EUROPEAN PARLIAMENT

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Committee on Civil Liberties, Justice and Home Affairs

17.6.2005 PE 359.924v01-00

AMENDMENTS 11-29

Draft opinion **(PE 350.121v01-00)**
Ignasi Guardans Cambó
Proposal for a decision of the European Parliament and the Council concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007)

Proposal for a decision (COM(2004)0470 – C6-0093/2004 – 2004/0151(COD))

Text proposed by the Commission	Amendments by Parliament
	Amendment by Luciana Sbarbati
	Amendment 11 Recital 1
(1) The European audiovisual sector has a key role to play in the emergence of European citizenship because it is one of the principal vectors for conveying cultural values to Europeans and especially young people. Community support is designed to enable the European audiovisual sector to ***play its part in consolidating*** European citizenship. It is intended to enhance competitiveness and, in particular, to increase the market share in Europe of non-national European works.	(1) The European audiovisual sector has a key role to play in the emergence of European citizenship because it is one of the principal vectors for conveying cultural values to Europeans and especially young people. Community support is designed to enable the European audiovisual sector to ***promote intercultural dialogue, increase mutual awareness amongst Europe's cultures and develop its political, cultural, social and economic potential, which constitutes genuine added value in the task of making*** European citizenship ***a reality***. It

	is intended to enhance competitiveness and, in particular, to increase the market share in Europe of non-national European works.

Or. it

Justification

By virtue of its potential the audiovisual sector has a key role to play in making European citizenship a reality, since it is able to exert its influence across all sectors: cultural, social, economic and political.

Amendment by Luciana Sbarbati

Amendment 12
Recital 2

(2) It is also necessary to promote active citizenship and to do more to combat all forms of exclusion, including racism and xenophobia.	(2) It is also necessary to promote active citizenship and to do more to combat all forms of exclusion ***and discrimination***, including racism and xenophobia***, and also to promote social inclusion through the implementation of programmes for deaf mutes and to uphold freedom of expression and media pluralism***.

Or. it

Justification

A competitive audiovisual sector in which freedom of expression is assured must promote social inclusion by means of special programmes and must broadcast clear messages and contents in which opposition to any form of discrimination and exclusion is expressed.

Amendment by Luciana Sbarbati

Amendment 13
Recital 3, indent 2

- the Community shall take cultural aspects into account in its action under other	- the Community shall take cultural aspects into account in its action under other

provisions of this Treaty, in particular in order to respect and to promote the diversit***y of its cultures***.	provisions of this Treaty, in particular in order to respect and to promote the ***linguistic and cultural*** diversit***ies of each country, with due regard to the minorities, dialects and traditions represented therein.***

Or. it

Justification

If the Community is to make genuine European citizenship a reality, all the people of Europe must recognise themselves in - and feel themselves represented by - such a concept. If this is to come about, minorities, dialects and trditions must be protected and cultural diversities must be upheld.

Amendment by Luciana Sbarbati

Amendment 14
Recital 4

(4) Community support to the audiovisual sector is also in keeping with the new strategic aim defined for the Union by the Lisbon European Council, namely to boost employment, economic reform and social cohesion in a knowledge-based economy. In its conclusions, the Council stated that "the content industries create added value by exploiting and networking European cultural diversity". This approach was confirmed in the conclusions of the Brussels European Council.	(4) Community support to the audiovisual sector is also in keeping with the new strategic aim defined for the Union by the Lisbon European Council, namely to boost ***training,*** employment, economic reform and social cohesion in a knowledge-based economy. In its conclusions, the Council stated that "the content industries create added value by exploiting and networking European cultural diversity". This approach was confirmed in the conclusions of the Brussels European Council.

Or. it

Justification

At the Lisbon European Council, emphasis was placed on the requirement for more training (in order to enable the new employment-market requirements to be met) and on regular training in order to enable workers to remain competitive.

Amendment by Manfred Weber

Amendment 15
Recital 9 a (new)

(9a) Pursuant to Article II-82 of the Treaty establishing a Constitution for Europe, the Union shall respect in particular cultural and linguistic diversity; attention must therefore be paid to the particular requirements of the smaller countries and the regions of the Union which have more than one linguistic area and dialect.

Or. de

Justification

Since language is not only a means of communication but is also an expression of a region's culture, it is crucial - in a Europe of the Regions which is as close to the people as possible - for dialects to be identified as a reality to be promoted at sub-state level.

Amendment by Luciana Sbarbati

Amendment 16
Recital 9 a (new)

(9a) The Community must also protect minors by ensuring that products are of good quality and by monitoring the content of programmes and works intended in particular for very small children but also for young people.

Or. it

Justification

An audiovisual sector which genuinely wishes to generate culture and which strives to bring the much-desired European citizenship into being must not fail to take into account the various requirements of minors and young people, who are often major consumers of television and cinema.

Amendment by Martine Roure and Ignasi Guardans Cambó

Amendment 17
Article 1, paragraph 2, point (a)

(a) preserve and enhance European cultural diversity and its cinematographic and audiovisual heritage, guarantee its accessibility to European citizens and promote intercultural dialogue;	(a) preserve and enhance European cultural diversity and its cinematographic and audiovisual heritage, guarantee its accessibility to European citizens***, promote media pluralism and freedom of expression,*** and promote intercultural dialogue;

Or. fr

Amendment by Luis Francisco Herrero-Tejedor

Amendment 18
Article 1, paragraph 2, point (c)

(c) strengthen the competitiveness of the European audiovisual sector in the framework of an open and competitive European market.	(c) strengthen the competitiveness of the European audiovisual sector in the framework of an open and competitive European market ***by promoting links between those who work in the sector***.

Or. es

Justification

Promoting the idea that a given initiative can be shared by a variety of operators of different nationalities is a good way of underpinning a project which by enlarging the market will prevent it from fragmenting.

Amendment by Luis Francisco Herrero-Tejedor

Amendment 19
Article 1, paragraph 2, point (d a) (new)

(da) improving the marketing of European audiovisual works and establishing comprehensive promotion strategies and campaigns for each work.

Or. es

Justification

In view of the commitment whereby European cultural diversity is to be entrenched and preserved by means of the MEDIA 2007 programme, the marketing of European audiovisual works must be made one of the programme's priorities. Promotion is the cornerstone of marketing.

Amendment by Luis Francisco Herrero-Tejedor

Amendment 20
Article 5, point (d)

(d) encourage the digitisation of European audiovisual works;	(d) encourage the digitisation of European audiovisual works ***in order to facilitate the marketing thereof and the preservation of Europe's audiovisual heritage***;

Or. es

Justification

The use of digital technologies will make European audiovisual works more accessible (thanks to the new means of broadcasting audiovisual content) and will therefore increase the dissemination of those products outside their countries of origin. Competitiveness in a globalised world will increasingly depend upon the use of new technologies at the development, production and distribution stages.

Amendment by Luis Francisco Herrero-Tejedor

Amendment 21
Article 6, point (d a) (new)

(da) improve the promotion of European audiovisual works by providing European

audiovisual producers with sufficient additional resources for the purpose.

Or. es

Justification

Encouraging the drawing up of promotion and communication campaigns relating to the marketing of European audiovisual works and financing the cost of such activities to European audiovisual producers are essential courses of action if Europe is to compete with other markets which invest three times as much in promoting their works as in producing them.

Amendment by Luis Francisco Herrero-Tejedor

Amendment 22
Article 9, paragraph 4

4. Financial aid awarded under the terms of the programme may not exceed 50% of the final costs of the operation supported. However, in the cases expressly provided for in the Annex, financial aid may be as high as 75%.	4. Financial aid awarded under the terms of the programme may not exceed 50% of the final costs of the operation supported. However, in the cases expressly provided for in the Annex, financial aid may be as high as 75%. ***Furthermore, such aid shall be granted automatically rather than selectively, thereby ensuring that award procedures are transparent and objective.***

Or. es

Justification

The most objective yardstick for determining which works make the greatest contribution to the development of the European audiovisual industry is commercial success - box office receipts. Products which find most favour are those which are most consumed and the industry's prime objective is to encourage consumption. Automatic aid is linked to the number of viewers.

Amendment by Luciana Sbarbati

Amendment 23
Article 13, paragraph 1, point (a)

(a) promoting the fundamental principle of freedom of expression;	(a) promoting the fundamental principle of freedom of expression ***and media pluralism***;

Or. it

Justification

A competitive audiovisual sector cannot dispense with two basic principles: freedom of expression and media pluralism.

Amendment by Luciana Sbarbati

Amendment 24
Article 13, paragraph 1, point (b)

(b) encouraging awareness of the importance of cultural diversity and multiculturalism in Europe and the need to combat racism and xenophobia;	(b) encouraging awareness of the importance of cultural diversity and multiculturalism in Europe ***as a means of making European citizenship a reality and creating an inclusive society,*** and ***of*** the need to combat ***all forms of discrimination, including*** racism and xenophobia;

Or. it

Justification

Racism and xenophobia are not the only forms of possible discrimination. The audiovisual sector should be aware of all possible forms of discrimination and should combat them.

Amendment by Luciana Sbarbati

Amendment 25
Article 13, paragraph 1, point (e)

(e) contributing to the debate on and	(e) contributing to the debate on and

information about the European Union as an area of peace, prosperity and security.	information about the European Union as an area of peace, ***democracy,*** prosperity and security.

Or. it

Justification

In order to be genuinely inclusive and to make European citizenship a reality, Europe certainly needs peace, security and prosperity, but it also urgently needs to assert democracy in all its aspects. If democracy is upheld the audiovisual sector will also be free.

Amendment by Luis Francisco Herrero-Tejedor

Amendment 26
Annex, Chapter 1, paragraph 4.4, indent 1 a (new)

- Improve the promotion of European audiovisual works by providing European audiovisual producers with sufficient additional resources for the purpose.

Or. es

Justification

Whenever we talk about the European audiovisual sector and the need to make its industry more competitive against its major rival (the USA), we always complain about the situation revealed by the statistics without stopping to think why the world's most successful audiovisual market should enjoy such success. Where promotion is concerned the investment made by European studios has proved to be clearly inadequate.

Amendment by Luis Francisco Herrero-Tejedor

Amendment 27
Annex, Chapter 1, paragraph 4.4, indent 1 b (new)

- Encourage the drawing up of promotion and communication campaigns relating to the marketing of European audiovisual works and financing the cost of such

activities to European audiovisual producers.

Or. es

Justification

Whenever we talk about the European audiovisual sector and the need to make its industry more competitive against its major rival (the USA), we always complain about the situation revealed by the statistics without stopping to think why the world's most successful audiovisual market should enjoy such success. Where promotion is concerned the investment made by European studios has proved to be clearly inadequate.

Amendment by Luis Francisco Herrero-Tejedor

Amendment 28
Annex, Chapter 2, paragraph 1.3 a (new)

Cooperation in the audiovisual field

Joint actions involving international audiovisual film and programme financing bodies must be encouraged.

Or. es

Justification

The MEDIA programme may make funding available for participation in other European audiovisual production support mechanisms.

Amendment by Luis Francisco Herrero-Tejedor

Amendment 29
Annex, Chapter 2, paragraph 3

INFORMATION ABOUT THE EUROPEAN AUDIOVISUAL MARKET AND PARTICIPATION IN THE EUROPEAN AUDIOVISUAL OBSERVATORY	INFORMATION ABOUT THE EUROPEAN AUDIOVISUAL MARKET AND PARTICIPATION IN THE EUROPEAN AUDIOVISUAL OBSERVATORY ***AND IN THE EUROIMAGES COPRODUCTION AID***

	FUND
The programme provides the legal basis for the expenditure necessary to monitor Community audiovisual policy measures.	The programme provides the legal basis for the expenditure necessary to monitor Community audiovisual policy measures.
It provides for the European Union to continue participating in the European Audiovisual Observatory. This will ease access to information for operators and dissemination in the sector. It will also contribute to greater transparency in the production process.	It provides for the European Union to continue participating in the European Audiovisual Observatory. This will ease access to information for operators and dissemination in the sector. It will also contribute to greater transparency in the production process.
	Furthermore, the programme may enable the European Union to participate in the Council of Europe's Euroimages Coproduction Aid Fund in order to make the European audiovisual sector more competitive on the international market.

Or. es

Justification

The establishment of an agreement between the European Union and the Council of Europe on cooperation in the audiovisual sector would enable the extensive experience accumulated within euro-images to be pooled and would help to improve relations between major and minor producer countries with a view to enabling films made by minor countries to be easily distributed.