



Presidenza Italiana
del Consiglio
dell'Unione Europea



...challenges ahead

Where there is a challenge, there is always an opportunity

PRESIDENCY'S ROADMAP 2014



DIREZIONE GENERALE
PER IL CINEMA

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... WE ARE WORKING TO BUILD THE FOUNDATIONS OF THE FUTURE REGULATION

- **Draft council conclusions on European Audiovisual Policy in the digital era**
 - ✓ The Presidency, with the fundamental contribution of all the Member States, has been preparing a draft of the Council conclusions on European audiovisual policy in the digital era.
 - ✓ The Presidency, in adopting the said conclusions, wants to provide the Council with the opportunity to highlight towards the European Commission those aspects of the abovementioned policy area which it deems as critical, and on which the Presidency wishes to see the newly appointed Commission focuses its efforts during its coming five year mandate.





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- **Audiovisual Working Party meetings**
- ✓ During the AVWP meetings, the Presidency and the Member States have been discussing the Presidency draft whose final version aims to meet all the delegates' agreement.





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- **Next Council of Education, Youth, Cultural and Sport Ministers of the European Union**
- ✓ The final outcome of this International Conference will be reported in a document to be submitted to the EYCS Council to be held on the 25 November, 2014 in Brussels.





... PRESIDENCY'S PROPOSALS ...

- a) verify whether the **current regulatory distinction** between non-linear and linear audiovisual media services is still appropriate in the context of the digital era;
- b) assess the functioning of the “**country of origin**” principle in the audiovisual landscape where new actors are operating globally and according to business;
- c) establish a **level playing field** among actors of the value chain;
- d) promote **best practices** in the promotion of European films and tv-series in on demand services;





... PRESIDENCY'S PROPOSALS ...

- e) assess the **functioning** of current advertising rules;
- f) proceed with an in-depth **review** of the regulatory fitness of the audiovisual media services directive;
- g) ensure a **high level of promotion** of minors across all platforms;
- h) bring forward the **necessary proposals** to modernise the EU copyright framework;
- i) encourage smart and efficient **public support schemes**.





... PRESIDENCY'S PROPOSALS ...

- j) use **film heritage** as a tool for promoting European cultures and values outside Europe and foster its innovative reuse (also tv heritage);
- k) promote the use of cinematographic and audiovisual works at all levels of education;
- l) encourage film festivals to work as a **platform for film literacy**
- m) make better use of the **EU Structural Funds** to support protection, digitisation and **circulation of audiovisual heritage** while encouraging experimentation with new release strategies and channels.

