

Nordic PSB

3. Cultural Diversity and Promotion of European and Independent AV Production

The Nordic Public Service Broadcasters (Nordic PSB) support the general objective of the Directive to promote cultural diversity and the competitiveness of European program industry. The public service broadcasters in general and definitely Nordic PSBs will always be among the strongest providers and producers of national and European content. As a part of our public service remit we are committed and will always be committed to promote European production.

The development of different funding programs might be a better way than quotas to achieve the Directive's objective to promote cultural diversity and competitiveness of the European programs industry. The scope of such funding programs should be widened and to a greater extent include and directly target broadcasters in order to promote European production.

Measures for non-linear services could be premature at this stage as it could slow down the development of new services. However the Nordic PSBs support a close monitoring of the production structures in order to determine the right time for future possible intervention to create a more level playing field for all platforms of distribution.

To fulfill the objectives of the directive - to encourage the production and distribution of European co-productions - the Commission should increasingly support cross-border programs exchange and co-production. The Nordic PSBs would like to highlight Northvision¹ as an example of efficient co-operation within this field.

"Independent Producer"

The Nordic PSBs believe that it is important to encourage and develop the competence of European independent producers and we are participating in that process on a daily basis. Many producers are interlinked with broadcasters one way or another, especially in smaller countries with small audiovisual markets, like in the Nordic countries. Together we contribute considerably to cultural diversity within the European program industry and strengthen its competitiveness. The definition of independent producer is, however, unclear, due to structural changes and increasing convergence in the new media landscape. Thus there is a need to maintain flexibility in the definition of independent producers and the definition should be decided by the individual member state.

¹ The Northvision (www.nordvisjonen.org) is an alliance of five public service broadcasters in Denmark (DR), Finland (YLE), Iceland (RUV), Norway (NRK) and Sweden (SVT). The Northvision is an arena for a non-profit exchange of news and programmes and co-productions, and the extra costs for co-production etc are covered through the Nordic TV Fund.

Regarding secondary rights, it is important to stress the principle of "rights follow risks". A European directive should not determine rights in such a way that the possibility to negotiate and enter into agreements is a foregone conclusion.

We appreciate your consideration of our views and for further information please contact our representation in Brussels.

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