

The EU and film archives

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<http://europa.eu.int/comm/avpolicy/>

The EU and film archives

2. European Parliament and Council
Recommendation on film heritage and the
competitiveness of related industrial activities
and its implementation report
4. Wide-range of initiatives to support film archives
3. Conclusions

Film Heritage Recommendation

- Recommendation of the European Parliament and of the Council on film heritage and the competitiveness of related industrial activities
- Adopted by the European Parliament and the Council on 16/11/2005

http://ec.europa.eu/avpolicy/reg/cinema/index_en.htm

EU initiatives in support of film archives

- EU Cinema Expert Group meetings
- Standardisation mandate to CEN on interoperability of film databases
- Facilitating the negotiation of a framework contract on voluntary deposit
- MEDIA Pilot project MIDAS
- MEDIA Video on Demand project
- Digital Libraries Initiative / orphan works
- eContentplus Programme « European Film Gateway »
- Communication on Creative Content on Line

EU Cinema Expert Group meetings

- Set-up by the Cinema Communication of 2001 COM(2001) 534.
- Tasks:
 1. Exchange of best practices between film archives of the EU and EEA
 2. Inform the film archives community of any relevant EU initiative
 3. Provides expertise to the Commission
- Next meeting: planned 9 June 2008 in Brussels

http://ec.europa.eu/secretariat_general/regexp/

Standardisation mandate to CEN on interoperability of film data bases

- Commission's **standardisation mandate** to CEN for the adoption of European standards on the interoperability of film databases.
- CEN/BT/TF 179 – 2 draft standards:
 - "**Film Identification – Minimum metadata set for cinematographic works**" - Adoption: mid-2009
 - "**Film Identification – Metadata specification for cinematographic works**" - Adoption: mid-2010
- How to get involved? Through national standardisation body for:
 - Participating the Task Force
 - Sending comments via the CEN Enquiry

Facilitating the negotiation of a framework contract on voluntary deposit

- Negotiation between ACE and FIAFP to establish procedures for voluntary deposit of films with preservation archives.
- The model contract covers exhaustively all aspects related to the deposit. It contains a 'template' for a contract, that can be easily adapted by each film archive.
- The Commission recommends the use of this model contract once it becomes available.

MEDIA Pilot Project MIDAS

- **MIDAS:** Moving Image Database for Access and Re-use of European Film Collections.
- Financed by the Commission via the **MEDIA Programme**.
- **Aim:** search and retrieval of archival materials held in a number of collections across Europe by centralising the process of search and retrieval, and by overcoming the language barrier.
- Operating application will give access to moving images from 18 institutions in 12 countries representing 11 languages.

<http://www.filmarchives-online.eu/>

MEDIA Video on Demand project Treasures from European Archives

- Financed by the European Commission via **MEDIA Programme**
- Objective: create a VOD site in 5 languages offering selected films from 37 film archives

Digital Libraries Initiative / orphan works

- The **Digital Libraries Initiative**: launched in 2005
- **European Digital Library**: www.europeana.eu
- Commission Recommendation of 24/8/06 on digitalisation and digital preservation encourages Member States to introduce the mechanism to facilitate the use of **orphan works**.
- On-going negotiations between stakeholders on "**industrial guidelines for due diligence in relation to orphan works**", in 4 sector-specific groups.

eContentplus Programme « European Film Gateway »

- Research programme financed by the Commission under the **eContentplusProgramme**
- Start date: Autumn 2008
- Aim: building a single access point for digital content from Europe's film archives.

Communication on Creative Content on Line

- Adopted by the Commission on 3/1/08
- Aim: development of new business models for online creative content services
- 4 challenges:
 6. Availability of creative content
 7. Multi-territory licensing for creative content
 8. Interoperability and transparency of Digital Rights Management systems (DRMs)
 9. Legal offers and piracy

Film Heritage Recommendation

- Recommendation of the European Parliament and of the Council on film heritage and the competitiveness of related industrial activities

The Film Heritage Recommendation and its implementing Report

1. Legal basis for Community Action: EC Treaty
2. European Parliament and Council
Recommendation on film heritage and the competitiveness of related industrial activities
3. Implementation report

1. Legal basis for Community action: EC Treaty

Double nature of cultural industries:

- Industrial: Article 157
- Cultural: Article 151

1. Legal basis for Community action: EC Treaty

Article 157: Industrial policy

4. The Community shall ensure that the conditions necessary for the competitiveness of the Community's industry exist.

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1. Legal basis for Community action: EC Treaty

Article 151 of the EC Treaty: cultural policy

151.2: Action by the Community shall be aimed at encouraging cooperation between Member States and, if necessary, supporting and supplementing their action in the following areas:

....

- conservation and safeguarding of cultural heritage of European significance**
- artistic and literary creation, including in the audiovisual sector.**

151.4: The Community shall take cultural aspects into account in its action under other provisions of this Treaty, in particular in order to respect and to promote the diversity of its cultures.

2. Recommendation on Film Heritage

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 (legal basis: Article 157)
- Adopted by the European Parliament and the Council on 16/11/2005

2. Recommendation on Film Heritage

Political signal at EU level: film heritage matters

New impulse to Member States action

Transparency: Bi-annual rapports from Member States + monitoring from the Commission

Learning from each other

2. Recommendation on Film Heritage

- Collection
- Cataloguing
- Creation of databases
- Preservation
- Restoration
- Accessibility to the works
- Professional training
- Cooperation between film heritage institutions

3. Implementation Report

- Member States are recommended to inform the Commission every two years of action taken in response to the Recommendation.
- Reminder letter + questionnaire sent on 4/10/07
- Deadline for reports: 16/11/2007
- 26 reports have been received
- (missing: [Luxembourg](#))

3. Implementation Report

- Draft report circulated to EU Member States on 11 April 2008. Deadline for comments: 15 May 2008.
- Cinema expert group: 9 June 2008 – Exchange of best practices
- Adoption of the report in August 2008

http://ec.europa.eu/avpolicy/docs/reg/cinema/report/swp_en.pdf

Conclusions

- Film archives play a crucial role for European culture
- The European Commission supports European film archives through a wide range of actions
- Following the analysis of Member States' reports, 8 issues require further consideration by Member States
- We will continue working to support film archives