



## **Cannes Declaration 2006**

**Europe Day at the Cannes Film Festival - 23 May 2006**

### **“European films go global”**

#### **Declaration of the European audiovisual ministers and of the member of the European Commission responsible for the Information Society and Media**

At a meeting convened by Viviane Reding, member of the European Commission responsible for the Information Society and Media, and Gilles Jacob, President of the Cannes Festival, the European audiovisual ministers of the European Union present at Cannes, together with the European Commissioner adopted the following declaration:

Audiovisual and cinematographic industries are becoming increasingly important both for the competitiveness of our economies and the development of our societies in the context of globalisation, rapidly developing technologies and the take up of devices and services of the Information Society and the rollout of broadband in European Union countries.

Films and other audiovisual works strongly reflect national identity and cultural richness; Europe must tackle a dual challenge: to support and reinforce its economy, and to transmit and promote its values.

This challenge must be addressed in line with international agreements and in a spirit of reciprocity.

In view of this, the Ministers and the Commissioner have identified a certain number of needs and actions to put in place.

1. Better distribution of European films depends on effective promotion on the spot but also requires in-depth knowledge of the respective markets. An exchange of information between the European Union and third countries, and a more coordinated approach between European sales agents on emerging markets should be encouraged to facilitate the international circulation of audiovisual works.

2. Initiatives such as those carried out in third countries under MEDIA Plus, by the European network “European Film Promotion”, or Europa Cinemas can be considered as best practices.

Further initiatives should be taken at national and EU level for coordinated actions in third countries; likewise, it would be extremely useful for the European agencies, in coordination with the EFADs network (Directors of the Centres and/or European cinema support funds) to work together and to encourage the collection of data and the exchange of best practices between themselves and with their “sister” organisations in third countries.

3. The circulation of European audiovisual works outside of the European Union should be given a greater priority in the foreign and trade policies of the member states and of the European Union.

4. The implementation of the new support mechanism for “promotion kits” set out in the MEDIA 2007 programme should be carried out rapidly: this would contribute, in parallel with an automatic support scheme for sales agents, to better exposure for European films.

5. The circulation of films outside their originating country depends also on the existence of co-productions with other (European or third) countries; a favorable environment for coproductions (rare outside Europe) should be created. The possibility to “pool” coproduction agreements within the European Union should be encouraged (the signature of a coproduction agreement by one Member State could enable other Member States to benefit under certain conditions). Furthermore, the modernisation of the Television without frontiers directive, notably Article 6, could make it possible, in certain cases, to consider coproductions made in the context on Community agreements as “European works”.

6. Regional cooperation should be encouraged in various parts of the world by transferring our national and European experiences with the aim of developing cross-promotion mechanisms between Europe and these regions and to facilitate the negotiation of mutually beneficial agreements. In this context, training actions and sensitization of local operators should be envisaged to encourage the distribution of European films. The interest of opening up certain MEDIA training schemes to distributors/exhibitors of third countries should be evaluated insofar as partnerships of cooperation actions could be the result.