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PRESS RELEASE

Interim evaluation of the MEDIA Programme

The European Commission (Directorate General Information Society and Media) has awarded the second interim evaluation of the MEDIA programme to the consortium APRIL/Media Consulting Group, consultancy specialised in the media and audiovisual industries, associated with EUREVAL-C3E, consultancy expert in the evaluation of public policies.

This evaluation complies with the European Parliament's request, and is to be completed by July 2006. This study will cover all the Media Plus and Media Training Programmes action lines over the 2003-2005 period, as well as the 25 EU member states, also including, Iceland, Liechtenstein, Norway, Switzerland and Bulgaria.

The Media Plus programme, entered into force in January 2001 and extended until the end of 2006, is the third generation EU programme targeting the audiovisual sector, and aims at strengthening the competitiveness of the European audiovisual industry with a series of support measures dealing with:

- The training of professionals;
- The development of production projects and companies;
- The distribution of cinematographic works and audiovisual programmes;
- The promotion of cinematographic works and audiovisual programmes;
- The support for cinematographic festivals.

This evaluation, close to the official ending of the Media Plus programme, will provide useful data and information for the design and implementation of the future programme MEDIA 2007-2013.

Since MEDIA Plus has an impact on a very large number of audiovisual professionals in Europe, it is important to collect a maximum of opinions and comments in order to better prepare the future of this programme. From now on, professionals can contact the evaluation team and let us know if they are interested in in-depth interviews, or case studies and send us useful information for the evaluation.

To that purpose, the consortium will soon make available to European professionals, programme beneficiaries and others, an on-line questionnaire, from the Media Consulting Group website (www.mediacg.tv) in order to collect information and opinions related to the programme. The evaluation team is headed by Alain Modot (April/Media Consulting Group) and Eric Monnier (Eureval – C3E).

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