



EUROPEAN PARLIAMENT

2009 - 2014

---

*Committee on the Internal Market and Consumer Protection*

---

**2010/2306(INI)**

5.5.2011

# **AMENDMENTS**

## **1 - 24**

**Draft opinion**  
**Jürgen Creutzmann**  
(PE458.564v01-00)

on European Cinema in the Digital Era  
(2010/2306(INI))

AM\866424EN.doc

PE464.807v01-00

**EN**

*United in diversity*

**EN**

AM\_Com\_NonLegOpinion

**Amendment 1**  
**Barbara Weiler**

**Draft opinion**  
**Paragraph 1**

*Draft opinion*

1. Emphasises the important contribution of European cinema to investments in digital technologies, innovation, growth and jobs;

*Amendment*

1. Emphasises the important contribution of European cinema to investments in digital technologies, innovation, growth and jobs; ***stresses that, in addition to the economic impetus imparted by the EU's cultural industry, European cinema also, in particular, has an extremely important cultural and social dimension;***

Or. de

**Amendment 2**  
**Róza Gräfin von Thun und Hohenstein**

**Draft opinion**  
**Paragraph 1 a (new)**

*Draft opinion*

*Amendment*

***1a. Underlines the fact that for small, rural and arthouse cinemas which show a majority of European content are excluded from the Virtual Print Fee (VPF) commercial model of financing the installation of digital equipment and that public support is necessary to prevent them from being left behind in the digital roll out;***

Or. en

**Amendment 3**  
**Róza Gräfin von Thun und Hohenstein**

**Draft opinion  
Paragraph 1 b (new)**

*Draft opinion*

*Amendment*

***1b. Calls on the Commission to establish an alternative financing model to VPF to uphold and strengthen cultural diversity and to safeguard competitiveness;***

Or. en

**Amendment 4  
Emma McClarkin**

**Draft opinion  
Paragraph 1 a (new)**

*Draft opinion*

*Amendment*

***1a. Recognises that almost 1 billion cinema tickets were sold in the EU during 2010 and that this reveals the cinema sector's continued popularity and huge financial potential; stresses the importance of all levels of the production line in creating cinema content and the need to support all levels of this chain;***

Or. en

**Amendment 5  
Constance Le Grip**

**Draft opinion  
Paragraph 1 b (new)**

*Draft opinion*

*Amendment*

***1b. Stresses the potential for growth and job creation generated by digital film production and calls for a continuation of the policy pursued under the MEDIA programme, particularly the part devoted to making the European audiovisual***

*industry more competitive;*

Or. fr

**Amendment 6**  
**Barbara Weiler**

**Draft opinion**  
**Paragraph 1 a (new)**

*Draft opinion*

*Amendment*

***1a. Observes that small commercial and non-commercial cinemas make a vital contribution to the cultural heritage by including European productions in their programmes; observes with concern that the survival of many independent cinemas is in danger due to the high costs of converting to digital technology and competition with cinemas which primarily show films from the USA;***

Or. de

**Amendment 7**  
**Barbara Weiler**

**Draft opinion**  
**Paragraph 1 a (new)**

*Draft opinion*

*Amendment*

***1a. highlights that the improvement of the employability of workers in order to be able to adapt to changing production models and international economic dynamics is essential. New qualifications and re-qualification have to be rightly considered to guarantee social inclusion and employment protection. This is also essential to ensure competitiveness;***

Or. en

**Amendment 8**  
**Emma McClarkin**

**Draft opinion**  
**Paragraph 2**

*Draft opinion*

2. Points out that digitisation enables a wider and cheaper distribution of cultural contents throughout the internal market and safeguards the competitiveness of European cinema;

*Amendment*

2. Points out that digitisation enables a wider and cheaper distribution of cultural contents throughout the internal market, ***opens new opportunities to the European film sector*** and safeguards the competitiveness ***and diversity*** of European cinema;

Or. en

**Amendment 9**  
**Philippe Juvin**

**Draft opinion**  
**Paragraph 2 a (new)**

*Draft opinion*

*Amendment*

***2a. Insists however on the necessity to take into account the social cost of the digital transition, and to develop training programmes for professionals to enable them to adapt to the use of new technologies;***

Or. en

**Amendment 10**  
**Emma McClarkin**

**Draft opinion**  
**Paragraph 2 a (new)**

*Draft opinion*

*Amendment*

**2a. Underlines the need for public and private investment while introducing the cinema sector to the digital era;**

Or. en

**Amendment 11  
Jürgen Creutzmann**

**Draft opinion  
Paragraph 3**

*Draft opinion*

3. Underlines that the digital roll-out must preserve programming diversity and cultural facilities for rural areas; calls on the Commission, Member States and regions to focus public funding for digital conversion on cinemas which ***do not have access to Virtual Print Fee deals or solidarity funds or geographical areas at risk***, and to minimise the duration of the transition period;

*Amendment*

3. Underlines that the digital roll-out must preserve programming diversity and cultural facilities for rural areas; calls on the Commission, Member States and regions to focus public funding for digital conversion on cinemas which ***cannot sufficiently meet their financing needs from alternative sources of funding or which are located in remote areas***, and to minimise the duration of the transition period;

Or. de

**Amendment 12  
Philippe Juvin, Róza Gräfin von Thun und Hohenstein**

**Draft opinion  
Paragraph 3**

*Draft opinion*

3. Underlines that the digital roll-out must preserve programming diversity and cultural facilities ***for*** rural areas; calls on the Commission, Member States and regions to focus public funding for digital conversion on cinemas which do not have

*Amendment*

3. Underlines that the digital roll-out must preserve programming diversity and cultural facilities ***in all EU countries and especially in rural and remote areas; emphasizes the importance of the social and cultural role of cinemas that must be***

access to Virtual Print Fee deals or solidarity funds or geographical areas at risk, and to minimise the duration of the transition period;

*preserved, especially in rural and remote areas*; calls on the Commission, Member States and regions to focus public funding for digital conversion on cinemas which do not have access to Virtual Print Fee deals or solidarity funds or geographical areas at risk, and to minimise the duration of the transition period;

Or. en

**Amendment 13**  
**Barbara Weiler**

**Draft opinion**  
**Paragraph 3**

*Draft opinion*

3. Underlines that the digital roll-out must preserve programming diversity and cultural facilities for rural areas; calls on the Commission, Member States and regions to focus public funding for digital conversion on cinemas which do not have access to Virtual Print Fee deals or solidarity funds or geographical areas **at risk**, and to minimise the duration of the transition period;

*Amendment*

3. Underlines that the digital roll-out must preserve programming diversity and cultural facilities for rural **and urban** areas; calls on the Commission, Member States and regions to focus public funding for digital conversion on cinemas which do not have access to Virtual Print Fee deals or solidarity funds or **structurally weak** geographical areas, and to minimise the duration of the transition period;

Or. de

**Amendment 14**  
**Philippe Juvin, Róza Gräfin von Thun und Hohenstein**

**Draft opinion**  
**Paragraph 3 a (new)**

*Draft opinion*

*Amendment*

**3a. Underlines the importance of public support for the digital transition of cinemas; insists on the fact that digitisation must not result in the closure of small and arthouse cinemas to the**



*benefit of multiplexes;*

Or. en

**Amendment 15**  
**Emma McClarkin**

**Draft opinion**  
**Paragraph 3 a (new)**

*Draft opinion*

*Amendment*

***3a. Calls on the Commission to carefully examine the possible implications which the transition from traditional to digital cinema may have on all the stakeholders and parties involved; stresses that Member States should take into account the costs for small local cinemas, possible opportunities/consequences for the labour market, and citizenship initiatives;***

Or. en

**Amendment 16**  
**Barbara Weiler**

**Draft opinion**  
**Paragraph 3 a (new)**

*Draft opinion*

*Amendment*

***3a. Recalls the difficult situation of small cinemas in towns which, as art-house cinemas, help to preserve the cultural heritage;***

Or. de

**Amendment 17**  
**Barbara Weiler**

**Draft opinion  
Paragraph 4 a (new)**

*Draft opinion*

*Amendment*

***4a. Calls for the European Regional Development Fund (ERDF) and the EU programme MEDIA to be available for the modernisation of small cinemas in the European Union in the long term; stresses in this connection the added value of European subsidies, particularly with regard to support for the cross-border broadcasting of films and to prevent further fragmentation of the European cinema market;***

Or. de

**Amendment 18  
Barbara Weiler**

**Draft opinion  
Paragraph 4 b (new)**

*Draft opinion*

*Amendment*

***4b. Welcomes the pledge given by Mr Barroso, President of the Commission, on 18 March 2011 to continue and further expand the MEDIA programme;***

Or. de

**Amendment 19  
Róza Gräfin von Thun und Hohenstein**

**Draft opinion  
Paragraph 5 a (new)**

*Draft opinion*

*Amendment*

***5a. Calls on the Commission to earmark MEDIA funding to support the digitalisation of cinemas showing***

*European content in the new MEDIA programme for after 2013 on the basis of specific criteria which demonstrates their contribution to the preservation of cultural diversity and increasing the circulation of European works;*

Or. en

**Amendment 20**  
**Róza Gräfin von Thun und Hohenstein**

**Draft opinion**  
**Paragraph 5 b (new)**

*Draft opinion*

*Amendment*

*5b. Notes that complementary measures are available to small arthouse cinemas to public support: market-based solutions such as small cinemas grouping together in networks to make collective agreements with distributors; availing of national solidarity funds, availing of European Regional Development Funds;*

Or. en

**Amendment 21**  
**Emma McClarkin**

**Draft opinion**  
**Paragraph 5 a (new)**

*Draft opinion*

*Amendment*

*5a. Calls on Member States to recognise the importance of appropriate investment in research, funding and training for professionals already working in this field while drawing up their national programmes of digitalisation;*

Or. en

**Amendment 22**  
**Jürgen Creutzmann**

**Draft opinion**  
**Paragraph 6**

*Draft opinion*

6. **Encourages national standardisation bodies to use their influence in the international standardisation process to develop** a unique, open and compatible worldwide standard for digital projection, which **should take** into account the specific needs of European exhibitors.

*Amendment*

6. **Welcomes the fact that, with the 2K standard,** a unique, open and compatible worldwide **ISO** standard **has been developed** for digital projection, which **takes** into account the specific needs of European exhibitors; **calls on European and national standardisation organisations to promote the use of this standard accordingly;**

Or. de

**Amendment 23**  
**Róza Gräfin von Thun und Hohenstein**

**Draft opinion**  
**Paragraph 6**

*Draft opinion*

6. Encourages national standardisation bodies to use their influence in the international standardisation process to develop a unique, open and compatible worldwide standard for digital projection, which should take into account the specific needs of European exhibitors.

*Amendment*

6. Encourages national **and European** standardisation bodies to use their influence in the international standardisation process to develop a unique, open and compatible worldwide standard for digital projection, which should take into account the specific needs of European exhibitors.

Or. en

**Amendment 24**  
**Róza Gräfin von Thun und Hohenstein**

**Draft opinion**  
**Paragraph 6 a (new)**

*Draft opinion*

*Amendment*

***6a. Welcomes the ICT Standardisation work programme (2010-2013) which recommends European standardisation bodies to propose initiatives related to cinema heritage and digital cinema by 2013;***

Or. en