



Press release

Tunis, October 3rd, 2013

Euromed Audiovisual: at the Tunis meeting, the expert group established the goals for a South Mediterranean Audiovisual Observatory

The Euromed Audiovisual III programme of the European Union and the European Audiovisual Observatory, in collaboration with the Arab States Broadcasting Union (ASBU) held the 1st meeting of the expert group on television and on-demand audiovisual services in Tunis on 23-24 September 2013. During the meeting, the experts from partner programme networks, ASBU, COPEAM and the European Broadcasting Union (EBU), adopted conclusions for the creation of a south Mediterranean Audiovisual Observatory which would collect and disseminate data on television and on-demand audiovisual services in the region.

In this context, Mr. Salaheddine Maaoui, General Director of ASBU, stated that ASBU strives to set up the core of an Arab Audiovisual Observatory likely to contribute to this project while covering all the member states of the Union.

According to Mrs. Laura Baeza, Ambassador, Head of the European Delegation to Tunisia *“while ensuring the secretarial work of the High Committee for the coordination of satellite television channels, and of the High Committee for Arab audiovisual production, ASBU is undoubtedly the only Arab network that is sufficiently well organized to launch a sustainable process of collecting data and exchanging information”*.

The experts stressed the importance of transparency in the audiovisual sector as a component of democracy, and of social and economic development including the creation of employment and of cultural diversity. They agreed that the different areas where transparency should be established and strengthened include, among others:

- Information on procedures for granting licenses or permission for television services
- Information on the ownership of audiovisual services (television and on-demand television services)
- Information on the statutes of public radio and television, their budgets and financing modes



- Information on relationships between broadcasters and producers
- Information on audience and on audience measurement methods
- Information on the development and audience of on-demand audiovisual services (catch-up television, video on-demand ...)
- Information on the economic weight of cultural and creative industries (which include audiovisual services and the activities of audiovisual production)

The experts were pleased to note the cooperation efforts among broadcasters around the Mediterranean carried out by COPEAM, EBU, ASBU and the high committee for coordinating Arab channels of satellite television – operating under the umbrella of ASBU – as well as the collection operations conducted by international organizations such as ITU, WIPO and the UNESCO Institute of Statistics. Again they acclaimed the Euromed Audiovisual III data collection project conducted with the European Audiovisual Observatory, which evokes and anticipates what could be the field of action of the future South Mediterranean Audiovisual Observatory.

To download the conclusions of the 1st meeting of the expert group on television and audiovisual services (Tunis, 23-24 September 2013), click on [FR](#), [EN](#), [AR](#).

Reports on the film and audiovisual sector in Egypt, Lebanon and Morocco are available on the websites of:

Euromed Audiovisual III: <http://euromedaudiovisuel.net/p.aspx?t=general&mid=157&l=fr>

European Audiovisual Observatory : http://www.obs.coe.int/online_publication/reports/euromed_reports.html