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Til Kulturdvalgets orientering fremsendes hermed regeringens høringssvar til
Kommissionens reviderede udkast til meddelelse om statsstøtte til film.


Marianne Jelved

The Permanent Representation of Denmark

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Enclosure

File
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Contribution from the Danish government on the revised draft Communication from the European Commissions on State aid for films and other audiovisual works

The Danish government welcomes the European Commission's consultation on the revised draft Communication on State aid for films and other audiovisual work. To fulfil the potential – both economic and cultural – of the film and audiovisual industry in the Member States it is necessary to have contemporary State aid assessment criteria for support for producing films and audiovisual works.

The Danish Government supports the Commission in its ambitious state aid reform and the objective of the reform to focus on creating growth, employment and competitiveness and more effective use of public resources. It is the opinion of the Danish Government that state aid should be based on identified markets failures and only used to promote horizontal objectives of common community interest when it is the best instrument and gives a necessary incentive.

In general the Danish government recommends that a new Communication will be in line with the development in the film and audiovisual industry and the effects of the digital revolution on the industry. This without losing the focus on European films as a strong cultural product which creates a unique cultural diversity among the Member States.

The Danish government finds the revised draft Communication improved compared to the previous version and a good result of the

extended public consultation held by the Commission. The new Communication as formulated in the draft would support and enhance a strong European film production based on the cultural diversity of Europe.

It is however, still the opinion of the Danish government that there is a need to reconsider the definition of audiovisual works covered by State aid criteria of the current Cinema Communication which are limited to films and TV productions. There is a need to incorporate new types of audiovisual works such as cross-media and video-on-demand. In particular interactive works such as video games should be assessed using the same criteria as for films and televisions productions.

Yours sincerely

Ulrik Hyrup Mogensen
Business and Economic Affairs Counsellor