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NOTE

From:	General Secretariat of the Council
To:	Delegations
No. prev. doc.:	8404/19
Subject:	Open Method of Coordination (OMC) group of Member States' experts on co-productions in the audiovisual sector - <i>Final mandate</i>

Delegations will find attached the mandate for the Open Method of Coordination (OMC) group of Member States' experts on co-productions in the audiovisual sector, as finalised further to the discussions at the Cultural Affairs Committee meeting on 3 May.

Open Method of Coordination (OMC) group of Member States' experts on co-productions in the audiovisual sector

MANDATE

The Work Plan for Culture 2019-2022, under priority C 'An ecosystem supporting artists, cultural and creative professionals and European content', provides for the creation of an Open Method of Coordination (OMC) group of Member States' experts focusing on co-productions in the audiovisual sector.

The Work Plan identifies the following task for such an OMC group:

'In order to stimulate co-productions, policy recommendations and incentives for co-productions in legal frameworks and audiovisual support schemes will be developed.'

In light of this, the OMC group is mandated to identify best practices and draft a set of concrete policy recommendations, aimed at strengthening co-productions between EU countries and, should the group consider it relevant, between EU countries and international partners.

Following the adoption of the draft 'Council conclusions on improving the cross-border circulation of European audiovisual works, with an emphasis on co-productions', the group will take into account the issues highlighted in those conclusions, by pooling knowledge and research to propose additional, concrete measures to be implemented in the future.

The group will take into account:

- the different legal frameworks, practices, audiovisual and film support schemes by national or subnational bodies (including possible tax incentives) in the Member States;
- the different production capacities of EU countries;
- the role of EU programmes related to the cultural and creative sectors, especially the audiovisual industries, such as Creative Europe MEDIA;
- the role of other European bodies such as Eurimages;
- the role of legal frameworks, such as bilateral co-production agreements, the Council of Europe Convention on Cinematographic Co-production, and the European Convention on Transfrontier Television;
- the contribution of private partners in financing and distribution;
- the role of TV broadcasters, both public and private, and VOD, as well as the importance of the role of distribution in the value chain;
- the emergence and the impact of new market players, in particular global video on demand (VOD) services and the new non-linear business models they have generated;
- the impact of new digital technologies on audiovisual services, especially for the recommendation, personalisation and processing of audiovisual content;
- the role of overseas or non-EU co-production partners;
- changes in audience behaviour, especially in relation to how to engage young people.

The group may decide to involve external experts, including representatives of organisations such as European Film Agency Directors (EFADs), Eurimages, Cine-Regio, and the European Audiovisual Observatory.

- Based on the findings, the group will prepare a final report which will be addressed to public entities – in particular public funding bodies and policy-makers in the audiovisual sector at both (sub)national and European level – but also to the audiovisual industry as a whole.