



VII PERMANENT CONFERENCE OF MEDITERRANEAN AUDIOVISUAL OPERATORS

Casablanca, 26 – 29 April 2000

FINAL RESOLUTION APPROVED BY THE PLENARY ASSEMBLY

The General Assembly of the delegates of the active members and the associated partners attending the 7th Permanent Conference of Mediterranean Audiovisual Operators dedicated to the theme "Competition and Partnership" held at Casablanca from 26 to 29 April 2000:

- **Esteems** that in the establishment of the information society, characterized by the development of on-line communication networks, radio and television will remain culturally predominant actors;
- **Expresses its conviction** that Co.Pe.A.M., network of networks, bringing together all the professionals of the Euro-Mediterranean audiovisual industry stands in need of affirming itself as the unavoidable interlocutor of the political instances, be they at the national or Community level or that of the Mediterranean region as a whole;
- **Takes note** of the initiative taken by the European Community and supported by Morocco, host country, and France – given that country's Presidency of the European Union – to organize a Conference on the Euro-Mediterranean Audiovisual Sector at Rabat in September 2000 of which the organization has been entrusted to Eureka Audiovisuel.

This initiative forms part of the sequel of the High Level Conference at Salonika organized by Co.Pe.A.M. in collaboration with the Hellenic Audiovisual Institute (I.O.M.) and the assistance of Eureka Audiovisuel.

Co.Pe.A.M. is anxious that Rabat should confirm the acquisitions of Salonika.

Within the limits of the possible, Co.Pe.A.M. and all its members would like to be associated with the preparation of the Conference and the definition of its contents in order to assure its success.

- **Defines** three principal axes for the association's action: professional formation, exchange of information and circulation of audiovisual works.

The General Assembly also wishes to put forward the following recommendations adopted by the Specialist Working Groups of Co.Pe.A.M.:

• **TV Co-production**

- Need for sensitizing the national and international authorities for the conclusion of co-production agreements that will give Mediterranean programmes access to European support provisions.
- Need for setting up multilateral partnership committees to work on the improvement of the juridical conditions for co-production agreements.

Co.Pe.A.M. expressed its satisfaction with the considerable contribution that professionals present at Casablanca made to the '*bourse au projets*' that brought together several dozen partnership offers.

• **TV News**

- Need for setting up an image (picture) exchange network at the level of all the Euro-Mediterranean chains that should be based on a network of persons specialized in such exchanges.

• **Patrimony**

- Urgent need for drawing up a plan for safeguarding the contents of existing archives on film supports after an appropriate stocktaking. As part of the application of a common restoration policy one could also envisage the exploitation of this archive material.
- Extending an invitation to those responsible for archives in South-East Europe to rejoin the Patrimony Commission. A plan should be drawn up to avoid the dispersion or destruction of the audiovisual patrimony of this region.

• **Formation**

- Drawing up of a global professional formation plan for the whole of the Mediterranean audiovisual sector based on the formation capacities of the Co.Pe.A.M. members. This general formation framework to be accessible in real time on Co.Pe.A.M.'s web site.
- Attributing priority to the organization of studios intended for the making of documentaries in all their forms and thus improving the quality of Mediterranean productions.
- Need for organizing formation cycles on institutional numerical material in order to respond to the new needs of local, regional and thematic television services.
- Contacting the professional formation centers of the journalist with a view to getting them to include sensitization to the Mediterranean specificity in their formation themes.

• **Multimedias**

- Encouraging the participation of the televisions of the Mediterranean basin in the EUMEDIS programme in order to enlarge the network of partner universities of this programme in order to provide additional competencies and know-how for the further development of remote media teaching.
- **Cinema**
 - Strengthening and adaptation of the financing mechanisms bound up with the specificity of the Mediterranean cinema sector (fiscal incentives, guarantee funds). Incentives to get private investors to participate in the development of the Mediterranean cinema sector.
 - Need for political support to be given to the distribution of Mediterranean films in each country with the support also of the television services.
- **Radio**
 - Decision to stimulate the exchanges of musical programmes free of royalty charges for being broadcast by all the radios thanks to the coordinated work of Co.Pe.A.M., U.E.R. and A.S.B.U.
 - Encouragement for the realization of radio co-productions on federative thematic subjects, of which two pilot projects are to be realized in the course of the current year.
- **Press**
 - Utilization of Co.Pe.A.M.'s web site to facilitate the circulation of information towards journalists and setting up a veritable up-to-date database on what is happening in the Euro-Mediterranean audiovisual sector.
- **Submission and approval of the 1999 Financial Report and the Budget for the year 2000**
 - The General Assembly, having heard the reports of the Assistant Secretary General and the Chairman of the Financial Subcommittee, approves the accounts for the financial year 1999 and grants discharge to the administrators; it also approves the budget for the year 2000 and the subscription plan associated therewith.

Lastly, the General Assembly decided to make some changes in the membership of Co.Pe.A.M.'s Management Committee and General Secretariat.

- **Partial renewal of the Management Committee**

By acclamation, the General Assembly designated the following organizations as entitled to have a representative on the Management Committee:



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Permanent Conference of Mediterranean Audiovisual Operators

- ERT (Greece)
- ERTT (Tunisia)
- FRANCE TELEVISION (France)
- JRTV (Jordan)
- PBC (Palestine)
- RADIO FRANCE (France)
- TVE (Spain)

According to the Association's statute, it is up to the new Management Committee to elect both the President and the three Vice Presidents of Co.Pe.A.M. from among its members. Nevertheless, the General Assembly unanimously felt that it should recommend to the Management Committee to entrust the Presidency of Co.Pe.A.M. to M. Nour-Eddine SAIL, Director General of 2M (Morocco).

• **Renewal of the General Secretariat**

Unanimously and by acclamation the General Assembly elected:

- M. Giulio Cesare GIORDANO (RAI) as Secretary General of Co.Pe.A.M.
- M. Mustapha BENNABI (ENTV) as Assistant Secretary General.

- **Expresses its gratitude** to Co.Pe.A.M.'s office, and especially the Association's Presidents Fethi Houidi and Raouf Basti and the General Secretariat, for having carried out the tasks that were entrusted to them by the General Assembly held in Valencia in March 1999.

The VII General Assembly of Co.Pe.A.M. wishes to place on record its satisfaction at the success of the Casablanca Assembly held under the Patronage of H.R.H. King Mohammed VI, and thanks the Moroccan Minister of Communications and the 2M Television Network and its local sponsors for the efforts made in organizing this conference.

Approved by the General Assembly
Casablanca, 28 April 2000

(signed)
Nour-Eddine SAIL
Co.Pe.A.M. President

(signed)
Giulio Cesare GIORDANO
Secretary General