

# ***Second Implementation report of the Film Heritage Recommendation***

*Unit Audiovisual and Media Policies*

*DG INFSO*

*European Commission*

[http://ec.europa.eu/avpolicy/reg/cinema/index\\_en.htm](http://ec.europa.eu/avpolicy/reg/cinema/index_en.htm)



# Film Heritage Recommendation Second Implementation Report

Adopted as a Commission Staff Working Document in July 2010. It includes:

1. Analysis of the situation of film heritage in the EU both in the analogue and digital era
2. List of EU activities related to film heritage
3. Summary of reports on film heritage from the 27 Member States



# Film Heritage Recommendation

## The history

- Recommendation of the European Parliament and of the Council on film heritage and the competitiveness of related industrial activities
- Commission proposal of 16/03/2003
- Adopted by the European Parliament and the Council on 16/11/2005
- Legal basis: EC Treaty (Articles 157 and 151 TEC).



# Film Heritage Recommendation

- Political signal at EU level: film heritage matters
- New impulse to Member States action
- Transparency: Bi-annual reports from Member States + monitoring from the Commission
- Learning from each other

# Film Heritage Recommendation Implementation Reports

- Member States are recommended to inform the Commission every two years of action taken in response to the Recommendation.
- First Implementation Report of 8/2008
- Second Implementation Report of 7/2010:
  - Based on questionnaire circulated to EU Member States in 5/2009.
  - 27 reports received and published in the Commission website (original language + English translation)

# Film Heritage Recommendation Second Implementation Report

1. Analysis of the situation of film heritage in the EU both in the analogue and digital era
2. List of EU activities related to film heritage
3. Summary of reports on film heritage from the 27 Member States



# Analysis of the situation of film heritage in the EU both in the analogue and digital era

CHAPTER 1 – Analogue era

CHAPTER 2 – Digital era

CHAPTER 3 – Access to film heritage



# Analysis of the situation of film heritage in the EU both in the analogue and digital era

## CHAPTER 1 – Analogue era

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15.10.2010 - Cinema Expert Group / Subgroup Film  
Heritage



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# Chapter I – Film heritage in the analogue era

1. Film Heritage Institutions
2. Collection
3. Cataloguing and creation of databases
4. Preservation
5. Restoration
6. Accessibility
7. Education / Media literacy
8. Professional training
9. MS suggestions for further EU action



# Chapter I – Film heritage in the analogue era

## 1. Film Heritage Institutions

- 110 Film Heritage Institutions in 27 MS
- Diversity: size, budget, missions
- Increasing number of regional and local institutions
- Most websites available in English



# Chapter I – Film heritage in the analogue era

## 2. Collection

Legal Deposit: 11 MS

Contractual deposit: 15 MS

Voluntary Deposit: NL and Federal BE

- Enforcement mechanisms required
- Promotion of voluntary deposit:  
ACE/FIAFP contract

# Chapter I –

## Film heritage in the analogue era

### 3. Cataloguing and creation of databases

- European standards EN 15744:2009 and EN 15907:2010 – enhancing interoperability of metadata
- The EU co-finances 4 workshops for promoting the use of these standards

(agenda item 2.3)

# Chapter I – Film heritage in the analogue era 4. Preservation



- Creation / improving of depositories
- Reproduction into new media
- Digitisation???
- Need of long-term preservation strategies and preservation plans

# Chapter I – Film heritage in the analogue era

## 5. Restoration

- Diverse approaches (digital, in-house/outourcing) and budgets.
- Best practices:
  - Prioritisation,
  - Partnerships with other organisations,
  - Agreements with right holders in relation to non-commercial exploitation of restored works.

# Chapter I – Film heritage in the analogue era

## 6. Accessibility

- In agreement with right holders:
  - Screening in a non-commercial context
  - TV broadcasting
  - Film Heritage Festivals
  - VoD
  - DVDs
  - Monthly magazines
  - Streaming view of films in Internet



# Chapter I – Film heritage in the analogue era

## 7. Education / Media literacy

- In agreement with right holders
  - Programmes for schools
  - Special screenings for schools
  - Teaching material and training for teachers (agenda item 5.1 and 5.2)
  - Free access to the Cinematheque for students
  - Film festival for children
  - Cooperation with universities
- BP: IR national strategy for film and young people

# Chapter I – Film heritage in the analogue era 8. Professional training

- Identified as weak area
- Spanish Conference in 7-8 June 2010  
(agenda item 6.1)



# Analysis of the situation of film heritage in the EU both in the analogue and digital era

CHAPTER 1 – Analogue era

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CHAPTER 3 – Access to film heritage



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# Chapter II – Film heritage in the digital era

1. Collection of digital material
2. Storage and long-term preservation
3. Digital restoration
4. Digitisation and integration in Europeana
5. Access through new technologies
6. Digital cinema

# Chapter II – Film heritage in the digital era

## 1. Collection of digital material

- Only 7 MS reported to collect digital material
- Legal and contractual deposits need to be updated
- Need of standardization of collection formats?



# Chapter II – Film heritage in the digital era

## 2. Storage and long-term preservation

- Many open questions, live expectancy, cost?
- Possible solutions:
  - Benchmarking with other sectors
  - Common digital archives

# Chapter II – Film heritage in the digital era

## 3. Digital restoration

- Available and used by certain MS
- No agreement: more/less expensive than photochemical?
- Further research in digital restoration techniques required



## Chapter II – Film heritage in the digital era 4. Digitisation / Europeana

- Most institutions are digitising their collections
- Example: NITRO project in Poland ([item 3.1](#))
- Some have developed national strategies
- Need to continue efforts to give access to film content through Europeana ([item 2.2](#))



Europeana  
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# Chapter II – Film heritage in the digital era

## 5. Access through new technologies

- Best practices:
  - BFI YouTube Channel (item 4.1)
  - Images for the future (item 4.2)
  - Filmotech.nl (item 4.2)
  - In the TV sector: Videoactive and EUscreen (item 4.4)

# Chapter II – Film heritage in the digital era

## 6. Digital cinema

- Commission Communication on Challenges for European cinema in the digital era (9/2010):
  - Collection of film in digital format
  - Equipment of cinematheques with digital projectors
- Best practice: Cinematekene in Norway (agenda item 4.3)

# Analysis of the situation of film heritage in the EU both in the analogue and digital era

CHAPTER 1 – Analogue era

CHAPTER 2 – Digital era

**CHAPTER 3 – Access to film heritage**



# Chapter III – Access to film heritage for cultural and educational purposes

- Making possible access to works from the past: agreements with right-holders / solutions to orphan works (agenda item 2.1)
- Ensuring access to works of the future: linking film funding and rights of cultural use by film heritage institutions

## NEXT STEPS

- Council Conclusions on European film heritage, including the challenges of the digital era (18/11/2010)
- Study on Challenges of the digital era for film heritage Institutions (2011)



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