

18 May 1989
ISEC/B17/89

BACKGROUND REPORT

MEDIA INVESTMENT CLUB

Advanced Development and Technologies for the Audiovisual Production

The Media Investment Club unites European businesses with financial institutions, both private and public for the promotion of creating and producing audiovisual programmes made by means of computer graphics and digital information techniques (2D/3D computer graphics, digital techniques for production and post-production, high definition television, special effects and electronic graphics design).

The Club currently includes the European Commission (MEDIA 92 Programme), the Institut National de l'Audiovisuel, - founder members - Antenne, 2, CDC-Participations (Caisse des Depots Group), Maxwell Communications Corporation PLC, NOB (Nederlands Omroepproductie Bedrijf.nv) Philips International bv, RAI (Radiotelevisione Italiana) and Thomson Techniques de Communication.

Ian Maxwell is the Club's first President. INA is represented by Henri False and provides the General Secretariat.

What kind of projects are supported by the Club?

The Media Investment Club is intended to support projects which excel in innovation and creativity within the perspective of building the Single European Market.

The Club supports primarily the following projects:

- the creation and production of audiovisual programmes using advanced technology;
- the training of professionals and creatives in advanced audiovisual techniques (digital imagery, special effects, digital video, high definition television);
- the circulation of information and transfer of know how particularly between industry, research centres and production companies;
- the export of EC products to countries outside the Community and exchange within the Community.

What can be expected of the Club?

The Club will provide financial contributions of a type suitable to each particular project, mainly in the form of loans.

The Club members and specifically the sponsors can furthermore intervene directly in the project according to each one's abilities (financial contributions, technical means of human resources) complementing their external partners.

How should a project be presented to the Club?

In order for a project to be considered it must correspond to the Club's objectives and have obtained the patronage of at least two members of different nationalities of the Media Investment Club. The proposal must contain:

- a precise technical description of the project;
- a detailed estimate of the cost of its execution;
- a financial plan; provisional receipts, means of financing the projects - agreed or anticipated, partners;
- the conditions under which it will be put into practice; time limited, participating parties, broadcasting or distribution rights acquired or anticipated.

A decision will be made by the Administrative Council after consultation with the Technical Committee which is made up of experts from various European countries whose job it is to evaluate and approve such projects.

Whom to contact?

General Secretariat of the Media Investment Club
Henri False/Patrick Madelin, 4 avenue de l'Europe - F - 94366 Bry Sur Marne Cedex
Telephone: (33 1) 49 83 21 01 / 49 83 23 22
Fax: (33 1) 49 83 25 82 - Telex: 231194 F

European Commission, MEDIA 92 Programme
Holde L'Hoest - 200 rue de la Loi - B - 1049 Bruxelles
Telephone: (32 2) 236 07 18 / 235 62 86 / 236 19 33 / 235 51 97
Fax: (32 2) 235 01 42 / 236 07 52

The Audiovisual market in Europe and MEDIA 92

The European audiovisual industry has demonstrated its capacity for initiative in the technical arena during the past few years as much in the areas of broadcasting and programme distribution as in that of production.

The proliferation of television stations broadcast by air, by cable and by satellite, particularly beyond national frontiers, the clarification of the processes of composition and editing of fixed or animated electronic images and the growing place occupied by computerised information techniques for audiovisual production illustrate this development. The adoption of the MAC standard for the transmission of satellite pictures and sound is a prefiguration of the European audiovisual field of the next decade.

The diversity of cultures and means of expression of the European Community should be able to make their way through these forms of communications. The new tools developed by the industry are transforming tomorrow's production methods. Thus, digital 2D and 3D images, interactivity, digital video, high definition television, become equally a means of expression for the creative and the professional.

The Media Investment Club has been formed in response to the initiative of the MEDIA 92 Programme of the European Commission with the intention of promoting the European audiovisual industry and thereby to allow professionals from the worlds of cinema and television to innovate and reinforce their position in the Single Market.