

A digital agenda for European Film Heritage study

Unit Audiovisual and Media Policies

DG INFSO

European Commission

http://ec.europa.eu/avpolicy/reg/cinema/index_en.htm



THE CONTEXT

- Second implementation report of the Film Heritage Recommendation (July 2010)
- Council Conclusions on European film heritage, including the challenges of the digital era (November 2010)
- Digital Agenda (2010)
- Planned proposal for a Council Recommendation on a Digital Agenda for European Film Heritage (2012)



THE TIME FRAME

- Call for tenders: June 2010
- Contract awarded: December 2010
- Work started in January 2011
- Final report due in November 2011



THE CONSULTANT

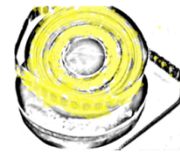
peacefulfish



peacefulfish
consultancy for financing the creative industries

And its subcontractors:

Nicola Mazzanti



Nicola Mazzanti
Consulting
Film & Media
Preservation & Access

Red Cat Technologies



IPR University



European Commission
Information Society and Media



THE TASK

1. Describing the challenges
2. Establishing which kinds of legal/organisational/technical changes have to be introduced to ensure that film archives will continue to perform their role in the digital era.



THE TASK

3. Analysing the situation in the 27 Member States: are film archives and national administrations aware of the challenge? Are they already introducing changes or have they planned to do so? Identify problems and best practices.
4. Analysing the situation in film heritage institutions in USA and compare it with EU-27.
5. Describing the strategies of American majors and large European production companies for preservation of their digital films.



THE TASK

6. Providing feasible recommendations and a calendar to Member States and film heritage institutions on how to prepare for the digital era.
7. Providing policy options for EU action.



METHODOLOGY

- Deepening the **analysis** of the 2nd FHR Report
 - Review of literature
 - 150 questionnaires – 55 replies from 17 MS + ACE
 - 40 In-person interviews
- **Benchmarking**
 - Public service broadcasting archives: INA
 - 3rd sector: Space data agencies - CNES
 - Film heritage institutions in USA
 - American and European producers
- **Thinking out of the box:**
 - Brainstorming
- **Raising awareness and creating consensus:**
 - Advisory Board
 - On-line consultation
 - Workshop (100 participants, 30 FHI, 17 MS + 2US)



OUTCOME

- Proposals on legal/organizational/technical changes + cost
- Policy options for EU/MS
 - Calendar
 - Cost/benefit (including no action)



WHAT'S NEXT?

- Final DAEFH report in 11/2011
- 3rd Implementation report on the 2005 Film Heritage Recommendation in 2012
- Preparation of the Council Recommendation on a Digital Agenda for European Film Heritage.

