

The draft Cinema Communication
Creative Europe
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Convegno “Strategie europee per il cinema”

Direzione Generale Cinema - MiBAC

realizzato da ANICA e ANEC in collaborazione con la Biennale di Venezia

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Venezia, 3 settembre 2012



The draft Cinema Communication

- Overview and objectives of the review
- Key events and timetable
- Proposed changes and reactions

Creative Europe

- Overview
- New priorities and opportunities
- Legislative procedure
- Key events and timetable

Overview

- 2001 Cinema Communication, setting out the State aid assessment criteria for production of films and AV works, due to expire on 31 December 2012
- Extended already in 2004, 2007 and 2009
- Emerging trends
 - Support for aspects other than film and TV production, e.g. film distribution and digital projection
 - More regional film support schemes
 - Competition among MSs to attract inward investment from major film productions



Objectives

- Ensuring a more culturally diverse choice of AV works
- Controlling competition ('subsidy race') & ensuring a level playing field between MSs
- Reviewing potential limitations of "territorialisation" clauses
- Improving the circulation and increasing the audience of European films
- Encouraging cross-border productions



Key events & Timetable

- June 2011 – September 2011: first public consultation on the Commission's issues paper
- March 2012 - June 2012: public consultation on the draft Communication
- June 2012: consultation responses published
- Final quarter 2012: adoption of a new Cinema Communication

Proposed changes

- Scope of activities covered by the Communication **extended** to include all aspects of AV work, from story concept to delivery to the audience (vs. production alone)
- Spending obligation in the territory granting production support **limited** to a maximum of 100% of the aid (vs. 80% of production budget)
- Film production support schemes, that base the calculation of the aid amount on the production expenditure in a given territory (e.g. film tax incentives), to treat any production expenditure in the EEA as eligible (new, *Laboratoires Fournier*)

- MSs not to impose unnecessary limitations on the distribution and marketing (e.g., '**release windows**') of an AV work as a condition for supporting it
- MSs to require/support producers to deposit a copy of the film suitable for **long-term preservation**, as a condition of the aid
- If aided film is not a European work, maximum **aid intensity reduced** for higher budget films, on the basis of a regressive scale

Part of production budget	Aid intensity
Less than €10m	50%
€10m - €20m	30%
Over €20m	10%

Negative reactions (selection)

- Truly justified review?
 - *“dangers and threats... hypothetic and unclear”* (HU)
- New criteria on territorial spending obligations
 - Reduce the leverage / multiplier effect of public policies
 - Threaten the stability / sustainability of the movie production industry
 - *“encourage the fragmentation of the European film sector and result in a loss of skills, infrastructure and production activity”* (UK)
 - *« disproportionnées et ... très néfastes pour le secteur du cinéma »* (FR)
- Proposed regressive scale for non-European films
 - Negative impact on Europe as a production hub, thereby threatening its international competitiveness

Overview of the proposal

- A programme for the cultural and creative sectors for 2014-2020
- Bringing together 3 existing programmes (Culture – MEDIA – MEDIA Mundus)
- Creating a new financial instrument ('financial facility') giving access to bank loans for small operators & SMEs
- Proposed budget of € 1.8 billion for 7 years
→ 37% increase on current levels
- Contributing to 'Europe 2020' goals of sustainable growth, jobs, social cohesion





Creative Europe framework

€1.8 billion

Culture 30 % €500 million	MEDIA 55 % > €900 million	Cross-sectoral (Financial Facility + data support + piloting) 15 % > €210 million
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- ✓ Over 1,000 European films receive distribution support to be seen by audiences throughout Europe and beyond, on traditional and digital platforms
- ✓ 1,111 European cinemas receive support to ensure that at least 50% of the films they show are European

Focus

- Capacity-building
 - Support cultural operators to develop skills and know-how to facilitate adjustment to the digital shift
 - Support artists/cultural professionals to internationalize their careers
 - Strengthen EU and international networks to facilitate access to new professional opportunities
- Transnational circulation
 - Support international touring, events and exhibitions
 - Support literary translation
 - Support for audience building and building a long-term audience for European cultural works

Opportunities

Focus on ICCS/audiovisual operators and institutions

- For cultural and audiovisual professionals to develop skills abroad
- For international distribution of works
- For international policy cooperation

Simplification

International dimension

- Full participation to same European 3rd countries as before & new possibility for European neighbourhood countries



Ordinary Legislative Procedure → Key players

Council of the European Union Co-legislator	Council configuration
	Education, Youth, Culture and Sport
	Education, Youth, Culture and Sport
European Commission Legislative proposal	Commission DG
	Education and Culture

European Parliament

Co-legislator

CULT

Culture and Education



COSTA Silvia

▼ Shadow rapporteur



CAVADA Jean-Marie



SCHAAKE Marietje



TRÜPEL Helga



MIGALSKI Marek Henryk



BISKY Lothar



MATERA Barbara

BUDG

Budgets

EMPL

Employment and Social Affairs



GÖNCZ Kinga

ITRE

Industry, Research and Energy



ȚICĂU Silvia-Adriana

FEMM

Women's Rights and Gender Equality

Key events & Timetable

- EC proposal for a Regulation on the «Creative Europe Programme»: 23/11/2011
- Council (EYCS) - Partial General Approach (content): 10/5/2012
- EP CULT
 - Exchange of views: 9/7/2012
 - Text presentation: 8/10/2012
 - Vote: 27/11/2012
- Budget negotiations (MFF 2014-2020) to be finalised under CY Presidency
- EP Plenary vote: tbc
- Entry into force: 1/1/2014



Thank you!

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