


# Procedure file

Basic information		
INI - Own-initiative procedure	<a href="#">2001/2342(INI)</a>	Procedure completed
Towards a better distribution of European films in the internal market and the candidate countries		
Subject 4.45.08 Cultural and artistic activities, books and reading, arts		

Key players			
European Parliament	Committee responsible	Rapporteur	Appointed
	<b>CULT</b> Culture, Youth, Education, Media and Sport	V/ALE <a href="#">VANDER TAELEN</a> <a href="#">Luckas</a>	09/01/2001

Key events			
28/02/2001	Committee referral announced in Parliament		
16/10/2001	Vote in committee		Summary
16/10/2001	Committee report tabled for plenary	<a href="#">A5-0351/2001</a>	
12/11/2001	Debate in Parliament		
13/11/2001	Decision by Parliament	<a href="#">T5-0593/2001</a>	Summary
13/11/2001	End of procedure in Parliament		
13/06/2002	Final act published in Official Journal		

Technical information	
Procedure reference	2001/2342(INI)
Procedure type	INI - Own-initiative procedure
Procedure subtype	Initiative
Legal basis	Rules of Procedure EP 54
Stage reached in procedure	Procedure completed
Committee dossier	CULT/5/14440

Documentation gateway				
Committee report tabled for plenary, single reading		<a href="#">A5-0351/2001</a>	16/10/2001	EP

Text adopted by Parliament, single reading	<a href="#">T5-0593/2001</a> <a href="#">OJ C 140 13.06.2002, p. 0026-0143 E</a>	13/11/2001	EP	Summary
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## Towards a better distribution of European films in the internal market and the candidate countries

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The committee adopted the own-initiative report by Luckas VANDER TAELEN (Greens/EFA, B) on achieving better circulation of European films in the internal market and the candidate countries. The report pointed out that, in the year 2000, the market share of European films in EU cinemas fell to its lowest recorded level, 22.5%, as compared to 73.7% for films from the USA - even though Europe produced more films than the USA. Moreover, in the same year European films achieved only 26% of their box office takings from sources outside their country of origin, largely due to the imperfections of the distribution system and the lack of funding for marketing and promotion. The report called for an ambitious, integrated, multiannual plan - above and beyond the MEDIA programme - to make the European film industry more competitive. It urged the Commission, the European Investment Bank and the European Investment Fund, when implementing the i2i initiative, (intended to support the film and broadcasting industries), to focus in particular on funding for transnational distribution channels for European films. It also called on the Commission to devote attention, within the 6th Framework Research Programme, to research into digital film distribution and projection techniques (e-Cinema) so as to enable several language versions of a film to be produced easily. The committee believed that, when revising the directive on Television without Frontiers, the Commission should look into the desirability and feasibility of requiring television broadcasters to devote a minimum proportion of their air time to promoting European films, to programme a minimum number of non-national European works and to invest part of their turnover in the film industry. The committee also proposed breathing new life into the European Film Awards and setting up a European Cinematic Heritage Foundation to safeguard the heritage of European cinema.?

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In its own-initiative report drafted by Luckas VANDER TAELEN (Greens/EFA, B), Parliament voted 438 to 57 with 37 abstentions in favour of an integrated plan to improve the circulation of European films. (Please refer to previous text). Parliament called on the Commission to pursue a consistent Community policy on the film industry, particularly as regards its cultural/industrial incentive policy, on the one hand and its approach to State aid to the industry under its competition policy on the other, with the aim of improving the audiovisual industry's competitiveness and of safeguarding cultural diversity. The institutions involved in the i2i initiative need to pay attention also to the infrastructure requirements of smaller independent cinemas which show many European films, the structural needs of European SMEs which produce independent films and are generally undercapitalised, and the structural needs of European cinema festivals, whose programming is essentially European. The Commission is asked to provide for the creation of a specific executive European agency for cinema and audiovisual matters. Parliament urged Member States, when using money from the European Structural Funds, to invest in the modernisation and expansion of art cinemas in economically disadvantaged regions, in order to highlight the European film heritage. Educational curricula at primary and secondary level should devote sufficient attention to developing the visual faculty, so that young people learn to adopt a more critical approach to material in the visual media and are more open to a wide diversity of film cultures. Parliament called for a budget heading for the restoration of film works which are of great social and artistic significance and represent a valuable heritage for the European Union.?