



UK Coalition for Cultural Diversity

CULTURE WATCH: Newsletter n11, Spring 2011

UKKCD

UK

EU

INTERNATIONAL

FUTURE EVENTS

Exchange, Analysis and Dissemination of Information:

AUDIOVISUAL POLICIES

UKCCD submission to DCMS enquiry into News Corporation takeover of BSkyB.

This expresses our concern that the government observe the rule of law with regard to the UK's commitments under the [EU Audiovisual Services Media Directive, 2007](#) and the [UNESCO Convention on the Diversity of Cultural Expressions, 2005](#). In particular it observes that the government's narrow focus on the impact for news services regarding the bid says nothing as to what appropriate investment and broadcast contribution under the Directive should be made by BSkyB to original, local film/drama/documentary content, and pluralism both in the broadcaster's offering and, for the future, with regard to BSkyB's commitment to net neutrality.



A News Corporation-owned F1 would create a conflict of interest when it comes to TV rights © Getty Images

Culture Minister Ed Vaizey sets out plans for the UK film industry

ED Vaizey laid out plans for UK Film on 3 March at the BSAC annual conference. He expressed great optimism about the BFI take over and distribution of lottery funding.
<http://www.theknowledgeonline.com/news.aspx>

Deloitte Report Shows BBC Value To UK PLC

A new report from [Deloitte](#) claims that the BBC generated more than £8bn in economic value last year. With the licence fee currently worth around £3.6bn, that equates to more than £2 of value for every £1 stumped up by UK tax payers. A similar report last year put the BBC's contribution at £7.6bn.

While the main beneficiary of this activity is the Southeast, the corporation's attempt to diversify its activities seems to have given a boost to Wales, which saw an 18% rise in activity. Scotland was also ahead of the curve with a 7.5% increase.

Commenting on the findings, the BBC's chief operating officer Caroline Thomson stressed the importance of a vibrant public broadcaster: "By meeting our mission to make great programmes and content the BBC also delivers broader benefits to the digital and creative industries, which in turn spill over into the wider economy," she explained.

http://downloads.bbc.co.uk/aboutthebbc/reports/pdf/acc_economic_report.pdf

COPYRIGHT AWARENESS

Submission by Creative Coalition Campaign to Hargreaves Copyright Review

Set up in 2009, the Creative Coalition represents trades unions and rights holders. Their submission reflects the view that copyright revision itself is not the question; rather it is a matter for the enforcement of rights in the context of new technologies. Without such a legal regime for the internet it is hard to launch legal online business models.

<http://www.creativecoalitioncampaign.org.uk/home/>

PARTICIPATION OF CIVIL SOCIETY

CUTS IN THE ARTS

UKCCD seeks debate on local government strategies for diversity

UKCCD is in discussions with partners including Neil Stewart Associates, the National Arts Campaign, and the Federation of Entertainment Unions, to set up a series of televised debates to exchange information and support strategies for sustaining diversity in creative activity and the arts in the current context of severe budget cuts.

CULTURAL AND CREATIVE INDUSTRIES

Submission by South West Screen to European Parliament's Green Paper on Unlocking the Potential of Cultural and Creative Industries

Read more:

http://ec.europa.eu/culture/our-policy-development/consultation/other_org/uk/B-159-O-South_West_Screen.pdf

CAMPAIGNS

IValue the Arts – National Campaign to Support the Arts

UKCCD is a member of the National Campaign for the Arts which is running an excellent campaign to centralise information on the impact of the cuts and to keep the creative and cultural community informed on events and policy.

http://www.artscampaign.org.uk/index.php?option=com_content&view=frontpage&Itemid=1

UK

UNESCO UK

UNESCOUK to stay in UNESCO

Following the Department for International Development's Multilateral Aid Review of 43 multilateral organisations, the Government has decided that UK will remain in UNESCO.

http://www.unesco.org.uk/uknc_welcomes_uk_decision_to_remain_in_unesco

National Commission of UNESCO to continue as independent organisation

It will have a reduced grant for an initial two years. John Morgan, Chairman of the UK National Commission met with government, and at the UKNC Board meeting which followed on March 18th it was agreed that the UKNC would now focus on the following:

1. Independent policy advice to government in the fields of UNESCO competence
2. Supporting the government's reform and effectiveness agenda at UNESCO
3. Providing advice and support to UK individuals and institutions seeking UNESCO accreditation and nominations

There will not be a UK-wide project portfolio and UNESCO - rather than the UKNC - will be responsible for implementing UNESCO activities in the UK. The role of the UKNC will be to address key tasks around key themes drawing on the interdisciplinary expertise of its members. Board members will now be restricted to 7 posts and these will be approved by government.

DCMS

DCMS announces new Tentative List for World Heritage sites

This will add 13 new sites to those already established in the UK

The expert panel's report is available on the DCMS website at
http://www.culture.gov.uk/images/publications/Review-WH-Tentative-List-Report_March2011.pdf

EU

AUDIOVISUAL POLICIES EU MEDIA Programme safe

European Commission President, Jose Manuel Barroso, has ended speculation that the MEDIA programme might be cut:

"The field of culture is a very important one, also for the European economy. Let me mention the programme MEDIA, related to European cinema. There were some reports saying that the European Commission had the intention to reduce it, which is completely inaccurate. On the contrary, if one thinks about something concerning this programme, it is to reinforce it, at least this is what we are going to propose."

http://ec.europa.eu/culture/media/programme/overview/news/futuremedia_en.htm

Furthermore EU Commissioner Vassiliou has said: *"My determination to support the MEDIA programme is unfaltering. I will thus be particularly careful, during the forthcoming discussions of the new European budget, not only to at least maintain the current level of financial support for the programme, but also to ensure that its scope is extended and its cost effectiveness is enhanced. I will also ensure that constructive and open dialogue is launched with all the parties concerned with a view to further optimising administrative expenditure and rationalising the operational processes so that the proportion of sums allocated directly to support for European cinema can be increased"*

CULTURAL AND CREATIVE INDUSTRIES

European Parliament Report, "Unlocking the Potential of Cultural and Creative Industries"

Prepared by French MEP Marie-Therese Sanchez-Schmid (EPP). It represents the Parliament's response to the European Commission Green Paper on the economic and social importance of the sector and points to vast opportunities that globalization and the digital era represent.

http://www.europarl.europa.eu/news/public/story_page/038-113224-035-02-06-906-20110204STO13210-2011-04-02-2011/default_en.htm

Response from European Federation of Journalists

http://ec.europa.eu/culture/our-policy-development/consultation/EU_organisations/B-119-O-European_Federation_Journalists_EFJ.pdf

COPYRIGHT

The Federation of European Directors, FERA, present on copyright

FERA presented "The 7 Cs of Copyright" to the European Parliament Copyright Working Group. Elisabeth Sjaastad gives useful analysis of current positions taken in the debate over reform of copyright. For full text visit FERA March newsletter

<http://www.filmdirectors.eu/wp-content/uploads/2011/03/FERA-March-Newsletter4.pdf>

PROMOTING CULTURAL DIVERSITY

European Court Case could threaten cultural diversity in Europe

The forthcoming ruling by the European Court of Justice could usher in a total change to the way in which creators, particularly audiovisual ones, are able to finance and distribute their material across Europe.

The cases were brought by the Premier League against a publican using a Greek decoder card to show Premier League matches and by the Premier League and its official licensee broadcaster in Greece (Nova) against two companies (QC Leisure and AV Station) which exported Greek decoder cards into the UK and sold them to pubs to show Greek Broadcasts of live Premier League football.

The ruling could end the territoriality principle in favour of Pan-European licensing. The territoriality principle currently accommodates different viewing preferences within the EU, enabling audio-visual products to be sold in a way which meets differentiated cultural and linguistic demand, and supports diversity of cultural expression.

This case could pre-empt ongoing democratic debate on copyright and author's rights at national and EU level and prevent Member States, citizens, industry and trades unions from playing their legitimate institutional role within the usual consultative EU decision making process.

INTERNATIONAL

INTERNATIONAL FEDERATION OF COALITIONS (IFCCD)

43rd Member joins IFCCD

February 2011, Sweden joins IFCCD and becomes the first Scandinavian member coalition bringing the total membership to 43. Scandinavian countries are active in support of the Convention and Sweden's presence within the European region of coalitions is welcomed.

Two projects, one focussed on Mali and one on Latin America, presented by groups associated with the international movement of coalitions for cultural diversity will receive a funding award from the International Cultural Fund of the UNESCO Convention on Cultural Diversity, 2005

<http://www.ifccd.com/>

UNCTAD

UNCTAD launches its second, global report on the Creative Economy

This follows UNCTAD's first report published in 2008.

The emerging creative economy has become a leading component of economic growth, employment, trade and innovation, and social cohesion in most advanced economies. Unfortunately, however, the large majority of developing countries are not yet able to harness their creative capacity for development. This is a reflection of weaknesses both in domestic policy and in the business environment, and global systemic biases. Nevertheless, the creative economy offers to developing countries a feasible option and

new opportunities to leapfrog into emerging high-growth areas of the world economy.

The report includes updated information and data on exchange of creative products worldwide.

Download here

<http://www.unctad.org/Templates/webflyer.asp?docid=14176&intlItemID=5107&lang=1>

FUTURE EVENT:

World Copyright Summit

7 and 8 June in Brussels

(Taken from SAA News: <http://www.saa-authors.eu/en/news/>)

The World Copyright Summit organised on 7 and 8 June by CISAC in Brussels will gather creators, rights organisations, publishers, producers, policy makers, media and content providers, internet operators and legal and technology experts, who will exchange ideas and debate about the future of intellectual property and creative works in the digital environment.

The slogan for the World Copyright Summit, “**Creating value in the digital economy**”, reflects the three main themes to be addressed during this two-day conference:

- Create: The global eco-system for creators and creative industries
- Connect: The digital economy and new business models
- Respect: Authors’ rights and the legislative & social environment

SAA, which takes part in the Advisory Committee of the 2011 World Copyright Summit, supports the event.

<http://www.copyrightsummit.com/>