

Spring

SEMINAR

The audio-visual industries and technological change in the Union for the Mediterranean

Dates Monday, June 15 to Friday, June 19, 2009

Operator Maison des Cultures du Monde – Paris

Topic In 2009, this seminar will focus on the audio-visual industries.

Audience This seminar is intended for people with positions of responsibility in the audio-visual industry in public or private sector structures of the Union for the Mediterranean countries: 43 countries of Europe and the Mediterranean rim and associated organizations that want to develop or reinforce their cooperation with French or European institutions.

Context The changes that the audio-visual industry is undergoing and the appearance of new actors have led both people in the business and national governments to modify their systems and to imagine new legal and financial frameworks. Moreover, the continuation of cinematographic cooperation by the European Union, financing mechanisms, on-line creative content, and the "telecom packet," are among the topics around which people in the audio-visual sector are mobilizing. The rapid development of new technologies has led national and European institutions to take into account the cultural dimension in the definition of other policies (competition, new technologies, foreign relations, etc.) in order to better serve the goals of promoting cultural diversity and protecting creators' rights.

Objectives This seminar will:

- Highlight, based on discussions, the political, economic and legal factors involved in the audio-visual sector, reinforced by recent practical and technological evolutions
- Organize exchanges with our partners in the Union for the Mediterranean on the stakes involved in cultural diversity
- Reinforce the links of cooperation between representatives of the member states of the Union for the Mediterranean

Content The seminar will be organized in several parts:

- A presentation of the French audio-visual policy by the appropriate departments of the Ministry of Culture and Communication, and of the Ministry of Foreign and European Affairs
- There will also be presentations given by outside professionals
- A problematic approach to the financing of and legal framework for creation in the audio-visual sector and the organization of its branches
- Practical case studies and meetings

There will be simultaneous interpreting for the seminar (French-English).