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EUROPEAN COMMISSION
Directorate-General for Education and Culture

Culture and media
Director

Brussels, **23 MARS 2011**
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Subject: MEDIA Programmes

Dear Mr Pecka,

I would like to thank you for your e-mail message of 22 February addressed to President Barroso which was transmitted to my services for a reply.

The current generation of the programme will expire at the end of the current Multi-annual Financial Framework after 2013. The European Commission is in the process of preparing a proposal for a renewed Programme after that date. Public Consultations and an impact assessment are being carried out to analyse the needs to be addressed for the audiovisual industry and propose options for actions to the EU institutions.

On March 18th a public hearing took place in Brussels. More than 300 film professionals and policy makers discussed the future of the programme and gave their input.

Building on the assessment of the existing programmes, all new EU instruments will aim at actions bringing a strong EU added value and contributing to the overall Europe 2020 strategy.

The best policy options are being analysed in the context of the new Multi-annual Financial Framework. No decisions have been taken, however the cinema industry is an important part of the cultural and creative industries, which are a priority for the Commission.

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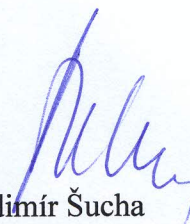
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During his visit to this year's European Capital of Culture Turku President Barroso has stressed the importance of the cultural industries for the European economy and that the European Commission intends to propose a reinforcement of the programme.

Thank you for your interest in the MEDIA Programme.

Yours sincerely,



Vladimír Šucha
Director