



European Coordination of Independent Producers
Co-ordination Européenne des Producteurs Indépendants

Klaus Hansen
**Producentforeningen/
Denmark**

Brussels, March 10th, 2008 **Vice-Presidents**

Response to the Review of the Communication from the European Commission on the application of state aid rules to public service broadcasting

Johannes Kreile
BVDP / Germany

The European Coordination of Independent Producers (CEPI) was founded in 1989, to organise and represent the interests of independent cinema and television producers in Europe. Today the Coordination represents approximately 4000 independent production companies in Europe, equivalent to 95 % of the entire European audiovisual production industry. All together, our members supply over 16000 hours of new programming each year to broadcasters in Europe, ranging from single documentaries and special event programming, to game shows, light entertainment and high-cost drama serials. As the producers form the basic support of the audiovisual industry, it is necessary to articulate the interests of those producers within a unique European organisation.

Andries Overste
OTP / The Netherlands

Cultural Diversity is typical of European content. Cultural and European diversity can be self-sustaining if European content is widely available. This is best guaranteed in an open programme supply market. Independent production companies are instrumental to guarantee a variety of content that is representative of the diversity of Europe, its regions and its Member States. The reason that CEPI is responding to this open consultation is that the public broadcasting sector represents a major market share of the independent production industries' clientele.

Satu Harkke
SATU/Finland

CEPI would like to stress that the leading principles of the Broadcasting Communication (2001) have proven to be valuable and should be sustained. CEPI does not believe that there is a need to review the communication as long as some vital principles are upheld.

Roberto Levi
APT/Italy

CEPI would like to emphasize the important role public broadcasters have concerning cultural diversity and the need for state aid in this matter. In order for public broadcasters to provide added value programs, they rely on public support. Since most of the valuable programming is supplied by the independent production industry, it is an obligation for public service broadcasters to invest in and sustain the European independent production sector. This obligation should create a balance between in-house productions and independent productions. Furthermore, this obligation is a key factor in ensuring that the European independent production industry has a future and that culturally diverse content continues to be created. This European content should be widely available. This is best guaranteed in an open programme supply market, in which distribution rights are not owned by a few major players.

Honorary President
Claus Hardt

Currently this condition is not fully met. There is no level playing field between broadcasters and independent production companies with the result that broadcasters demand all distribution rights. This situation can lead to warehousing of content. Therefore CEPI would like to highlight that an open programme supply market is of great importance, especially for new media and distribution platforms. Independent production companies should be supported to retain their rights.

Secretary General
Siada El Ramly

CEPI cannot emphasize enough how important it is that this obligation be placed on the public service broadcasters in Europe and calls upon the European Commission to ensure that the public service broadcasters in Europe prove their commitment to sustain European independent productions.

Avenue Marcel Thiry 204
B - 1200 Brussels
Tel. + 322 774 96 89, Fax. + 322 774 96 90
E-mail: cepi@kelleneurope.com
www.cepi.tv

Confidentiality Note: The information in this message may be confidential and for use of only the individual or entity named above. The information may be protected. If you are not the intended recipient the retention, dissemination, distribution or copying of this document is strictly prohibited. If you receive this communication in error please notify us immediately by telephone and return it to the address shown above.