

How to make VOD an opportunity for Europe's audiovisual production ?

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In the context of the European Digital Agenda headed by Commissioner Kroes, a timely study undertaken by KEA and MINES Paris Tech on behalf of the European Commission (DG INFSO) sets out recommendations to ensure the presence of European films' on new digital distribution platforms.

In traditional theatrical distribution European films hold a 27 percent share of the European market, compared to the 67 percent portion held by the six Hollywood majors; they account for less than 5 percent of the North American audiovisual market, which is the largest in the world. In spite of Europe's pool of talented filmmakers, the circulation of European programmes within the Single Market is limited. But can new digital networks and media improve the circulation, availability and commercial success of European productions in Europe and beyond?

This new study examines the economics of the copyright industries and the specifics of digital delivery in the media market. It also considers the conditions needed to achieve a single market in cultural productions. The report sets out a number of recommendations to enable European AV companies to maximise on the digital shift in the context of the EU's powerful regulatory and support instruments.

The study urges the European AV industry to maximise on this new opportunity by organising a coherent, efficient system of copyright licensing with the aim of encouraging service providers (broadcasters, telecoms, cable, Internet and telephone companies) to buy and distribute European content. The study also makes a strong case for working collectively in order to strengthen the leverage of SMEs in their dealings with powerful media operators and to offer licensing facilities to service providers. It supports a review of national and European subsidy programmes for cinema to better market European films and foster transnational initiatives in digital distribution. Finally, the study highlights the role of EU funded programmes relating to innovation, research and technology in achieving greater cultural diversity and a competitive European cultural sector.

The full report and the executive summary (in English, French and German) can be downloaded from KEA's website: www.keanet.eu as well as the European Commission website (DG INFSO) http://ec.europa.eu/avpolicy/info_centre/library/studies/index_en.htm

KEA www.keanet.eu is a Brussels-based consultancy specialised in culture, creativity, media and sports. Established in 1999, the company is specialised in the following research areas: copyright, cultural and media policies, sport. For further information on this press release please contact us : areekie@keanet.eu Tel : +32 2 289 26 00 - Fax : +32 2 289 26 06 - or www.keablog.com

About MINES ParisTech/ CERNA: CERNA is the Centre of Industrial Economics of MINES ParisTech, one of the top French engineering schools. CERNA hosts the ParisTech Chair of Media and Brand Economics: <http://bit.ly/bbsEwx>. The Chair is held by Olivier Bomsel and specialises in the following research areas: Economics of creation, Economics of copyright and trademark law, Media pricing strategies, Media policies & Future networks. For more information contact: bomsel@mines-paristech.fr