

<b>Europa Distribution</b> European network of Independent distributors (Austria, Belgium, Czech Republic, Denmark, France, Germany, Greece, Hungary, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland, UK)	<b>IVF</b> International Video Federation (Belgium, Denmark, France, Germany, Hungary, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden, UK)	<b>FIAPF</b> International Federation of Film Producers' Associations (Argentina, Australia, Austria, Canada, China, Czech republic, Denmark, Egypt, Finland, Iceland, India, Iran, Italy, Japan, Netherlands, New Zealand, Norway, Russia, Spain, Sweden, Switzerland, UK, USA)	<b>FIAD</b> International Federation of Film Distributors' Associations (Austria, Belgium, Denmark, Spain, France, Italy, Netherlands, the United Kingdom, Sweden and Switzerland)
<b>DVA</b> Danish Video Association	<b>SEV</b> Syndicat de l'Édition Vidéo, France	<b>BVV</b> Bundesverband Audiovisuelle Medien, Germany	<b>BVF</b> Belgian Video Federation
<b>HVF</b> Hungarian Video Federation	<b>Univideo</b> Italian Video Federation	<b>NVPI</b> the Dutch Video Federation	<b>BVA</b> British Video Association
<b>NVA</b> Norwegian Video Federation	<b>FDA</b> Film Distributors Association, Poland	<b>FEVIP</b> Portuguese Video Federation	<b>UVE</b> Union Videografico Espanola, Spain
<b>SVF</b> Swedish Video Federation	<b>UNEVI</b> Union de l'édition Vidéographique Indépendante, France	<b>E.S.P.D.O.E.</b> Hellenic Association of Producers and Distributors, Greece	<b>E.D.I.K.T.E.</b> Association of Distributors of Motion Pictures Hellas, Greece
<b>SSV/ASCA</b> Swiss Art Cinema Association	<b>API</b> Autori Produttori Indipendenti, Italy	<b>DIRE</b> Distributeurs Indépendants Réunis Européens, France	

**Mrs Viviane Reding**  
**European Commission**  
Commissioner for Information Society  
and Media  
CA 7 – BERL 12/294  
B – 1049 Brussels

Paris, 11 December 2006

Dear Madam,

We are writing today concerning the Commission's decision to cancel the call for proposal 14-2005, i.e. the support for the transnational distribution of European films and audiovisual works on VHS/DVD.

We consider it strange to say the least to be informed by a brief and impersonal email of the cancellation of the call for 2006, which covered two years' video income 2004 and 2005. Moreover, the Commission services were surely in a position to determine the budgetary implications of the publication of the calls for proposals 14-2005 at the end of 2005. The professional and appropriate choice would have been not to create legitimate expectations on the part of European DVD publishers by publishing the calls for proposals 14-2005.

There has not been any consultation for this decision with the distributors and editors concerned or any representative from the distributors' or editors' organisations. These distributors and editors take responsibilities and financial risks daily in investing in distribution of European films. All video distributors and editors concerned spent time and money on the MEDIA video support submissions; as you know, the applications are not simple requests of funds, but audited accounts of video revenues, not to mention that the funding to be received has been built into the revenue projections and accounted for in the investment plans of many applicant companies.

We wish to underline the fact that this support remains crucial in these years for video distributors and has provided strong benefits to European cinema. Furthermore, the MEDIA funding is supporting a European industry in times of a maturing market phase.

If the MEDIA Programme stops providing financial support to European video distributors for transnational distribution of European films on DVD, this will affect primarily the video edition of challenging European films in respect of which the independent distributors will not dare to take financial and editorial risks, if they can only rely on traditional market guarantees. As a result, it is the European cultural diversity itself that is at stake.


Therefore, we respectfully request the Commission to reconsider its decision to cancel Call for Proposals 14-2005. At the same time, we believe this support is necessary also in the future given the mature nature of the market. We suggest launching a discussion with the MEDIA Programme about reform proposals for 2007-2013 in order to make the support more efficient (implementation of a slate funding system for example).

Many thanks in advance for your consideration of this matter.

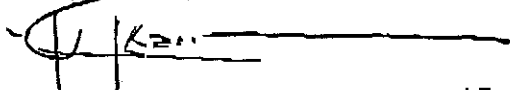
Régine VIAL, Vice-President of Europa Distribution on behalf of Europa Distribution and its members



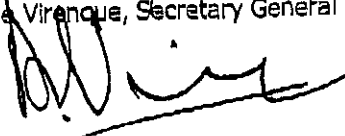
Jean-Paul Commin, President of the International Video Federation on behalf of the IVF as well as on behalf of BVF, DVA, SEV, BVV, HYF, Univideo, NVPI, NVA, FDA, FEVIP, UVE, SVF and BVA



Valerie Lepine-Karnik, Director General of the International Federation of Film Producers' Associations



Antoine Virenoque, Secretary General of the International Federation of Film Distributors' Associations



Copy to : M. Christopher Forax  
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