

## The UK Film Council submission for written public consultation on MEDIA Mundus

**Q: Is any action line missing?**

A: The UK Film Council proposes the addition of two action lines:

### **Support for digital technologies, and in particular online distribution**

Inclusion of a digital technologies action line is necessary to complement actions being supported under MEDIA 2007 and to be consistent with the analysis – regarding how the market and the ways in which people access audiovisual content are evolving - that underpins those actions.

### **Media literacy**

Media literacy has been identified, for example, at the recent seminar held by the Slovenian presidency, as a crucial element in advancing cultural diversity objectives. Its inclusion in MEDIA Mundus would also strengthen its political position within the European Union.

**Q: Your comments**

A: The UK Film Council welcomes the initiative to explore the feasibility of MEDIA Mundus. The UK Film Council agrees that “In the context of globalisation of audiovisual services, the external dimension of audiovisual policy is taking on increasing importance.”

We have two concerns: one relating to substance and the other to management.

Regarding the substance, as with European audiovisual policy in general, the challenge is to balance the two sets of objectives, one to do with competitiveness and the other to do with diversity.

Regarding the way in which the Programme is managed, the UK Film Council would want to be sure that the budget was consistent with the scale of the challenges to which the Programme needs to respond as well as the magnitude of the potential benefits

To realise these potential benefits would involve:

1. Setting clear objectives and well-defined indicators and measures for the new Programme to ensure that the Programme produces the desired outcomes. The UK Film Council looks forward to being involved

in consultations to define those objectives and the means of gauging the Programme's performance.

2. Ensuring that the scope of the Programme is consistent with its budget. In particular, ex ante evaluation needs to be undertaken that would demonstrate the benefits of the continuous flow of EU funding over several years.
3. Clarity about the relationship between the funding and management of the new Programme and that of the existing MEDIA Programme; it needs to be ensured that the resources for MEDIA 2007 and their effectiveness are enhanced. We would like to understand better the advantages of running these two Programmes in parallel (if this indeed is the right assumption) rather than consolidating the EU intervention into one global-facing Programme fit for the globalised and electronic 21st century.
4. Based on a strong evidence base, clarity about the third countries being targeted, about the "horizontal" priorities (actions that, to be effective, need to be applied to all countries and regions) and the "vertical" priorities (actions that, to be effective, need to be accompanied by other actions aimed at the same country or region). The UK Film Council would want European Neighbourhood Policy countries to be covered by the Programme in order to achieve leverage from other policies and initiatives directed at those countries. Likewise, the choice of countries and actions selected needs to complement actions being undertaken and countries involved as a function of initiatives by individual member states.