justification:

A close link must be established between the market and the public interest, which are not mutually exclusive.

(Amendment 17)

Article 1(a)

creating favourable conditions for the commercialisation, distribution and use of European digital content on the global networks, thus stimulating economic activity **and** enhancing employment prospects;

creating favourable conditions for the commercialisation, distribution and use of European digital content on the global networks, thus stimulating economic activity, enhancing employment prospects, ***safeguarding cultural diversity, optimising the European heritage and facilitating access to knowledge;***

Justification:

In addition to having economic implications, the information society represents a cultural and social challenge. Networks and media will play an innovative role in the dissemination and acquisition of knowledge. The spread of networks and digitisation will lead to rapid change in the education and training sectors, in employment, and in cultural and leisure pursuits.

(Amendment 18)

Article 1(b)

stimulating the use of Europe's content potential, and in particular public sector information;

stimulating the use of Europe's content potential, and in particular public sector information, ***to produce content with a high added value in educational, cultural, social and professional terms;***

Justification:

Europe has all the potential it needs to produce original content and services which meet the needs of the public.

(Amendment 19)

Article 1(b)a (new)

fostering the use of new technologies in the creation of new multimedia goods and services;

Justification:

Content producers must benefit from the advances brought by research work, particularly that carried out under Community research and development framework programmes, so as to be able to respond to new social customs and new markets, such as digital libraries and archives, educational and cultural multimedia products, networking of cultural institutes and universities, navigation around virtual collections, the development of virtual tourism, and distance vocational and continuing training.

(Amendment 20)

Article 1(bb) (new)

(bb) fostering universal access to the social and cultural potential of European digital content and, in particular, access for disadvantaged groups and the disabled;

Justification:

Universal access to content, which enables people to acquire knowledge and take advantage of alternative ways of doing things, is necessary in order to ensure that the information society will be of benefit to all.

(Amendment 21)

Article 1(c)

(c) promoting multilingualism in digital content on the global networks and increasing the export opportunities of European content firms and in particular SMEs through linguistic customisation;

(c) promoting multilingualism in digital content ***by extending an efficient language infrastructure*** on the global networks and increasing the export opportunities of European content firms and in particular SMEs ***and micro-enterprises, particularly those working in the Internet and multimedia sectors,*** through linguistic customisation;

Justification:

An efficient language infrastructure is essential, as multilingual content will encourage equal opportunities for public access to the Information Society.

Special consideration must be given to small innovative undertakings for the development of varied, high-quality goods and services. Internet companies are also an engine for the growth of content and the export of culture.

(Amendement 22)

Article 1(da) (new)

(da) promoting the training of trainers and professionals in the use and

development of digital databases and content.

Justification:

To encourage use of European digital content there is a need to train trainers and professionals who are capable of putting in place a quality, competitive and attractive system, specialising in the various branches of information and knowledge, and of creating programmes and adjusting to technological innovation. If a common basis for working is not set up it will not be possible to standardise contributions in the different languages.

(Amendment 23)

Article 2(a)

stimulating the exploitation of public sector information;

stimulating the exploitation of public sector information ***with a high added value in educational, cultural, social and professional terms;***

Justification:

In addition to having economic implications, the information society represents a cultural and social challenge. Networks and media will play an innovative role in the dissemination and acquisition of knowledge. The spread of networks and digitisation will lead to rapid change in the education and training sectors, in employment, and in cultural and leisure pursuits.

(Amendment 24)

Article 6(1)

1. In order to ensure that Community aid is used efficiently, the Commission shall ensure that actions under this Decision are subject to effective prior appraisal, monitoring and subsequent evaluation.

1. In order to ensure that Community aid is used efficiently ***and in particular to make use of recent findings about new forms of private-public partnerships,*** the Commission shall ensure that actions under this Decision are subject to effective prior appraisal, monitoring and subsequent evaluation.

Justification:

These findings are of the utmost importance for the market-oriented further development of the programme.

(Amendment 25)

Article 6(4a) (new)

(4a) The Commission shall ensure that administrative procedures for the submission and processing of applications are made as simple and transparent as possible.

Justification:

Experience with procedures that have come to our notice in connection with other Community support programmes leads us to call for extra attention to the need for simplicity and transparency in the submission and processing procedures that the Commission will be devising for the e-content programme.

(Amendment 26)

Annex I – ACTION LINES, first indent

creating favourable conditions for the commercialisation, distribution and use of European digital content on the global networks, thus stimulating economic activity ***and*** enhancing employment prospects;

creating favourable conditions for the commercialisation, distribution and use of European digital content on the global networks, thus stimulating economic activity, enhancing employment prospects, ***safeguarding cultural diversity, optimising the European heritage and facilitating access to knowledge;***

Justification:

In addition to having economic implications, the information society represents a cultural and social challenge. Networks and media will play an innovative role in the dissemination and acquisition of knowledge. The spread of networks and digitisation will lead to rapid change in the education and training sectors, in employment, and in cultural and leisure pursuits by creating new customs and new markets.

(Amendment 27)

Annex I – ACTION LINES, first indent a (new)

developing effective systems for the protection of intellectual property and a common rights clearance approach, so as to facilitate multimedia production and commercial transactions;

Justification:

Automatic, reliable and internationally recognised arrangements need to be introduced at European level so as to provide authors with cast-iron guarantees that their rights will be

respected while making it easy for undertakings which produce multimedia programmes to manage those rights.

(Amendment 28)

Annex I – ACTION LINES, second indent

stimulating the use of Europe's content potential, and in particular public sector information;

stimulating the use of Europe's content potential, and in particular public sector information, ***to produce content with a high added value in educational, cultural, social and professional terms;***

Justification:

Europe has all the potential it needs to produce original content and services which meet the needs of the public.

(Amendment 29)

Annex I – ACTION LINES, second indent a (new)

fostering the use of new technologies in the creation of new multimedia goods and services;

Justification:

Content producers must benefit from the advances brought by research work, particularly that carried out under Community research and development framework programmes, so as to be able to respond to new social customs and new markets, such as digital libraries and archives, educational and cultural multimedia products, networking of cultural institutes and universities, navigation around virtual collections, the development of virtual tourism, and distance vocational and continuing training.

(Amendment 30)

Annex I – ACTION LINES, second indent a (new)

fostering universal access to the social and cultural potential of European digital content and, in particular, access for disadvantaged groups and the disabled;

Justification:

Universal access to content, which enables people to acquire knowledge and take advantage of alternative ways of doing things, is necessary in order to ensure that the information society will be of benefit to all.

(Amendment 31)

Annex I – ACTION LINES, third indent

promoting multilingualism in digital content on the global networks and increasing the export opportunities of European content firms and in particular SMEs through linguistic customisation;

promoting multilingualism in digital content on the global networks and increasing the export opportunities of European content firms and in particular SMEs **and micro-enterprises** through linguistic customisation;

Justification:

Special consideration must be given to small innovative undertakings for the development of varied, high-quality goods and services.

(Amendment 32)

Annex I(1), first subparagraph (first half)

The Green Paper on Public Sector Information in the Information Society, published in January 1999, triggered a discussion at European level on the issues of access to and exploitation of public sector information. This discussion has contributed to the awareness in this field among public and private parties and may be an important basis for improving the **exploitation** conditions in Europe.

The Green Paper on Public Sector Information in the Information Society, published in January 1999, triggered a discussion at European level on the issues of access to and exploitation of public sector information. This discussion has contributed to the awareness in this field among public and private parties and may be an important basis for improving the conditions in Europe **for the exploitation of content with a high added value in educational, cultural, social and professional terms and for the development of new multimedia goods and services (such as digital libraries and archives, educational and cultural multimedia products, networking of cultural institutes and universities, navigation around virtual collections, the development of virtual tourism, and distance vocational and continuing training).**

Justification:

A response must be made to the demands of new markets, and the full economic, cultural and social potential of European collections and resources must be exploited.

(Amendment 33)

Annex I(1), first subparagraph (second half)

At the same time, experiments of public/private partnerships, started under the INFO2000 programme, should be accelerated and expanded. Participation of EU applicant countries in the initiatives of this action line will facilitate future integration. A better management of information (e.g. land registers) in these countries is of vital importance for creating a transparent legal framework as well as the functioning of the internal market after accession.

At the same time, experiments of public/private partnerships ***based on the principle of mutual benefit***, started under the INFO2000 programme, should be accelerated and expanded. Participation of EU applicant countries in the initiatives of this action line will facilitate future integration. A better management of information (e.g. land registers) in these countries is of vital importance for creating a transparent legal framework as well as the functioning of the internal market after accession.

Justification:

Public/private partnerships are necessary in order to optimise European content, exploit it and make it available to as many people as possible. Such content must meet the expectations of both businesses and private individuals.

(Amendment 34)

Annex I(1), second subparagraph

Within this action line the use of language technology applications will be promoted among the administrations of Member States and the EU institutions.

Within this action line the use of language technology applications will be promoted among the administrations of Member States, ***local authorities, public bodies, firms, associations*** and the EU institutions.

Justification:

The scope of this action line covers all the above entities.

(Amendment 35)

Annex I(1), 'Experiments in concrete projects', first subparagraph

Experiments in concrete projects

The public sector collects and produces vast amounts of information, much of which is of interest to individuals and businesses, and which can be the raw material for value-added ***information services*** produced by the content industries. There are however, many barriers for the transformation of this enormous potential into saleable products and services. Demonstration projects that can be used as examples of good practices

Experiments in concrete projects

The public sector collects and produces vast amounts of information, much of which is of interest to individuals and businesses, and which can be the raw material for value-added ***content*** produced by the content industries. There are however, many barriers for the transformation of this enormous potential into saleable products and services. Demonstration projects that can be used as examples of good practices and that will

and that will allow to identify practical problems in public/private partnerships, will help to redress this situation. These projects will serve as catalysts to further developments in this field.

allow to identify practical problems in public/private partnerships, will help to redress this situation. These projects will serve as catalysts to further developments in this field.

Justification:

Information is merely one specific sector of the knowledge economy and the content market.

(Amendment 36)

Annex I(1), 'Experiments in concrete projects', second subparagraph
Preliminary actions have started under the INFO2000 programme, that supported a limited number of pilot and demonstration projects. Given the huge potential of this domain, experiments with public-private partnerships, aimed at the exploitation of public sector information with a European interest will continue.

Preliminary actions have started under the INFO2000 programme, that supported a limited number of pilot and demonstration projects. Given the huge potential of this domain, experiments with public-private partnerships, aimed at the exploitation of public sector information with a European interest ***which is shared by those involved in the partnership and is of benefit to the general public*** will continue.

Justification:

Projects financed under private/public partnerships must also be aimed at enabling the public service to make the potential of its full range of content (particularly cultural content) available to the public at large.

(Amendment 37)

Annex I(1), 'Establishment of European digital data collections'

Establishment of European digital data collections

The pilot-projects as described above usually cover a limited geographical area within Europe. Nevertheless the absence of complete datasets at European level constitute one of the barriers to the exploitation of the content potential. Therefore, in addition to the experimental projects, the establishment of European data collections will be stimulated, through financial support to work on pan-European metadata for public sector information and through projects covering a significant number EU Member States. Interest and

Establishment of European digital data collections

The pilot-projects as described above usually cover a limited geographical area within Europe. Nevertheless the absence of complete datasets at European level constitute one of the barriers to the exploitation of the content potential. Therefore, in addition to the experimental projects, the establishment of European data collections will be stimulated, through financial support to work on pan-European metadata for public sector information and through projects covering a significant number EU Member States. Interest and

commitment of private parties will be decisive for selecting the *type of data* and the *areas* to be covered.

commitment of **public and** private parties will be decisive for selecting the *type of data* and the *areas* to be covered.

Justification:

The establishment of European digital data collections is of essential importance not just to economic development but also to the dissemination of knowledge and to social cohesion. It should therefore not be left solely up to the private sector to set the priorities for a Community programme.

(Amendment 38)

Annex I(2), 'Fostering new partnerships and the adoption of multi-language strategies'	Annex I(2), 'Fostering new partnerships and the adoption of multi-language strategies'
<u>Fostering new partnerships and the adoption of multi-language strategies</u>	<u>Fostering new partnerships and the adoption of multi-language strategies</u>

This sub-line addresses the development of cost effective multi-language solutions and processes, by promoting new forms of partnership between the digital content and the language industries. Private and public-sector content providers and distributors will be stimulated to make their products and services available in a broader range of languages, throughout the design, authoring and publishing chain. IT vendors and telecom operators will be encouraged to provide new tools and digital delivery channels enabling multilingual information access and provision. The providers of language services and utilities will be encouraged to adapt their offerings to **meet** the needs of an expanding customer base in the content industries.

This sub-line addresses the development of cost effective multi-language solutions and processes, by promoting new forms of partnership between the digital content and the language industries. Private and public-sector content providers and distributors will be stimulated to make their products and services available in a broader range of languages, throughout the design, authoring and publishing chain. IT vendors and telecom operators will be encouraged to provide new tools and digital delivery channels enabling multilingual information access and provision. The providers of language services and utilities will be encouraged to adapt their offerings to **the various countries and population groups with a view to meeting** the needs of an expanding customer base in the content industries.

Justification:

Content must be adjusted to the various countries, which have different cultures and approaches, and to the various population groups, such as the disabled.

(Amendment 39)

Annex I(3), 'Rights trading'

Rights trading

Rights trading is the basis for creating products mixing text, images and sound. The effectiveness and efficiency of the multimedia rights clearance have a strong and direct impact on the functioning of the content industries. The integration and interoperation of distributed specialised clearance services at European level was stimulated under INFO2000 through feasibility studies, prototype, standards and pilot system development. Further investment is needed to arrive at a unified European rights clearance approach. The focus of future actions will be on extending rights clearance pilots and on specific support measures. Pilot projects will have to cover the candidate countries, less advanced sectors and specific public sector applications.

Rights trading *and respect for intellectual property*

Rights trading is the basis for creating products mixing text, images and sound. The effectiveness and efficiency of the multimedia rights clearance have a strong and direct impact on the functioning of the content industries. The integration and interoperation of distributed specialised clearance services at European level was stimulated under INFO2000 through feasibility studies, prototype, standards and pilot system development. Further investment is needed to arrive at a unified European rights clearance approach ***which gives authors cast-iron guarantees that their rights will be respected***. The focus of future actions will be on extending rights clearance pilots ***which give authors cast-iron guarantees that their rights will be respected*** and on specific support measures. Pilot projects will have to cover the candidate countries, less advanced sectors and specific public sector applications

Justification:

Arrangements guaranteeing that authors' rights will be respected while ensuring that those rights may be easily managed by multimedia programme producers are essential to the development of content creation and the digital industry as a whole.

(Amendment 40)

Annex I(4), first subparagraph

The programme execution will be supported by actions aiming at the dissemination of the results (e.g. publications, world wide web sites, conferences showcasing projects) as well as strategic operations (e.g. studies and fora) bringing together ***different parts of the content and languages markets***.

The programme execution will be supported by actions aiming at the dissemination of the results (e.g. publications, world wide web sites, conferences showcasing projects) as well as strategic operations (e.g. studies and for a) bringing together ***all those involved in the creation and exploitation of digital content***.

Justification:

This wording ensures that none of those involved is left out.

(Amendment 41)

Annex II, INDICATIVE BREAKDOWN OF EXPENDITURE, 3

3. Supporting market enablers **5% - 9%**

3. Supporting market enablers **10% - 15%**

Justification:

The introduction at European level of automatic, reliable and internationally recognised arrangements that provide authors with cast-iron guarantees that their rights will be respected, while making it easy for undertakings which produce multimedia programmes to manage those rights, is one of the main preconditions for the creation of an environment that fosters content circulation. It is therefore important to upgrade the appropriations for this action line.