


Procedure file

Basic information		
COS - Procedure on a strategy paper (historic)	1994/2068(COS)	Procedure completed
Audiovisual policy: strengthening the European programme industry. Green Paper		
Subject 3.30.01 Audiovisual industry and services		

Key players	
European Parliament	
Council of the European Union	

Key events			
05/04/1994	Non-legislative basic document published	COM(1994)0096	Summary
02/05/1994	Committee referral announced in Parliament		
30/05/1995	Vote in committee		Summary
29/05/1995	Committee report tabled for plenary	A4-0140/1995	
13/07/1995	Debate in Parliament		
14/07/1995	Decision by Parliament	T4-0378/1995	Summary
14/07/1995	End of procedure in Parliament		
25/09/1995	Final act published in Official Journal		

Technical information	
Procedure reference	1994/2068(COS)
Procedure type	COS - Procedure on a strategy paper (historic)
Procedure subtype	Commission strategy paper
Legal basis	Rules of Procedure EP 142
Stage reached in procedure	Procedure completed
Committee dossier	CULT/3/05530

Documentation gateway					
Non-legislative basic document		COM(1994)0096	06/04/1994	EC	Summary
Economic and Social Committee: opinion, report		CES1000/1994	14/09/1994	ESC	Summary

		OJ C 393 31.12.1994, p. 0025			
Committee of the Regions: opinion		CDR0178/1994 OJ C 210 14.08.1995, p. 0041	28/09/1994	CofR	Summary
Committee report tabled for plenary, single reading		A4-0140/1995 OJ C 183 17.07.1995, p. 0003	30/05/1995	EP	
Text adopted by Parliament, single reading		T4-0378/1995 OJ C 249 25.09.1995, p. 0199-0219	14/07/1995	EP	Summary

Audiovisual policy: strengthening the European programme industry. Green Paper

This Green Paper on strategy options to strengthen the programme industry in the context of the audiovisual policy of the European Union launched the following debate: How could the Union contribute to the development of a forward-looking cinema and television industry that was strong and competitive on the world market and capable of ensuring the influence of European culture and creating jobs in Europe? On the assumption that the European programme industry had not, for the time being, succeeded in overcoming its fragmentation around local markets, developing the intra-European movement of programmes, escaping from its chronic deficit or attracting significant European or foreign investment, the Green Paper highlighted the trends that the developments of the digital revolution would reinforce: increasing individualisation of supply and increased consumption in the financing of the sector, internationalisation and globalisation of the programme industry and related industries, growing need for programme lists were comprehensive in terms of both quantity and quality. It stressed the need, in extending the strategy already outlined in the White Paper on Growth, Competitiveness and Employment, of a structured approach to the programme industry, aimed at meeting the demands of each market segment and all the people of Europe, taking into account the variety of support and services required. More specifically, the new priorities of the Union's audiovisual policy should be as follows: dissemination of new technologies among companies in the sector, creation of a competitive environment for services, development of communication infrastructures, development of adapted training. These priorities should make it possible to implement the following objectives: opening up the national markets, ensuring real choice for the people of Europe, maximising opportunities in a field of the future, and ensuring, eventually, the profitability of the sector. In order to define the contours of this policy, the Green Paper launched, among actors in the audiovisual sector, a debate on various options centred on three areas of action: the rules of the game, financial incentives and the convergence of national systems. ?

Audiovisual policy: strengthening the European programme industry. Green Paper

\$summary.text

Audiovisual policy: strengthening the European programme industry. Green Paper

\$summary.text

Audiovisual policy: strengthening the European programme industry. Green Paper

In unanimously adopting the report tabled by Mrs Karin JUNKER (PSE, D) on the European Commission's Green Paper "Strategy options to strengthen the European programme industry in the context of the audiovisual policy of the European Union", the Committee on Culture had reached a new stage in the definition of an overall strategy on the challenges of the information society. The report formed an essential basis for the report by Mrs Anne ANDRE (ELDR, B) on the MEDIA II programme and the proposals by Mr GALEOTE (PPE, E) et Mr HOPPENSTED (PPE, D) and highlighted the need to prevent the marginalisation of the audiovisual policy and to provide the public with new alternatives and better prospects. In this spirit, the Committee on Culture stressed the urgent need to provide the European Union with a clear legal framework which was respected by the 15 Member States but also by the member countries of the Council of Europe. In particular, it called for the definition of a global approach to broadcasting, the recognition of the role of public broadcasting and increasing its competitiveness, non-discriminatory access, and a European directive on pluralism and media concentration. In rejecting the amendments calling for the elimination of the quota system, it reconfirmed its position with regard to the revision of the "Television without frontiers" directive. In accordance with the guidelines set out in the Green Paper, the Committee on Culture initiated the analysis of the MEDIA II programme, adopted by the Commission in April 1995. Before studying the content of this programme, and showing their support for the proposals put forward by the Committee on Legal Affairs and the Committee on Budgets, the Members indicated their commitment to contesting the legal basis chosen by the European Commission - which prevented the EP, among others, from exercising its power of codecision - and calling on the Council and the Commission to apply Article 128 in this respect, which laid down the Union's responsibilities in the field of culture. By ignoring the basis of their work on the revision of the "Television without frontiers" directive and by following the suggestions of the rapporteurs, Mr GALEOTE et Mr HOPPENSTEDT, the Members finally decided to hold a broad consultation of the sectors involved (public and private television companies, film editors, directors and producers, actors), which could express their views at a public hearing on 23 June 1995 in Brussels. ?

Audiovisual policy: strengthening the European programme industry. Green Paper

In adopting the report by Mrs JUNKER (PSE, D), Parliament approved the Commission's willingness to create a competitive European programme industry with the aid of MEDIA II and the European Guarantee Fund. However, it deplored the lack of financial resources allocated by the Council for the development of a real European audiovisual policy. Parliament called in particular for the setting-up of a guarantee fund designed to promote European film-making (but without a veto). It also called on the Commission to introduce measures in favour of small independent producers and avant-garde productions (mainly by offering incentives to major producers who buy and distribute avant-garde works). Parliament also wanted the Commission and Member States to introduce fiscal measures designed to encourage private capital to invest in the European television and cinema industry and to improve the fiscal situation of the programme industry by reducing company tax to 10%. As regards radio broadcasting, Parliament pointed to the high quality of the European public channels and declared itself in favour of maintaining the global concept of public radio broadcasting and strengthening the competitiveness of this sector. It called for a policy on the media and programme industry which would see the new services as representatives of European cultural diversity, by allowing free, equal and non-discriminatory access. At the same time, Parliament called on the Commission to review the European directive on "TV without frontiers" and to dispel the legal uncertainties surrounding the quota system by imposing an obligatory scheme. In addition, the directive should promote the distribution of European works, prohibit pornography and programmes depicting violence and find legally binding ways of compensating for commercial breaks in films. As regards pluralism and the concentration of the media sector, Parliament supported the idea that bodies responsible for issuing licences in the radio broadcasting sector should cooperate at transfrontier level in order to limit the degree of concentration. For this purpose, a monitoring body with a mandate from the Member States should be set up to ensure the transparency of structures operating in the audiovisual sector. Finally, Parliament called for the countries of eastern Europe to be eligible for EC financial aid (particularly through programmes such as TACIS and PHARE). ?