



19th Conference of COPEAM

AUDIOVISUAL ARCHIVES WORKING GROUP

**Hotel Mansour Eddahbi
Marrakech, 30th March 2012**

RESOLUTION SCHEME

The session was opened by the President of the Group, Ms. Mireille Maurice from INA, on the Project n° 7 of the Cairo Final Resolution - *Adopting a tariff policy favouring the access to the Mediterranean archives.*

From the analysis of the information on the situation of the audiovisual archives from different broadcasters of the Mediterranean region collected in the past two years, it came out that an intermediary step was necessary before adopting a common tariff frame. This step should consist in the adoption of harmonized common principles for tariffs (geographical zones, forfeited exploitation modalities, homogeneous programmes typologies), on the basis of each broadcaster tariff. These principles will be discussed with the appropriate commercial services. Med-Mem project will serve as a test for the application of those common principles.

Then, the participants assisted to the presentation of Balkans' Memory project, co-funded by the EU. The project aims to increase decision-makers' awareness about the need of investing in the safeguard of the audiovisual archives, of encouraging exchanges of know-how and of enhancing the skills of professionals from archives centres and TV channels of the Balkans region. The three-year project will be developed on two conferences, four workshops and two trainings. The opening conference will take place in Zagreb on the 1st June 2012, towards decision-makers and donors of the region.

Later, Ms. Maurice and Mr. Sanson presented Med-Mem project state of art (co-funded by the EU - Euromed Heritage IV). The partners and the associates were invited to complete the notes' digitisation. EPTV presented an assessment of its work concerning the videos' translation. Mr. Sépot illustrated the new functionalities of the Med-Mem website.

The televisions from Cyprus, Catalonia and Tunisia recently joined the project.

The issue of the sustainability of the project was then discussed considering the official launch of the website, planned for the first half of September 2012 in Rabat.

Each contributor has to participate in the search of the promotion focal points that will offer a public access to the website.

The meeting ended with a brainstorming session in which the participants worked together to the preparation of the communication plan for the launching campaign of the Med-Mem website.

Done in Marrakech, the 30th March 2012