Activity report 2019

A publication
of the European Audiovisual Observatory

European
Audiovisual
Observatory

COUNCIL OF EUROPE

CONSEIL DE L'EUROPE

Activity report
2019

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1. Activity report of the period

The programme of activities 2019 was designed in the framework of the Mid-Term Strategy 2019-2023 (MTS).

The MTS outlines what the Observatory sets out to achieve by 2023 in order to develop towards being an even stronger and indispensable partner providing the audiovisual industry and its policy makers with unbiased, reliable and highly relevant information as well as analysis. The MTS addresses the need to consolidate the work of the Observatory following several years of significant changes and prepare it for taking on new challenges in the longer term.

Both MTS and Action Plan 2019 were adopted by the Executive Council in November 2018.

1.1. Publications and reports

1.1.1. Market Information

From cinema to VOD – a case study of recent films

Published in March 2019

Our analysis of the release of films in cinemas and on VOD. Focusing on recent films, the analysis addresses research questions such as: What is the status of "films" in VOD catalogues as regards their release in cinemas?

Yearbook 2018/2019 – Key Trends

Published in April 2019

The fourth edition of the 'Key trends' Yearbook offers a broad array of insights and data on the European audiovisual market. The focus this year is on Italy - Presidency country of the Observatory in 2019

The production and circulation of TV fiction in the EU28 - 2018 Edition

Published in May 2019

Our latest figures on volume of TV fiction production in Europe, including analysis of country of origin, main producers and broadcasters, circulation on television and on VOD.

Films in VOD catalogues -Origin, Circulation, Age – 2018 Edition

Published in May 2019

New data on the origin, circulation in Europe and age of films in TVOD and SVOD catalogues in Europe.

TV content in VOD catalogues - 2018 Edition

Published in May 2019

Latest figures on the origin and circulation of TV content in TVOD and SVOD catalogues.

The visibility of audiovisual works on TVOD - 2018 Edition

Published in May 2019

Latest figures on the promotion of films and TV content by transactional VOD services.

The circulation of European films outside Europe - Key figures 2017

Published in May 2019

An analysis of the theatrical exploitation of European films outside Europe, including country profiles of the main export countries.

FOCUS 2019 – World Film Market Trends

Published in May 2019

This is the 22nd edition: FOCUS is commissioned from the European Audiovisual Observatory by the film market organiser at the Cannes Film Festival, the Marché du Film.

Pay AV services in Europe: the state of play

Published in May 2019

An analysis of the pay audiovisual services market with a keen eye on the interactions between pay-TV and SVOD.

The internationalisation of TV audience markets in Europe

Published in June 2019

This report examines the increasing internationalisation of the European TV sector from three different angles : concentration and fragmentation tendencies in national audience markets, the market power of non-domestic TV channels in national markets, and the growing footprint of US groups.

The theatrical - TVOD window. A sample analysis

Published in June 2019

A sample analysis of the theatrical-TVOD windows in 5 European countries.

First feedback from the implementation of the Portability Regulation by free online video services

Published in July 2019

This study aims to show the degree to which the Portability Regulation is being implemented by free online video services since its entry into force a year ago.

Fiction Film Financing in Europe: big picture book

Published in September 2019

Providing stakeholders with 'big picture' insights this study contributes to informed discussions on the future of European film-making. It was distributed to all participants of our 2019 Observatory conference in Cannes.

The export of European films on SVOD outside Europe

Published in September 2019

The aim of this report is to give a picture of the export of EU films on SVOD services outside of the European Union. 79 SVOD services in 21 countries worldwide are part of the sample.

Audiovisual media in Europe: insights from the MAVISE database

Published in October 2019

Based on data analyses of 2018 data from the MAVISE database, this publication provides an overview of the European audiovisual media landscape from three different perspectives.

Female directors in European cinema - key figures 2019

Published in October 2019

This report aims at helping to quantify the gender imbalance among film directors in Europe.

Russian Pay TV and SVOD: Is Cord-cutting Really Happening?

Published in October 2019

This new report provides a market analysis of Russian pay-TV and cord-cutting.

Film and TV content in VOD catalogues - 2019 edition

Published in November 2019

This report aims to provide a global insight into the composition of VOD catalogues in Europe, looking at both film and TV content.

We would like to highlight a newly experimented on-line format for certain market publications: the flip-book. The number of downloads achieved by this new format is very convincing and it is quick and free to produce. Link to our new flip-books here.

1.1.2.   Legal information

IRIS Newsletter

10 issues were published in 2019, providing short reporting on developments relating to the legal framework for media in Europe.

IRIS Plus reports

IRIS Plus 2019-1: The promotion of independent audiovisual production in Europe

Published in May 2019

This IRIS Plus aims at providing an overview of many relevant issues concerning the independent production of films and audiovisual works in Europe, including market figures, international and national rules, inter-professional agreements and case law.

IRIS Plus 2019-2: Release windows in Europe: a matter of time

Published in November 2019

This IRIS Plus explains what release windows are and why they exist, describing the legal framework at European and national level, including the various professional agreements and judicial case law that complete the picture.

IRIS Plus 2019-3: The principle of territoriality in the audiovisual sectors

Published in December 2019

This IRIS Plus provides an update on what has happened since the IRIS Plus on territoriality of 2015, touching upon recent legal developments, case law and professional agreements that have developed at European and national level.

IRIS Special reports

IRIS Special 2018-2 Media law enforcement without frontiers

Published in January 2019

This IRIS Special provides an in-depth overview of relevant issues, from the challenges of law enforcement in the online environment to the scope of intervention of competent public bodies concerning cross-border activities and the practices of regulatory authorities.

IRIS Special 2019-1: The independence of media regulatory authorities in Europe

Published in September 2019

This IRIS Special aims to advance understanding of the ways in which the revised AVMSD may have an impact on current legislation and practices with regard to the set up and functioning of regulatory authorities in the media sector.

IRIS Special 2019-2: Self- and co-regulation in the transposition of the revised AVMSD

Published in December 2019

This IRIS Special provides an overview of the state of the art in the use of industry codes for the implementation of the AVMSD in light of its latest revision and explores possible areas of extension of this particular regulatory tool.

IRIS Extra reports

IRIS Extra 2019-1: Disinformation in the media under Russian law

Published in July 2019

Ever vigilant to new developments in media law, the Observatory published a report providing an overview of the legislation and case law concerning disinformation in the Russian Federation and analysing five specific cases in Russia where disinformation is deemed illegal.

Mapping reports

Mapping of national rules for the promotion of European works in Europe

Published in February 2019

This mapping report contains a description of the initiatives and rules in the 31 EFADs member countries (EU-28, Iceland, Norway, Switzerland) and provides an overview of the

"regulatory mix" in each of these countries, with a comparative analysis and a set of national factsheets for each of them.

<u>Mapping of film and audiovisual public funding criteria in the EU</u>

Published in May 2019

This mapping report tracks over 800 schemes of public national/federal and regional film and audiovisual funds in the EU in order to provide the big picture of film funding criteria in Europe today.

1.2. Online services

Databases and online services have become *the* major media for disseminating information produced by the Observatory.

The official launch of the LUMIERE VOD database, which took place at the Council of Europe on 16 April, represented a milestone in the Observatory work. The inauguration of the service was led by Mrs Mariya Gabriel, at the time the EU Commissioner for Digital Economy and Society and the then Council of Europe's Secretary General, Mr Thorbjørn Jagland, in the presence of Silvia Costa, former MEP and Rapporteur for Creative Europe, and the President of the ARP, film maker Radu Mihăileanu.

The back offices and data management tools, as the data warehouse which notably supports the production of the Online Yearbook, benefited from software enhancements. Besides, the DMI and the IT Unit have started work on the restructuring of the LUMIERE database to make it the foundation of all programmes-related databases. The development of the software will take place in 2020.

1.2.1.   Databases

Databases are available for free on the website of the Observatory.

MAVISE database on television and audiovisual services and companies in Europe

The MAVISE database provides detailed and precise information on audiovisual services in Europe. The Observatory data warehouse simplifies the maintenance of the database. The new interface has been fine-tuned and offers easier access to the wealth of data it contains, including additional data on audiovisual services licences. A network of correspondents of the national audiovisual regulators is providing the information on licences.

The database MAVISE provides detailed profiles of:

■ 42 national TV markets (comprising 41 European countries and Morocco).
■ 5 880 television channels established in greater Europe[1] (excluding local channels). Of these 4 470 were based in the EU28.
■ 4 838 TV broadcasting licences in greater Europe[1] (excluding local licences). Of these 3 555 were issued in the EU28.
■ 968 pay-on-demand audiovisual services established in greater Europe[1]. Of these 853 were based in the EU28.

http://mavise.obs.coe.int/

LUMIERE database on admissions to films released in Europe

The database LUMIERE offers free access data on 37 European countries as well as information on Northern America (United States and Canada). LUMIERE gets regular updates, including via Cinando, the database of the Cannes Film Market. As of end 2019, it compiled data on about 61 600 films, of which 51 600 were produced after 1996.

For reasons beyond the Observatory's control, the restructuring of the database had to be postponed to 2020.

http://lumiere.obs.coe.int/web/search/

LUMIERE VOD - the European film directory

Based on the software driving the LUMIERE database, the latest addition to the Observatory database family is a directory of European films available on on-demand services in Europe. The prototype developed in 2018 has been converted into a public searchable directory of European films on VOD. It allows one to find the services and countries where a film is released on VOD and combine search criteria to create lists of available films by director, country or year of production. LUMIERE VOD was created at the request of the European Commission and is supported by the Creative Europe programme of the European Union.

LUMIERE VOD includes data on

■ 305 different European VOD catalogues with
■ over 37 000 single film titles, which appear
■ over 340 000 times in the various catalogues researched,
■ available in 32 European countries.

http://lumierevod.obs.coe.int/

EFARN Film Research Library - Studies and data from the European film agencies

The EFARN Film Research Library was launched in 2018 and is a result of collaboration between the EFARN (European Film Agencies Research Network) and the Observatory in its capacity as host of the EFARN's secretariat. This new film industry on-line library collates research published across Europe, making it accessible on a single platform. A

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[1] Europe includes the EU28, Albania, Armenia, Bosnia and Herzegovina, Georgia, Iceland, Liechtenstein, Montenegro, North Macedonia, Norway, the Russian Federation, Switzerland, Turkey and Morocco.

straightforward interface allows searching for reports by topic, country or organisation, providing an overview of current subjects and facilitating the access to reliable research carried out by European film agencies. The library currently holds 200 research articles.

https://filmresearch.eu/

IRIS Merlin database, the Audiovisual Law Information Wizard

As of end 2019, IRIS Merlin included about 8 500 short descriptive articles from the monthly legal newsletter based solely on facts, with exact reference to circa 10 250 source documents (laws, decrees, court cases, etc.) and 3 200 hyperlinks to the texts of the source documents. The articles are written by national correspondents and are edited by the Department for Legal Information of the Observatory.

http://merlin.obs.coe.int/

AVMSDatabase on the transposition of the Audiovisual Media Services Directive 2010/13/EU in all 28 EU Member States

Launched in 2015 thanks to a co-operation with the University of Luxembourg, the database contains searchable reference legal texts of national transpositions of the Directive in the 28 EU member states.

In view of the transposition of the revised AVMS Directive, for which the 21 months period deadline expires in September 2020, the Observatory is currently developing a new back-office of the AVMSDatabase so as to ensure access both to the current rules and to the new ones, with a multi-search function.

http://avmsd.obs.coe.int/cgi-bin/search.php

1.2.2. Other online services

LUMIERE PRO

LUMIERE PRO is a paying service set up in 2015 on the basis of a collective funding model. This enhanced version of the LUMIERE database allows the Observatory and, due to copyright restrictions, a clearly defined group of clients to obtain annual title-by-title admission data on all European as well as 12 non-European markets. The service furthermore provides access to the statistical tools of the LUMIERE database. National film agencies contribute to the project.

In 2019, a total of 31 public bodies and film agencies had access to the statistical tool.

The software has benefited from developments and adjustments in 2019.

Yearbook

An online service, the Yearbook is the leading product of the Observatory's Department for Market Information (DMI).

The new edition of the Yearbook offers to its subscribers data and analysis on television, cinema, VOD and home video in the European countries. It includes data sets covering five consecutive years, country profiles and an overview of the sector key trends, the latter in the form of a stand-alone trilingual report which significantly expands the analysis sections available in the Yearbook and includes inputs on legal topics on the AVMSD, cinema, copyright and freedom of expression. The edition 2019/2020 of the Yearbook was published on line on 15 November

The Key Trends publication was made available as a pdf to the eYearbook subscribers and in print to the Observatory key stakeholders; it is also available for free on the Observatory website. The 2018/2019 edition was released in April.

1.3. Other services

1.3.1. Pillar Assessed (PA) Grant Agreements

1.3.1.1. PA Grant Agreement 3

The third PA Grant Agreement was signed with the European Commission on 22 February 2018 for the period from 1 March 2018 to 28 February 2020. It covers seven activities:

- European works on VOD

This project was launched in January. The *2019 edition of the Observatory report on the analysis of VOD catalogues* was delivered in November.

- Press review

The project launched in April 2018 ended early 2019. It consisted in the provision of a weekly newsletter to the European Commission services.

- Circulation of TV channels ancillary services

In October 2018, the European Commission and the Observatory agreed to amend the activity in order to focus the study on the circulation of free online video services under the portability regulation, rather than including any kind of cross-border availability. The Observatory combined desk research and interviews to conduct an analysis of a sample of broadcasters' free online video services. The outcome, a *First feedback from the implementation of the Portability Regulation by free online video services*, was delivered in July.

- TV fiction production and circulation

The report on *TV fiction production and circulation* comprising an analysis of original TV production and of the circulation of TV series on VOD and on TV, was delivered in April.

- Development of the MAVISE database

As a result of this activity initiated in 2018, early 2019, the MAVISE database had a new front office and included new indicators.

- Export of films outside Europe

The outcome of the activity is a report on *The export of films outside Europe*, delivered in March.

- Public funding schemes performance indicators

The activity aiming at providing an overview of granting criteria, including performance indicators, of public funding schemes in the EU, resulted in a *Mapping of film and audiovisual public funding criteria in the EU*, delivered in May.

1.3.1.2.　PA Grant Agreement 4

The fourth PA Grant Agreement was signed with the European Commission on 1 March for the period from 1 March 2019 to 28 February 2020. It comprises eight activities that involve contributions of both Departments. The following activities started in 2019:

- Presence of European films on SVOD outside Europe

The report was delivered in September

- Directory of European films on VOD

The beta version of the Directory, LUMIERE VOD, officially launched in April (see 1.2.1 above) has undergone various updates. LUMIERE VOD includes data on the availability of each European film on VOD in all EU Member States; it allows search by name of film, author, producer, country, VOD service, etc.

- Revamping of the AVMSDatabase

The software development started in June and will be ready for the entry of all national implementation rules as soon as the member states of the EU will adopt them. The Observatory is closely following the implementation process, which so far has not been completed in any of the member states (the deadline set by the AVMSD is September 2020). When it goes live, the AVMSDatabase will ensure access both to the current rules of the AVMSD and to the new ones and, progressively to all national transpositions, with a multi-search function by article and by country.

- Updating of MAVISE, by including information on licences of audiovisual media services

The update brought new functionalities to MAVISE, including information on licences of audiovisual media services. The Observatory Analysts continue processing and entering data in MAVISE.

- Mapping on the nationality of audiovisual works

The activity was launched in March. The delivery of the report is planned for April 2020, with a workshop to be held in June in order to present the findings of the mapping and explore new functionalities to be integrated in the Lumiere VOD database.

- TV and Web fiction production

The delivery of the third edition of the report on TV and Web fiction production is planned for the end of the year.

- Briefing notes and ad-hoc data

Since March, the Observatory has provided:

- a weekly newsletter to the European Commission, briefing notes and data sets to the European Commission.
- Indicators for the monitoring of the Creative Europe programme.
- Inputs for the MEDIA activity report.
- Data on the circulation of European films.
- Data on the share of EU non-national film releases by country of origin.
- Suggestion of indicators for a market structure fiche on the audiovisual sector.
- Data on Australian films in Europe and European films in Australia.
- Data on South Korea films in Europe and European films in South Korea.

PA Grant Agreement 5

In October, the European Commission agreed on the outline of a fifth project with the Observatory. The corresponding activities were included in the 2020 Action Plan and Budget of the Observatory submitted to the Executive Council. The activities are now fully fixed, and the signature of the contract is expected to take place early 2020.

1.3.2.   Agreement with the Cannes Film Market

The Observatory presence at the Cannes Film Market had been secured with the renewal of a long-standing exchange agreement: as every year, under this contract, the Observatory has manned an umbrella booth at the Market, organised a conference on 18 May (See below) and edited the 20th edition of the publication FOCUS - World Film Market Trends. In addition, Observatory staff members have contributed Observatory data and analysis to various traditional events of other Market exhibitors.

1.4. Organisation and participation in events

1.4.1. Contributions of the Department for Market Information

6-7 November 2019 Brussels, Belgium
Open Method of Coordination (OMC) working group on gender equality

7/11/2019 Madrid, Spain
International seminar "Platforms and diversity: Netflix under debate"

10-11/10/2019 Prague, Czech Republic
EFARN meeting 2019

26/09/2019 Berlin, Germany
9th Workshop "MEDICI - The Audiovisual Funding Journey"

23/09/2019 San Sebastian, Spain
Round table: 'The Holy Grail" of right holders: the availability and visibility of European films on VOD platforms'

3/9/2019 Venice, Italy
Venice Film Festival 2019 – EUROVOD Conference

9-11/07/2019 Strasbourg, France
Rendez-vous de la Coproduction Rhénane

28/06/2019 Munich, Germany
Symposium: Aktuelle Rechtsfragen der deutschen und europäischen Filmförderung

16/04/2019 Strasbourg, France
LUMIERE VOD: launch of the first directory of European films to increase transparency concerning the VOD markets

25/04/2019 Brussels, Belgium
Seminar: audiovisual content streaming: where do we (all) go from here?

07/02/2019 - 17/02/2019 Berlin, Germany
Berlin International Film Festival 2019

1.4.2. Contributions of the Department for Legal Information

09/12/2019 Brussels, Belgium
ERGA Academy Strategy Session, External Media Plurality – New Challenges for
Regulation

27-29/11/2019 Brussels, Belgium
Presentation on investment obligations imposed on VOD providers in the postgraduate
programme
http://smit.vub.ac.be/event/the-interplay-of-media-economics-and-europan-policy-in-a-
digital-age

7-8/11/2019 Madrid, Spain
Seminar on Platforms and Diversity: Netflix under Debate
http://diversidadaudiovisual.org/seminario-internacional-2019/

24-25/10/2019 Athens, Greece
Presentation on the status of the mapping on nationality of European AV works,
https://www.epra.org/meetings/athens-50th-epra-meeting

22/09/2019 Bucharest, Romania
Video presentation 'The revision of the AVMSD - What's in it for European Works?'

10-11/09/2019 Helsinki, Finland
Conference: Creation, Innovation and Promotion - Competitiveness of European
Audiovisual Industry

20/08/2019 Fredrikstad, Norway
Workshop with the Norwegian media regulator

21/06/2019
The Observatory holds an observer status in the Open Method of Coordination (OMC) on
audiovisual coproductions. The Head and an analyst of the DLI participated via video
conference in their meeting on 21 June.

17-20/06/2019 Pamplona, Spain
Conecta FICTION - CoPro and Networking international TV event

13–15/05/2019 Strasbourg, France
Orbicom 2019 World Congress on "Freedom of Expression in the Digital Age. Between Infox and Artificial Intelligence"

27/03/2019 Lille, France
28 Shades of AVMSD - a changing and challenging digital market

25/03/2019 Oslo, Norway
Presentation of the report: Mapping of national rules for the promotion of European works in Europe
19/03/2019 Brussels, Belgium
High Level Conference: "Informed Citizens in the Digital Age"

18-19/03/2019 Bucharest, Romania
Conference: "Fostering European cooperation through co-production"

1.4.3. Transversal contributions (events organised by the Observatory involving both departments, or events where both Departments participated)

29/10/2019 Moscow, Russian Federation
Conference: pay TV and cord cutting in Russia

23-25/10/2019 Athens, Greece
50th EPRA meeting

17/06/2019 Rome, Italy
Observatory Italian Presidency Conference: cinema windows across Europe

30 - 31 MAY 2019 Sarajevo, Bosnia and Herzegovina
49th EPRA meeting

18/05/2019 Cannes, France
Observatory Cannes conference : Film financing – European strategies to boost cultural diversity

1.5. Relations with the press

Press releases published in 2019 (in descending chronological order):

3/12/2019 Lumière VoD – The Directory of European Films

28/11/2019 Most European content on VOD is non-national - with UK content taking the lead

6/11/2019 How does Europe manage the timing of film releases in cinemas, on DVD/VOD and on TV?

31/10/2019 Pay TV revenue in Russia up by 14.2% in 2018 year-on-year: cord cutting not yet taking hold

22/10/2019 Less than one fifth of European films were directed by women in 2017

10/10/2019 - Just ahead of BREXIT deadline, UK once again named the largest audiovisual market in greater Europe

9/10/2019 - The independence of media regulatory authorities in Europe

1/10/2019 – Pay-TV and cord cutting in Russia

26/09/2019 - Amazon is the biggest buyer of EU films for SVOD release outside of Europe

19/9/2019 - How does Russia fight fake news?

10/9/2019 - The EU produces over 12,000 hours of TV fiction per year

10/9/2019 - Average release window between cinema and VOD is 19.4 weeks

5/8/2019 - Admissions to European films outside Europe rose by 18.7% in 2017 driven by growth in Chinese market

18/7/2019 - How does Europe boost its independent film production sector?

10/7/2019 - European films and TV content get 27% of TVOD prominence

10/7/2019 - EU films represent 29% of pay-per-view VOD catalogues in Europe and 21% of subscription VOD

9/7/2019 - European TV series episodes make up 24% of all episodes on pay per view VOD and 19% on SVOD in Europe

25/6/2019 - US groups are the driving force behind the increasing internationalisation of the European television sector

20/6/2019 - How do European film funds award money?

13/6/2019 - Europe is not cord-cutting right across the board

9/5/2019 - EU box office revenues dropped in 2018 as EU market share increased

16/4/2019 - LUMIERE VOD: launch of the first directory of European films to increase transparency concerning the VOD markets

10/4/2019 - Gender equality in the media, promotion of European films, the origin of TV fiction in Europe....

28/3/2019 - European Audiovisual Observatory announces this year's Cannes conference!

7/3/2019 - EFARN Film Research Library now on line

27/2/2019 - Mapping of national rules for the promotion of European works in Europe

7/2/2019 - Cinema attendance in the EU drops in 2018

29/1/2019 - The legal framework for international co-productions

23/1/2019 - IRIS Special 2018-2 Media law enforcement without frontiers

18/1/2019 - Independent producers' coordinator takes over European Audiovisual Observatory's Advisory Committee Chair

16/1/2019 - Italy takes over the Presidency of the European Audiovisual Observatory for 2019

1.6. Communication

As of December 2019:

Web 2.0 activity

 4 200 people following the European Audiovisual Observatory on Facebook.

 2 635 members of the European Audiovisual Observatory's LinkedIn group.

 3 000 people following the European Audiovisual Observatory on Twitter.

1.7. Relations with international and professional organisations

1.7.1. Network and partners

Aside from professional information suppliers, both departments of the Observatory maintain a wide network of partner institutions and organisations, as well as individual correspondents.

Both departments' networks of correspondents increasingly play a key role in the collection of raw information on the core subjects they are addressing, namely audiovisual services and the production and exploitation of audiovisual works.

The DLI has successfully completed the insourcing of the IRIS Newsletter thanks to a new approach to the gathering and analysis of legal information where the network of national correspondents is managed directly by the department. Each of the two partner institution institutions – the Institute of European Media Law (EMR) and the Institute for Information Law (IViR) – was entrusted with the production of an IRIS Special: IViR contributed to the first issue on *The independence of media regulatory authorities in Europe* and the EMR delivered the second issue on *Self- and co-regulation in the transposition of the revised AVMSD*. Through the mapping exercises requested by the European Commission and the annual workshops, the DLI has expanded its network of experts to new fields.

The DMI administers several networks in order to maintain and regularly update its online databases, including an experts' network for the MAVISE database on television and audiovisual services and companies in Europe. The network of MAVISE correspondents is fully involved in the updating process of the database. The department is also in charge of the secretariat of the European Film Agency Research Network (EFARN), which operates within the framework of the European Film Agency Directors (EFADs) group and meets once a year. The EFARN brings together researchers actively involved in the collection, analysis and publication of data on the European film industry. It held its annual meeting on 9 October in Prague.

Members of different Observatory networks show a growing interest in developing their collaboration with the Observatory, including through the commissioning of reports. In February, the DLI delivered the second part of the Mapping of national rules for the promotion of European works in Europe commissioned by the EFADs in 2018. Another request for a mapping report on Collective Management Organisations was proposed but did so far not materialise in an agreement. Related discussions with members of the Advisory Committee illustrated the challenges for setting up projects that the industry would agree to finance and that the Observatory could undertake whilst respecting its statutory requirement of impartiality and independence.

The sixth edition of the so-called "Brussels conference" had to be postponed to February 2020 in view of the budget uncertainties, which were settled too late to hold the event in 2019. The Brussels conference has been introduced as a means for the Executive Director and the heads of departments to consolidate contacts with key players of the Observatory network.

The DLI has organised for the sixth time its December workshop on the topic "Artificial intelligence in the audiovisual industry". The workshop gathered ca. 25 stakeholders from European and national institutions, media regulators, film funds, associations, media providers and producers. The Commission participated with a representative from DG Connect.

1.7.2. European Platform of Regulatory Authorities

The Observatory has been hosting the EPRA Secretariat of the European Platform of Regulatory Authorities (EPRA) for 13 years. On 26 September, the Observatory and the EPRA signed a revised Memorandum of Understanding governing the modalities of the hosting

of the EPRA Secretariat by the Observatory. The document was an update of the existing agreement intended in particular to take account of the recruitment by EPRA of a full-time permanent administrative assistant.

The Observatory took an active part in the 49th and 50th EPRA meetings: The Head of the DLI and two Analysts from the DMI joined the meeting of 29-31 May in Sarajevo, and Analysts from the two departments attended the autumn meeting, on 23-25 October 2019 in Athens.

1.7.3. Council of Europe

The Council of Europe elected a new Secretary General, Ms Marija Pejčinović Burić, who took office in mid-September.

The Secretariat has regular contacts with the Directorate General Human Rights and Rule of Law (DG I) to which it is formally attached for certain administrative issues. Especially, its co-operation with the Information Society Department includes attendance to the meetings of the Steering Committee on Media and Information Society (CDMSI) where it regularly presents its work results.

The negotiation of the PA Grant Agreements entails exchanges with the Private Office of the Secretary General as well as the Deputy Secretary General.

1.7.4. European Union

Aside from its relations with the various units of the DG CONNECT, the Observatory has regular exchanges with the Media Support Programmes Unit. The Observatory also keeps contacts with members of the Culture Committee of the EU Parliament and other MEPs. Frequent exchanges were held with members of the Executive Council participating in the discussions on the report of the European Parliament's Committee on Culture and Education on the 2021–2027 Creative Europe programme.

The new organisation of the European Commission is likely to have an impact on its cooperation with the Observatory, as the scope of activities covered by the Observatory could possibly depend on four different Commissioners in the future instead of mainly one as had been the case for the outgoing Commission.

Besides, the co-operation with the EUIPO initiated in 2017 on the basis of a memorandum of understanding continued with exchanges of information on case law and other legal developments.

The Observatory is a member of the Advisory Group set up in view the preparation of a third mapping report in the framework of the implementation of the EU Better Internet for Kids policy in the EU28 (BIK MAP III) by European Schoolnet. An Analyst from the DLI participated in the Advisory Group meeting of 19 September.

On 16 April the Commissioner for Digital Economy and Society, Mrs Mariya Gabriel, inaugurated the LUMIERE VOD database (See 1.2 above), a new service established thanks to funding from the European Commission.

The Observatory is member of the Media Literacy Expert Group of the European Commission and the head of the DLI participated in the joint meeting with the Contact committee on 19 March.

The Observatory holds an observer status in the Open Method of Coordination (OMC) on audiovisual coproductions. The Head and an analyst of the DLI participated in VCF in their meeting on 21 June.

The Observatory participated in November 2019 to the Open Method of Coordination (OMC) working group on gender equality in Brussels.

The Observatory holds an observer statute for meetings of the European Regulators Group for Audiovisual Media Services (ERGA), where it is regularly invited. On 9-10 December the Head of DLI participated at the ERGA Academy conference and at the ERGA plenary session the day after.

The European Commission participates actively in meetings of the Executive Council and its Bureau, of which it is a permanent member. It also participates in the meetings of the Advisory Committee as an observer.

1.7.5. Other organisations

The Heads of Department and the analysts took part in numerous events throughout the year. These activities are partially reflected in the section Organisation and participation in events.

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