



17th Conference of COPEAM

PLENARY SESSION

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Paris, 10th April 2010

Opening Ceremony:

- Mr. Frédéric MITTERRAND, Minister of Culture and Communication (France)
- Ms. Androulla VASSILIOU, European Commissioner for Education, Culture, Multilingualism and Youth
- Mr. André AZOULAY, President of the Anna Lindh Euro-Mediterranean Foundation (Morocco)
- Mr. Emmanuel HOOG, President of COPEAM
- Ms. Alessandra PARADISI, Secretary General of COPEAM

Introduction by Mr. Edgar MORIN, Sociologist and Philosopher (France)

The plenary session of the 17th Conference of COPEAM was opened by the President of the Association, Mr. HOOG, who thanked all the participants.

He subsequently gave the floor to the Minister MITTERRAND, who underlined the common willingness to create a Mediterranean of the XXI century, expression of a community of desires between Europe, Africa and Near East.

Mr. MITTERRAND recalled the main projects of COPEAM: the institution of a Mediterranean Audiovisual University; the promotion of and the public access to the tangible and intangible heritage of the Mediterranean through the online sharing of the audiovisual archives of the countries of the Basin; the initiatives aiming at encouraging Euro-Mediterranean co-productions and at informing the general public about Euro-Mediterranean subjects; the creation of the Mediterranean channel, this latter defined as "the focal point" of the Region that we are building together, "an ambitious project today within our reach".

He concluded his speech by expressing France's complete support to COPEAM in the realization of the audiovisual Mediterranean stake.

Ms. VASSILIOU thanked COPEAM for its efforts in favour of dialogue between the peoples of the two shores of the Mediterranean. She stressed the importance of the audiovisual media as vector of modernity, then recalling the success of the projects developed by COPEAM with the financial support of the European Commission.

Mr. AZOULAY highlighted the necessity for the two shores of the Mediterranean to jointly advance with a vision of common destiny, made of co-governance and co-responsibility. The Anna Lindh Foundation is convinced of the importance of popular support to this project, which is not possible but with the logic of partnership promoted by COPEAM through its actions, such as the initiative of the creation of a multicultural TV channel dedicated to all our peoples.

In his introduction, Mr. MORIN presented the concept of "Mediterranean" as a matrix generating diversity and richness of civilisations, this diversity being the source of the unity of the region. In this "sea in the middle of lands", polytheism and different monotheisms, sense and delirium, profane and sacred meet each other, "as if the Mediterranean world was the microcosm of human reality". The correct balance between the thought of the North and the culture of the South, together with the confluence of cultural, mental and mythical instances with technical, practical and economic instances can lead us toward the union of the Mediterranean, which Mr. Morin defined as a "good" utopia, because it is possible.

Ms. PARADISI, Secretary General of COPEAM, illustrated, through an audiovisual contribution, the main results achieved by COPEAM during the last year. She pointed out the value of the professional cooperation carried out within the network, this being a means of knowledge and rapprochement between Mediterranean peoples and cultures.



Session I - 10 projects aiming at shaping, developing and promoting the Mediterranean audiovisual sector

Moderator: **Mr. Taoufik MJAIED**, France 24

- **Mr. Patrick de CAROLIS**, President-Director General of France Télévisions (France)
- **Mr. Ibrahim SAHIN**, Director General of the Turkish Radio-Television Corporation (Turkey)
- **Ms. Maria TOGHINA**, President-Director General of the Romanian Broadcasting Society (Romania)

Mr. **DE CAROLIS** brought to the attention of the audience all the interest of France Télévisions in the Mediterranean, with all its civilisations and the relevance of youth in its population. He therefore demonstrated the commitment of the French public television by recalling the major projects this latter developed together with international partners and underlining, in particular, the importance of the cooperation with COPEAM. The aim is setting up a Mediterranean audiovisual landscape, notably through concrete initiatives devoted to exchanges of Mediterranean information and to the strengthening of connections between the professionals of the region.

Afterwards, Ms. **TOGHINA** recalled the declaration adopted in Bucharest on the occasion of the 15th Conference of COPEAM, focusing on the respect of multiculturalism and encouraging cooperation beyond any geographic border. She wished to highlight SRR engagement in radio co-productions coordinated by COPEAM with the support, among others, of the Anna Lindh Foundation, as well as in the project of realization of a Mediterranean Web Radio.

The floor was then taken by Mr. **SAHIN**, who affirmed Turkey's Mediterranean identity and illustrated TRT willingness to cooperate with COPEAM in order to promote mutual understanding. In this regard, Mr. Sahin pointed out TRT readiness to host internships suggested by the members of the network, as well as its interest in radio co-productions and in the project Med-Mem. With reference to this, Ms. **Mireille MAURICE**, Med-Mem project leader for Ina, showed the latest version of the web site which, thanks to EU support, will allow the access of the general public to the wide and rich Mediterranean audiovisual heritage.

Finally, a debate took place, focusing on the regulation of works' circulation within the region, as well as on the importance of new media especially for new generations.

Session II - The need for reinforced cooperation: the example of sports rights.

Moderator: **Mr. Jean REVEILLON**, France Télévisions

- **Mr. Slahedine MAAOUI**, Director General of the Arab States Broadcasting Union
- **Mr. Niclas ERICSON**, Director of the TV Division of the International Federation of Football Association (FIFA)
- **Mr. Jean-Paul PHILIPPOT**, President of the European Broadcasting Union

In the framework of the second session, the moderator, Mr. **REVEILLON**, opened a discussion on the cooperation in the domain of sports rights, public access to sports events being a real challenge for the region.

Mr. **ERICSON** underlined the importance for FIFA to establish relationships with the media, as it was done on the eve of the World Cup with EBU, AUB and the broadcasters of the Sub-Saharan region. The objective is to create a situation where everybody wins: FIFA and the broadcasters.

Subsequently, Mr. **MAAOUI** expressed ASBU regret for the privatisation of the access to the World Cup in the Arab region, following the cession of rights to a private company. He wished for more effective negotiations in the future, as well as for a legislative effort aiming at letting citizens' interests prevail on commercial interests.

The floor was then taken by Mr. **PHILIPPOT** who, while remarking the educational value of sports happenings, pointed out the importance of the construction of long lasting platforms between FIFA and public and private broadcasters, in order to ensure a larger coverage of all the sports.

In conclusion, a debate arose on the necessity of negotiations between FIFA and the networks of broadcasters aiming at making sport accessible for all the citizens, beyond any solely commercial interest.



Session III - An emblematic project for the Mediterranean audiovisual: the Mediterranean channel

Moderator: Mr. Riad MUASSES, Euronews

- Mr. Michel BOYON, President of the Conseil Supérieur de l'Audiovisuel (France)
- Mr. Jérôme CLEMENT, President of ARTE France and Vice-President of ARTE GEIE (France)
- Mr. Tarak BEN AMMAR, President-Director General of Quinta Communications (Tunisia)
- Mr. Paolo GARIMBERTI, President of RAI-Radiotelevisione Italiana (Italy)

The third session analysed the conditions to be met in order to create a Mediterranean multilingual and multicultural channel, of which Terramed represents a pioneer step.

Mr. CLEMENT presented the experience of ARTE, born from the French-German willingness to cooperate by setting up a common channel. Afterwards, he highlighted all the engagement of ARTE in the Mediterranean, working with the producers of the region.

Subsequently, Mr. BEN AMMAR shared with the audience his appreciation for COPEAM ambition to develop the project of the channel, focus of the debate. He therefore presented the example of Nessma TV, satellite channel expression of the culture of Maghreb, free from every public support and promoting exchanges of ideas and the realization of co-productions.

Mr. GARIMBERTI underlined the importance of such a Mediterranean channel for the promotion of dialogue in the whole region. However, he stated that this project requires, to be realized, political and economic support of the governments concerned, this being, in his opinion, an incontrovertible preliminary condition.

Mr. BOYON encouraged the creation of the Mediterranean channel, vector of a system of shared values. Since the main technical difficulties were already sorted out, he affirmed how now it is a matter of searching for public backing, as well as defining a juridical frame, which is the objective of one of the Cairo projects.

Finally, an animated debate with the public on the possible forms of this channel followed the above-mentioned speeches.

The plenary session was closed by Mr. BONILLA, Head of Cabinet of the Spanish Minister of Culture, Ms. Angeles González Sinde. He recalled the engagement of the Spanish government in the Mediterranean Basin, driven by the belief that media are a vector of social transformation which needs to be supported in order to promote mutual understanding in this region.

Ms. PARADISI closed this 17th Conference by awarding the COPEAM Prize in the framework of UNAOC PLURAL+ Festival to the young directors of the award-winning documentary, devoted to multicultural diversity and co-existence.
