

PROBLEMATIQUE/OBJECTIFS/LINE TO TAKE

In the presentation:

- Thank the Parliament for the good cooperation during this parliamentary term;
- Take stock of the results achieved since 2004;
- Inform them on the ongoing work, notably on the Telecom package and MEDIA Mundus. Particular focus should be put on MEDIA Mundus.

SPEAKING NOTE

- Ladies and Gentlemen, dear Members, the aim of my presence here today is twofold. First of all, I would like to take stock of the most important achievements since 2004 and then to have an exchange of views with you on the ongoing work.
- We are almost at the end of this parliamentary term and I would like to thank you for the very fruitful collaboration we have had so far and for the important results we have delivered together to Europe along these five years;
- Let me start by recalling you the **Audiovisual Media Services** Directive- which succesfully showed that Europe can deliver- even on difficult and controversial matters. The modernised legal framework that covers all audiovisual media services, provides a less detailed, more flexible type of regulation, with modernised rules on TV advertising that improve the financing of the audiovisual content.
- Each of the co-legislators can legitimately be proud of the result achieved. I especially have to mention the contribution of this house. It was the strong determination of the Parliament that helped to ensure that the modernised Directive:
 - remains fully-based on the country of origin principle;
 - introduces provisions on accessibility of audiovisual media services for people with disabilities; or

- strengthens the right to information through the introduction of a right to short news reporting.
- Member States have now to ensure the correct transposition of the Directive by the end of this year.
- Another important success we achieved is **the MEDIA 2007** programme. Adopted in November 2006, this programme has successfully completed its second year of implementation with its first full budgetary allocation. Over 1700 projects were supported for a total amount of € 107,7 million in 2008.
- Allow me to mention that, of these, over 1000 projects were co-financed by the European Commission in order to make the distribution of hundreds of European non-national films possible.
- One of the best recent examples is *Slumdog Millionaire*, which is a mainly UK production and the distribution of which was supported by MEDIA in 16 European territories even before winning so many Oscars.
- To continue with the audiovisual industry, I should recall the **European Charter for the Development and the Take-up of Film Online**. The charter was agreed on my initiative by business leaders on 23rd May 2006 at the Europe Day during the Cannes Film Festival, - to encourage the development and take-up of Film Online in Europe. There are tremendous opportunities for the wider circulation of European films, for a more vibrant and competitive film sector and a powerful broadband infrastructure in Europe.
- The Charter was also the starting point for a broader **Creative Content Online process**. Starting in early 2008, this process had several stages: the adoption of the Communication on Creative

Content Online; the launch of a focused public consultation and the creation of a stakeholders' discussion and cooperation platform, the so-called "**Content Online Platform**" which gathered high-level experts from all groups involved (creators, rights holders, content providers, consumer associations, internet service providers and the telecommunication industry).

- I participated in all five meetings of the Content Online Platform, which analysed the following topics in depth: new online business models, legal offerings and piracy, management of copyright online, protection of minors and cultural diversity.
- The Commission is planning to adopt a **second Communication on Creative Content Online** in September/October this year. This Communication will summarize and analyse the findings and results of the Creative Content Online initiative, define a set of principles for action by stakeholders and public authorities; and provide a continuing framework for our discussions with stakeholders for the continuing promotion of creative content online in Europe.
- Since there is still some uncertainty as to the opportunities and potential of cross-border distribution of films, the Commission has mandated a study on **multi-territory licensing for audiovisual content**. This study will analyse the main challenges for the development of a multi-territory distribution business model and its economic and cultural consequences. The final results should be available early in 2010.

ONGOING WORK

- Let me now move to the ongoing work and allow me to tell you that we have still some months ahead of us which cannot be lost. Time is precious since we can still deliver good results for Europe and for the European citizens before the European elections. Our example is the Roaming II regulation, which I hope will be adopted in time to benefit all EU travellers before the summer break.
- Another example is the **Review of the Telecom package**. I would like to congratulate the European Parliament for its valuable contribution and thank it for its commitment to bring the negotiations forward.
- The Commission continues to be optimistic as to the outcome.
- Though the calendar is very tight – dictated by deadline for the Parliament's plenary vote - the atmosphere is positive and parties are showing increasing flexibility in order to find a common ground.
- In all meetings, I have been urging parties to sit together and continue working in order to make progress. The telecoms markets and the players need an agreement and this is even more important in the current economic situation.

MEDIA Mundus

- Another important file under my competences and which is currently being discussed in your Committee is **MEDIA Mundus**. I very much support your initiative to reach a first-reading agreement. In Ruth Hieronymi you have appointed a rapporteur, who is very experienced in the audiovisual sector, and I would like to express my deep regret that she is not a candidate for the next EP.

- MEDIA Mundus aims to promote cooperation between professionals and, unlike existing programmes, it is based on the principle of mutual benefit for professionals from EU Member States and from third countries throughout the world.
 - MEDIA Mundus's objectives are to:
 - improve access to third-country markets and to build trust and long-term commercial relationships;
 - improve the competitiveness of the European audiovisual industry and the distribution of European audiovisual works in third countries and those of third countries within Europe;
 - improve circulation and visibility of European audiovisual works in third countries and those of third countries within Europe and to increase public (in particular, a young public) demand for culturally diverse audiovisual content.
 - The Preparatory Action MEDIA International has been of particular importance for the development of MEDIA Mundus. We are very grateful that, following on from a budget of €2 million in 2008, you have voted a budget of €5 million for 2009.
- I have one appeal to make to you concerning Parliament's report: by moving from a preparatory action to a programme, MEDIA Mundus will become subject to Committee procedures. The current MEDIA 2007 programme is already subject to the management procedure, precisely designed for the management of programmes and which gives Parliament scrutiny rights in their implementation. I plead with you to maintain this procedure for MEDIA Mundus. It strikes the right balance for a programme to run on the basis of an annual work plan, between Parliament's legitimate right to scrutiny and the need to

manage the programme efficiently and effectively with already very tight deadlines. Please do resist those who might be tempted to impose on MEDIA Mundus the much heavier "regulatory procedure with scrutiny". This procedure was designed, as its name indicates, for amending regulation. It is indeed a legitimate procedure for Parliament to use when regulation is being amended as it "freezes" the measures for up to three months. However, you will understand that it is not appropriate for a programme such as MEDIA Mundus which must be implemented within a twelve-month cycle in a way that is responsive to the development of the sector and the needs of the professionals.

- Let me now conclude by praising this Committee once more for the fruitful and good work you have been doing in particular in the audiovisual and telecommunication field and let me wish you all the best for your future activity.
- I hope to see you again in the next parliamentary term.

Thank you very much for your attention