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2004



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Väliskomisjon

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ARVAMUS

Esitaja: väliskomisjon

Saaja: kultuuri- ja hariduskomisjon

Ettepanek võtta vastu Euroopa Parlamendi ja nõukogu otsus toetusprogrammi rakendamise kohta Euroopa audiovisuaalsektoris (MEDIA 2007)
(KOM(2004)0470 – C6-0093/2004 – 2004/0151(COD))

Arvamuse koostaja: Alojz Peterle

PA_Leg

SHORT JUSTIFICATION

The Commission's proposal for a new programme for the support of the European audiovisual sector "Media 2007" builds on the experience from the Media Plus and the Media Training programmes. It integrates into a single programme the Community action intervening in the pre-production and post-production phases. The previous consists mainly of training activities, while the latter is divided between support to distribution and promotion of the European audiovisual works. Creative process is supported at all levels of the production chain, with an aim to enable the sector to exploit fully the potential of the European Internal Market.

The new programme stems from the Commission's assessment that the European audiovisual sector is fragmented both in terms of production structures and cultural frameworks. Although this fragmentation allows for rich cultural diversity and independent production industries, it also prevents the European industries from obtaining larger market shares on the international markets and competing successfully with the American counterparts, both at home and overseas. The draftsman supports the general thrust of the Commission proposal and particularly welcomes its emphasis on making the European industries more competitive on the global markets. At the same time, he emphasises the potential of the audiovisual media as a channel providing important opportunities for communicating the key values underlying European policies, as well as promoting intercultural understanding and Europe's rich cultural heritage. He believes that better co-ordination with other programmes, both national and international, would benefit the target groups of the activities. Finally, he would like to see more support for the audiovisual industries of the new Member States of the Union, which suffer from considerably low production capacities.

MUUDATUSETTEPANEKUD

Väliskomisjon palub vastutaval kultuuri- ja hariduskomisjonil lisada oma raportisse järgmised muudatusettepanekud:

Komisjoni ettepanek	Euroopa Parlamendi muudatusettepanekud
Muudatusettepanek 1 Artikli 1 lõike 2 punkt a	
a) säilitada ja <i>väärtustada</i> kultuurilist mitmekesisust ja <i>euroopa</i> audiovisuaalset pärandit, <i>garanteerida euroopa kodanike</i> juurdepääs <i>mainitud väärtustele</i> ning	a) säilitada ja <i>suurendada Euroopa</i> kultuurilist mitmekesisust ning <i>kinematograafilist</i> ja audiovisuaalset pärandit, <i>tagada ülemaailmne</i> juurdepääs

soodustada kultuuride vahelist dialoogi;

pärandile ning soodustada kultuuridevahelist dialoogi;

Justification

There is a need for greater stress on promoting the rich European cultural heritage and its accessibility on the global stage.

Muudatusettepanek 2
Artikli 1 lõike 2 punkt c

c) tugevdada euroopa audiovisuaalsete toodete konkurentsivõimet euroopa **туру avatud konkurents**.

c) suurendada Euroopa audiovisuaalsektori **ja audiovisuaalsete toodete konkurentsivõimet Euroopa ja rahvusvahelistel turgudel.**

Justification

There is a need for a greater focus on markets outside of the European Union. This does not only concern the developed markets, such as in North America, but also developing markets, such as in Africa, Asia and South America, where Europe has a huge potential for market penetration and can at the same time contribute significantly to promoting cultural and social diversity and economic and political exchange.

Muudatusettepanek 3
Artikli 6 punkt d

d) Julgustada Euroopa audiovisuaalse ja kinematograafilise pärandi levitamise meetmeid.

d) ergutada Euroopa kinematograafilise ja audiovisuaalse pärandi edendamist **ning parandada üldsuse juurdepääsu sellele nii Euroopa kui rahvusvahelisel tasandil.**

Justification

There is a need for greater stress on promoting the public access to the rich European cultural heritage on the global stage.

Muudatusettepanek 4
Artikli 8 lõige 4 a (uus)

4 a. Komisjon uurib võimalusi programmi järkjärguliseks avamiseks kõigile Euroopa naabruspoliitikasse kaasatud riikidele. Avamine sõltub asjakohaste lepingute

sõlmimisest ühenduse ja asjassepuutuvate riikide vahel.

Justification

The programme has a potential to contribute to achieving better penetration on the new markets in the European neighbourhood and also promoting intercultural understanding through co-operation with the European Neighbourhood Policy countries. The programme is at present open to some Third Countries (EFTA states, which are members of the EEA, accession countries benefiting for a pre-accession strategy, Western Balkans countries, other States which are parties to the Council of Europe Convention on Transfrontier Television¹) but not all ENP countries.

Muudatusettepanek 5
Artikli 12 lõige 2 a (uus)

2 a. Komisjon ergutab vastavalt artikli 1 lõike 4 punktis c määratletud prioriteetidele rakendusüksuste Media Desk ja Media Antennae rajamist väikese tootmisvõimsusega riikides ja piirkondades ning edendab nende nähtavust.

Justification

Midterm evaluation of the Media Training and the Media Plus programmes carried out on behalf of the Commission showed that the visibility of the programmes for the target audiences is mainly connected to the organisational structure. 48.67% of the beneficiaries in the sample had heard about MEDIA Plus from the MEDIA Desks. Therefore, a well-spread network of the Media Desks and Antennae is crucial for the visibility of the programme. The countries and regions of the new Member States need particular attention and assistance to catch up, due to their very low production capacities.

Muudatusettepanek 6
Artikli 13 lõige 2 a (uus)

2 a. Komisjon astub samme tagamaks, et selle programmi raames toimuv tegevus täiendaks teisi ühenduse ja üleeuroopalisi

¹ It has been ratified by 29 Council of Europe member states (Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Finland, Former Yugoslav Republic of Macedonia, France, Germany, Hungary, Italy, Latvia, Liechtenstein, Lithuania, Malta, Moldova, Norway, Poland, Portugal, Romania, San Marino, Slovakia, Slovenia, Spain, Switzerland, , Turkey, United Kingdom) and by the Holy See. The Convention will enter into force with respect to Albania on 1 September 2005.

ettevõtmissi filmi- ja audiovisuaalsektoriga seotud hariduse ja koolituse valdkonnas.

Justification

There is a need for greater coherence among all Europe-wide support programmes, both national and international, relating to film and audiovisual sector in order to better respond to the needs of the European industry. The examples include support under Structural Funds, training and cultural programmes, the support by the European Investment Bank, Eurimages, etc.

Muudatusettepanek 7

Lisa 1. peatüki punkti 4.2 taane 5 a (uus)

– toetada noorte spetsialistide ja väikese audiovisuaalse tootmisvõimsusega riikidest pärit spetsialistide osalemist festivalidel.

Justification

Considering the need of the young producers and the producers from the countries with low production capacity to promote their production on the markets and festivals and the relatively high costs linked to such representation, it would be important to expand the programme's support scheme to this area.

Muudatusettepanek 8

Lisa 1. peatüki punkti 4.4 pealkiri

4.4. *Julgustada* Euroopa kinematograafilise ja audiovisuaalse pärandi edendamist

4.4. *Ergutada* Euroopa kinematograafilise ja audiovisuaalse pärandi edendamist **ja kättesaadavaks muutmist**

Justification

There is a need for greater stress on promoting the public access to the rich European cultural heritage on the global stage.

Muudatusettepanek 9

Lisa 1. peatüki punkti 4.4 taane 1 a (uus)

– toetada Euroopa kinematograafilise ja audiovisuaalse pärandi arhiive;

Justification

There is a need for greater stress on promoting the public access to the rich European cultural heritage on the global stage.

Muudatusettepanek 10
Lisa 1. peatüki punkti 4.4 taane 1 b (uus)

– toetada Euroopa kinematograafilise ja audiovisuaalse pärandi uusi ja uuenduslikke levitamisi.

Justification

There is a need for greater stress on promoting the public access to the rich European cultural heritage on the global stage. The new and innovative platforms of distribution, such as the online-technologies and DVDs, would allow for new opportunities for that.

MENETLUS

Pealkiri	Ettepanek võtta vastu Euroopa Parlamendi ja nõukogu otsus toetusprogrammi rakendamise kohta Euroopa audiovisuaalsektoris (MEDIA 2007)
Viited	KOM(2004)0470 – C6-0093/2004 – 2004/0151(COD)
Vastutav komisjon	CULT
Nõuandev komisjon istungil teada andmise kuupäev	AFET15.9.2004
Tõhustatud koostöö	
Arvamuse koostaja nimetamise kuupäev	Alojz Peterle 13.9.2004
Arutamine komisjonis	21.6.2005 13.7.2005
Muudatuste vastuvõtmise kuupäev	13.7.2005
Lõpphääletuse tulemused	poolt: 59 vastu: 2 erapooletuid: 3
Lõpphääletuse ajal kohal olnud liikmed	Vittorio Emanuele Agnoletto, Angelika Beer, Panagiotis Beglitis, Bastiaan Belder, André Brie, Elmar Brok, Philip Claeys, Véronique De Keyser, Giorgos Dimitrakopoulos, Camiel Eurlings, Anna Elzbieta Fotyga, Alfred Gomolka, Klaus Hänsch, Richard Howitt, Anna Ibrisagic, Georgios Karatzaferis, Ioannis Kasoulides, Bogdan Klich, Joost Lagendijk, Vytautas Landsbergis, Edward McMillan-Scott, Cecilia Malmström, Francisco José Millán Mon, Pasqualina Napoletano, Annemie Neyts-Uyttebroeck, Baroness Nicholson of Winterbourne, Raimon Obiols i Germà, Vural Öger, Justas Vincas Paleckis, Alojz Peterle, Tobias Pflüger, João de Deus Pinheiro, Mirosław Mariusz Piotrowski, Michel Rocard, José Ignacio

	Salafranca Sánchez-Neyra, Jacek Emil Saryusz-Wolski, György Schöpflin, Marek Maciej Siwiec, István Szent-Iványi, Konrad Szymański, Antonio Tajani, Charles Tannock, Paavo Väyrynen, Inese Vaidere, Geoffrey Van Orden, Karl von Wogau, Luis Yañez-Barnuevo García, Josef Zieleniec
Lõpphääletuse ajal kohal olnud asendusliikmed	Philip Bushill-Matthews, Proinsias De Rossa, Árpád Duka-Zólyomi, Michael Gahler, Milan Horáček, Sajjad Karim, Jo Leinen, Erik Meijer, Janusz Onyszkiewicz, Doris Pack, Aloyzas Sakalas, Marcello Vernola
Lõpphääletuse ajal kohal olnud asendusliikmed (kodukorra art 178 lg 2)	Sylwester Chruszcz, Neena Gill, Jean Lambert, Tadeusz Zwiefka