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COMMISSION OF THE EUROPEAN COMMUNITIES

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COMMISSION STAFF WORKING DOCUMENT

Accompanying document to the

Proposal for a

DECISION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

**ESTABLISHING AN AUDIOVISUAL COOPERATION PROGRAMME WITH
THIRD COUNTRIES**

MEDIA MUNDUS

INDICATORS

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1. OBJECTIVES, EXPECTED RESULTS AND RELATED INDICATORS OF THE PROPOSAL IN THE CONTEXT OF THE ABM FRAMEWORK

Exhibit 1: Specific objectives and indicators

SPECIFIC OBJECTIVES	RESULT INDICATORS
<p><u>Specific Objective 1:</u> Increase market knowledge/intelligence and facilitate networking between European and third-country audiovisual professionals in order to improve access to third-country markets and to build trust and long-term commercial relationships</p>	<ul style="list-style-type: none"> - Increased availability of information on the structure and functioning of audiovisual markets of interested countries and number of countries covered - Increased awareness about market opportunities - Enhanced knowledge about audiovisual cultures and practices in other countries - Increased competences of audiovisual professionals related to all aspects of internationalisation activities - Improved networking between professionals - Improved exchange of good practices between professionals
<p><u>Specific Objective 2:</u> Improve the competitiveness and transnational distribution of audiovisual works worldwide;</p>	<ul style="list-style-type: none"> - Improved access to additional sources of finance - Improved access to cultural and audiovisual content from other regions of the world - Increased market share of European audiovisual works in third countries and vice versa - Improved return on investments for European and third-country audiovisual companies - Increased public awareness of the release of European audiovisual works in third countries and vice versa - Creation of stable and long-term networks between producers/sales agents/distributors/rights holders of European Union and third countries
<p><u>Specific Objective 3:</u> Improve circulation and exposure of audiovisual works worldwide and to increase public (in particular young public) demand for culturally diverse audiovisual content.</p>	<ul style="list-style-type: none"> - Increased levels of demand for audiovisual works - Increased exposure of audiovisual programmes on TV and on VOD platforms - Improved showing conditions for audiovisual works in theatres - Increased awareness of the European and third country film culture and heritage - Increased demand for third-country audiovisual works in Europe and vice versa, especially by younger audiences - Increased presence of European children's programming on third country TV channels and vice versa

Exhibit 2: Operational objectives and indicators

OPERATIONAL OBJECTIVES	OUTPUT INDICATORS
<p>Operational objective 1.1 - Strengthen the skills of European and third countries' professionals to improve their understanding of in particular the operating conditions, legal frameworks, financing systems, cooperation possibilities of their</p>	<ul style="list-style-type: none"> - Number of training / market projects supported - Number of institutions involved in the projects supported - Number of countries covered by these training activities (trainers, trainees, institutions) - Number of European trainers in the projects supported

OPERATIONAL OBJECTIVES	OUTPUT INDICATORS
<p>respective audiovisual markets, and thus facilitate networking and the emergence of long-term commercial relationships. Improve the level of information and the knowledge of audiovisual markets in order to secure and facilitate audiovisual cooperation between European and third countries' professionals.</p>	<ul style="list-style-type: none"> - Number of non-European trainers in the projects supported - Number of European participants in the projects supported - Number of non-European participants in the projects supported - Proportion of training projects supported where cooperation and professional contacts initiated during such projects are continued after they end - Number of co-production, production, sales, distribution contracts initiated after training projects
<p>Operational objective 1.2</p> <ul style="list-style-type: none"> - Strengthen the script writers' skills and competencies to address international audiences in the context of international co-production projects. 	<ul style="list-style-type: none"> - Number of training projects focusing on script development supported - Number of scripts developed during the training activities supported - Number of countries covered by these training activities (trainers, trainees, institutions) - Number of European trainers in the training activities supported - Number of non-European trainers in the training activities supported - Development stage of the scripts involved in the training activities supported - Number of participants in the training activities supported - Countries of the participants in the training activities supported - % of European participants - % of non-European participants - Number of supported projects gone into production - Number of co-productions initiated after training projects - Number of supported projects released (in theatres) or shown (on TV) - Number of admissions of the films supported at their development stage (% in Europe and in their home countries) - Number of audiovisual works supported at their development stage selected for an international festival - Number of supported audiovisual works receiving an award at an international festival
<p>Operational objective 2.1</p> <ul style="list-style-type: none"> - Facilitate the pitching for financing of international co-productions involving European partners from the development or pre-production stage 	<ul style="list-style-type: none"> - Number of projects supported - Origin of the partners involved in the projects supported - Number of audiovisual works covered by the projects supported - Number of co-productions finalised between Europe and third countries thanks to the pitchings supported - Number of third countries involved in these international co-productions with European partners - Number of international pre-sales allowed by the projects supported - Number of countries covered by the co-productions and/or pre-sales
<p>Operational objective 2.2</p> <ul style="list-style-type: none"> - Encourage international sales of audiovisual works by stimulating the conclusion of agreements between distributors/ exporters/ 	<ul style="list-style-type: none"> - Number of agreements between producers/ sales agents/ distributors/ rights-holders of EU and third countries (grouping) in order to promote the release of audiovisual works - Number of groupings continued after receiving Community support

OPERATIONAL OBJECTIVES	OUTPUT INDICATORS
<p>rights-holders of EU countries and distributors / exporters/ rights-holders of third countries to ensure the distribution (in cinemas, on TV, VOD, video, etc.) of their respective audiovisual works on the territory/territories of their partner(s).</p> <ul style="list-style-type: none"> - Raise public awareness, through reinforced promotion campaigns, of the release of films from European countries in third countries, and third-country films in Europe. - Encourage the creation and consolidation of networks for artistic and industrial cooperation between European distributors/exporters/ rights-holders and distributors/exporters/ rights-holders from third countries. 	<ul style="list-style-type: none"> - Number of countries covered by the agreements - Number of audiovisual works covered by the agreements - Number of non-European audiovisual works sold in Europe, and vice versa thanks to the agreements - Number of audiovisual works covered by the agreements shown on TV at prime time - Number of non-European audiovisual works shown on European TV channels at prime time - Number of European audiovisual works shown on non European TV channels at prime time - Admissions/revenues/downloads of non-European audiovisual works covered by the agreements in Europe, and vice versa - Admissions/revenues/downloads of non-European audiovisual works in Europe, and vice versa - Average promotion costs for the release of non-European audiovisual works covered by the agreements in European markets, and vice versa - Average promotion costs for the release of non-European audiovisual products in European markets, and vice versa - Market share of non-European audiovisual works covered by the agreements in European markets (theatres, TV, VOD), and vice versa - Market share of non-European audiovisual works in European markets (theatres, TV, VOD), and vice versa
<p>Operational objective 3.1</p> <p>- Encourage cinema operators in EU countries and in third countries to reciprocally increase the programming and showing conditions (duration of exposure and number of screenings) of exclusive first releases of films, in particular by encouraging the creation of international cinema networks.</p>	<ul style="list-style-type: none"> - Number of international cinema networks supported by the programme - Number of non-European screens of the cinema networks supported by the programme - Number of European screens of the cinema networks supported by the programme - Number of countries covered by the cinema networks supported by the programme - Number of films released in the cinemas of the networks supported by the programme - Market share (number of screenings) of non-European films in the European cinemas of the networks supported by the programme (and vice versa) - Market share (admissions or gross box office) of non-European films in European cinemas of the networks (and vice versa)
<p>Operational objective 3.2</p> <p>- Increase the level of supply and showing conditions (time of broadcasting) of non-European audiovisual or cinematographic works on European distribution channels (TV, VOD, etc.) and the level of supply and showing conditions of European audiovisual works on non-European distribution channels (TV, VOD).</p>	<ul style="list-style-type: none"> - Number of partnerships between European and non-European broadcasters supported by the programme - Countries covered by the partnerships - Economic profile of the broadcasters involved in the partnership (commercial, public, pay-TV, audience share, annual turnover...) - Number of audiovisual works covered by the partnerships - Share of audiovisual works covered the partnership shown on TV at prime time

OPERATIONAL OBJECTIVES	OUTPUT INDICATORS
<ul style="list-style-type: none"> - Build trust and long-term commercial relationships between European and non-European broadcasters, VOD platforms and rights-holders. 	<ul style="list-style-type: none"> - Number of partnerships between European and non-European VOD platforms supported by the programme - Countries covered by the partnerships - Number of audiovisual works available on VOD platforms involved in the partnership - % of non-European audiovisual works available on the European VOD platform involved in the partnership, and vice versa - % of revenues generated by non-European audiovisual works available on the European VOD platform involved in the partnership, and vice versa - Economic profile of the VOD platforms involved in the partnership (mode of distribution, relationship with the content industry, annual turnover, etc.)
<p>Operational objective 3.3</p> <ul style="list-style-type: none"> - Support networks or partnerships, including media education initiatives, aimed at young audiences to promote the diversity of world cinema - Facilitate European children’s programming on third-country TV channels and vice versa 	<ul style="list-style-type: none"> - Number of networks/partnerships supported - Countries involved in the partnerships supported - Type and number of partners involved (cinema network, festival, broadcaster, etc.) - Size of audience reached by these partnerships - Number of media education activities organised - Participation/attendance of young audiences at the media education activities organised - Number of non-European audiovisual works shown to European young audiences and vice versa thanks to the partnerships supported - Increased awareness of European young audiences around third-country cinema and vice versa - Media/press coverage (visibility of events) - Number of programmes dubbed or subtitled - Number and variety of dubbing or subtitling languages - Number of European and third-country broadcasters involved in the partnerships supported - Number of supported programmes aired