

Project Fiche – IPA centralised programmes
Regional programme on Civil Society – Media Component in South-East Europe

1. Basic information

- 1.1 CRIS Number:** 2007/019-636
- 1.2 Title:** Support to TV Media Productions
- 1.3 ELARG Statistical Code:** 06.10- Information society and media
- 1.4 Location:** Albania, Bosnia and Herzegovina, Croatia, the former Yugoslav Republic of Macedonia, Montenegro, Serbia including Kosovo (as defined by UNSCR 1244)¹, and Turkey

Implementing arrangements:

1.5 Contracting Authority: European Community represented by the Commission of the European Communities for and on behalf of the beneficiary countries².

1.6 Implementing Agency: N.A.

1.7 Beneficiary: Public and private television production companies in the beneficiary region.

1.8 Overall cost (VAT excluded): €80,000 + co-funding of the selected grant beneficiaries (at least 20% of the eligible project cost)

1.9 EU contribution: €80,000

1.10 Final date for contracting: 30/11/2008

1.11 Final date for execution of contracts: 30/11/2010

1.12 Final date for disbursements: 30/11/2011

2. Overall Objective and Project Purpose

2.1 Overall Objective:

The overall objective is to give further support to the development of strengthened, free, independent media in the beneficiary countries, thereby contributing to the efforts of the region for a pluralistic democracy which respects the human and social values of the EU, promoting good neighbourly relations, stability, reconciliation and peace in South Eastern Europe.

¹ Hereafter referred to as Kosovo

² "Beneficiary countries" includes Kosovo in the whole document

2.2 Project purpose:

The project comprises four specific elements:

- To increase the level of cooperation between stakeholders in the media sector, i.e. broadcasters and production houses;
- To enhance the position of independent media and standards of television production companies in the beneficiary countries, through partnership building, exchange of programmes and flow of information;
- To increase the regional dimension of television production, increasing professionalism and cooperation between relevant television outlets;
- To increase technical knowledge, sound standards and practices and production capacity of the stakeholders leading to more qualified professionals.

2.3 Link with AP/NPAA/EP/SAA:

The Stabilisation and Accession process and the prospects of a closer relationship with the European Union offer an agenda for the participant countries to reform and adopt European values and norms. Progress will depend on the ability and political will of the beneficiary countries to introduce the necessary reforms and to implement and respect generally accepted rules and standards.

The annual reports submitted by the beneficiary countries indicate that many of the pressing political, economic and social challenges identified in previous annual reports still require further effort. Of particular concern is the promotion of free and independent media. The freedom of the media has been identified in the European Partnerships as one of the main priorities in the region to be addressed. Most of the countries have made significant efforts in developing an effective legal framework for media, reform of programmes but they are to be continued by adopting, amending and implementing legislation to cement a culture of independence and sustainability in the media sector. More effort is also required to consolidate professional structures and to raise professional and ethical standards.

2.4 Link with MIPD:

See chapter 2.2.6 of the Multi-Beneficiary MIPD 2007-2009 "Support to Civil Society". In line with the objectives pursued under the Multi-Beneficiary MIPD the programme will complete and be consistent with the National approach ensuring a clear comparative advantage to be gained, for instance through tackling cross-border problems or facilitating networks of experts. It should therefore contribute to European integration agenda.

2.5 Link with National Development Plans:

Most countries of the South-East Europe have launched a media reform process and have made substantial efforts in developing a framework for independent media although the level of media reform and general legislation varies from country to country.

Problems remain such as the need of a strong protection of democratic advances and independence from state and political influence, the fear of journalists to report news impartially as they are still hampered by economic dependence, a lack of sound journalistic training, weak professional structures and in many cases an unclear and incomplete legislative framework. In addition, laws and regulations adopted to guarantee the independence of the media are not always effectively implemented. The most challenging

tasks for all these countries in the near future will be to secure the independence of public broadcasting services and regulatory authorities. The general situation in each of the participant countries is as follows:

Albania

Regulations in general can be considered as fair and impartial and Albania has an Action Plan to develop new broadcasting legislation. Albania is taking the right steps to media reform but should intensify its efforts to decriminalise defamation, amend the Broadcasting law in accordance with the agreed Action Plan and improve the transparency of media property.

Bosnia and Herzegovina

The legal framework for the media in Bosnia and Herzegovina is advanced and generally in line with European standards. However, a major outstanding issue is the adoption of the Federation PBS (FRTV) service law which is a condition of the Feasibility Study for the Stabilisation and Association Agreement. The regulatory body "Communications Regulatory Agency" may be considered an example to the region. The press remains increasingly lax with ethics. There is still a need to consider the issue of journalists' rights and that many of the institutions and outlets that have received EU and international support are not yet self-sustainable.

Croatia

The Croatian media are by large open and pluralistic, both in print and broadcasting. Print media sector is almost unrestricted, with a very vague provision against monopolies. The open political pressure and self-censorship that was prevalent in the nineties have almost disappeared but are often replaced by a more subtle form of promoting the interests of the media owners and their lobby groups. Broadcasting is more regulated both in terms of content and market entry. An increased role for civil society in the nomination procedures for the Council for Electronic Media and the Croatian Radio and Television and its Programme Council would ensure that they work independently and free from political interference.

The former Yugoslav Republic of Macedonia

The 2005 Broadcasting law is gradually being implemented. A more competitive licensing system, which will diminish political interference, has been introduced and new licences issued. The existing law, if properly implemented, will ensure that the procedure for selecting members of the regulatory body is depoliticised. Legal procedures to ensure the political independence of the broadcasting system have been established, but not properly implemented. A national broadcasting strategy remains to be adopted. Implementation of the Broadcasting Law has been put at risk by the introduction of the new draft laws on electronic communication and Broadcasting which are aimed at merging the two regulatory bodies, the Agency for Electronic Communication and Broadcasting Council, into one body: Agency for electronic Communication, Broadcasting and Postal Services.

Montenegro

At the end of 2002, the Montenegrin Parliament adopted three laws regulating the media sector: the Media Law, the Broadcasting Law and the Law on Transformation of State Television into a Public Service Television. The laws were prepared under the framework of the joint initiative of EAR-CoE (CARDS 2001) and OSCE and in line with European media standards. The question still remains how to bridge the gap between the legislation and regulations and their implementation. There have recently been no significant changes regarding the media laws apart from decisions taken by the Broadcasting Agency, of which

one was the final version of programming standards prepared in April 2005. At the beginning of 2004, the Broadcasting Agency adopted new Frequency Plan and the Broadcasting Strategy. The draft of the Media Concentration Law has been completed. Montenegro is also trying to set up a self-regulatory body.

Serbia

The first Broadcasting Law was adopted in Serbia in July 2002. The Public Information Law was adopted in April 2003, but the law has not yet been applied. Some amendments to the Broadcasting Law adopted in August 2005, contain provisions that undermine the independence of electronic media, in particular at municipal level, by introducing further delays in the timeframe for privatisation of local media, currently under control of local authorities. The allocation of national, regional and local radio and TV frequencies by the broadcasting authority, the Republic Broadcasting Agency was a disputed one in terms of transparency and accountability and was contested before the courts.

Kosovo

There are numerous media outlets in Kosovo. Kosovo has an improved situation in the field of media legislation as compared with other countries in the region. The press is self-regulated through the Press Council, while the electronic media is to be regulated by the Independent Media Commission (IMC). The IMC was particularly efficient in quickly adopting its internal rules of procedures, the code of ethics, the policy on public rulemaking, the broadcasting policy and the guidelines on sanctions. But freedom of speech remains fragile in Kosovo. Although there is a fairly good access to information laws in Kosovo, self-sustainability of media is a distant goal. Policies and strategies are badly needed to address this issue as well as the education and professionalism of journalists. One other issue in Kosovo is the poor access to information in the minority language (Serbo-Croat).

Turkey

Turkey's candidacy to the EU is the main driving force behind the democratisation process in the country. This door to more freedom for the media and legal reform is considered as part of the policy for fulfilling EU membership requirements. In terms of Media Policies, the Radio Television Supreme Council (RTÜK) was established in April 1994 to regulate private broadcasting and to ensure the compliance of broadcasts within the legal framework.

The media are heavily dominated by large multi-media sector groups. Regarding audiovisual media, the first broadcasting company of the country, Turkish Radio and Television Corporation (TRT) has had the monopoly in broadcasting for more than 20 years. The establishment of STAR in 1990, as Turkey's first private commercial TV channel, has paved the way for the development of a vibrant media sector, however RTÜK, has been unable to reallocate frequencies and review the temporary licenses effectively and many local radio channels operate without a licence.

Broadcasting in languages other than Turkish is part of requirement of the EU to be fulfilled before the start of the negotiations of EU membership, and two radio channels have begun broadcasting in Kurdish. Another radio channel received authorization to broadcast in the Kırmançî and Zaza dialects of Kurdish.

Media employees are not able to obtain a press card as required by the legislation regulating the rights of journalists and thereby become members of Turkish Journalists Union (Türkiye Gazeteciler Sendikası, TGS), the trade union with authority to negotiate collective agreements

for journalists. Journalism ethics are promoted by the Journalist Associations of Turkey and a voluntary ombudsman mechanism was introduced in 2006 by RTÜK. Despite these improvements in the freedom of expression, many journalists, publishers and human rights activists are being prosecuted.

3. Description of project

3.1 Background and Justification

Since 1994, the European Commission has been one of the main international donors in the media field in the Western Balkans. Until 2000 EC funding for media support was allocated under two different programmes: Democracy budget line (B7-700) and Obnova/PHARE (B7-541). The programmes concentrated on promoting: media in the framework of civil society; economic aspects of the media sector, e.g. the freedom of media; media outlets in particular radio; reform of public broadcasting. Under the CARDS programme launched in 2000, the EC promotes free and independent media in the Western Balkans. In 2001, the CARDS national support to direct media was little with a total budget of 7.5 millions for support public broadcast media reform in Bosnia and Herzegovina, independent media in Serbia and radio/television in Kosovo. The CARDS regional programme 2002 allocated €1.5 million to promote free and independent media, i.e. editorial independence, professional associations and institutions, local journalism, management of training capacity, implementation of legal framework in line with European standards and regional cooperation between media organisations. In Bosnia Herzegovina and the former Yugoslav Republic of Macedonia the European Initiative for Human Rights programme provided support in the field of media with the objective to enhance professionalism of local community of media, the quality and coverage of human rights and democratisation issues in the media and the defence of independent media through legal procedure.

Furthermore, apart from the European Commission, a number of other actors were and are involved in supporting media in the Western Balkans. For example, the Council of Europe has developed a media strategy for 2001-2004 which covered a large range of issues such as the rights and responsibilities of journalists, regulation of the press, radio and television and access to information. OSCE provided advisory assistance on media regulation and legislation in all region, helped to set up and transform radio and television services. Stability Pact support for media was carried out by the Media Task Force which adopted an overall strategy for media assistance in October 2001 up to end of 2006, elaborating actions plans and launched project in cooperation with various donors including EU Members states, non EU countries and international organisations, as well as groups of local media experts.

The project addresses the objectives regarding the component on civil society and media set out in the Multi-Beneficiary MIPD 2007-2009. This includes the strengthening of media independence and professionalism in television co-production. The project is therefore a complementary support to media sector in line with the past assistance and a direct contribution to the Commission Communication on the Western Balkans of January 2006 which pleads for "the development of free, independent and professional media as a key element to sustaining stable and functioning democracies in the Western Balkans".

National programmes and those designed and implemented by other donors are the main vehicle to promote national reforms. They focus on the adoption and implementation of media-related laws and regulations in line with European standards, the transformation of

state controlled media into public broadcasters, etc. However, the regional dimension of television production also demands attention.

This project will encourage more and effective coordination and interaction partnership between public and private broadcasters and other media actors, and contribute to the build-up and development of regional archives in television production.

This project will give priority to increasing awareness of European media standards in the region and accelerating necessary reforms in the television production sector. It should lead to solid professional structures and standards, strong technical and financial media management, i.e. efficient programming and content in the television production sector in general and in particular regarding youth and children's programmes.

3.2 Assessment of project impact, catalytic effect, sustainability and cross border impact: Support to television co-productions has a very positive reaction in the Western Balkans region. However, cross-border initiatives and partnership in co-production still require further attention to ensure strong development of the media sector in accordance with EU standards.

As developing free and democratic media cannot take place in isolation, the project will form part of the wider objective of democratisation. It will be conducted in the framework of integrated approach which encompasses public broadcasters and private producers as well as business sector and parliamentary bodies where relevant, media resource centres and media archives, professional associations, etc.

The project will attempt to ensure that stakeholders enhance mutual interests, high standards of competitive, good quality and well publicised regional programmes (such as news, magazines, documentaries, televised debates, educational and entertainment programmes) that focus upon important political, social and economic issues relating to the lives of local people and viewed by the biggest audience in the region.

With the support of European producers, the project will contribute to the reinforcement and/or creation of a media television culture based on well defined ethical standards. It will guarantee the sustainability of the media television sector which will become much more organised, professionally managed and financially secure.

3.3 Results and measurable indicators:

The specific outputs to be achieved will include:

- Set of co-productions financed, realised and broadcast.
- Strengthened cross-border exchanges of television programmes boosting information and mutual understanding.
- Increased coverage of regional issues and improved quality of television production, audience and financial position of media outlets.
- Strong partnership built up following joint projects by three or more organisations from beneficiary countries laying down the foundations for lasting relationships.

Main performance indicators for the Media Television Co-production support in the South-East Europe are:

- an established and well-functioned television co-production sector in the region;

- the quality of programmes and importance of their dissemination in the participating countries and the flow of information exchanged between the candidate and potential candidate countries.

The impact of Media Television Co-production in the region will be measured against performance indicators such as the stable and democratic media landscape, the level of cross-border exchange of television programmes to boost information and mutual understanding in the countries and at European and international scene, as well as the impact of regional cooperation (news exchange, networking) and the quality of the content (production, programming and investigative articles). This will be made the object of a thorough assessment and analytical study by Commission services.

3.4 Activities:

Indicatively, 5 Grant contracts should be signed and activities to be supported under this programme will be:

- **Joint television productions** between at least three partners, i.e. public or private television producers or broadcasters from the beneficiary countries on issues of relevance to the population of the region;
- **Training:** Awareness and technical capacity building in the preparation and development of qualitative productions;
- **Study tours** for television staff to allow them to develop key expertise;
- **Opening and Closing Conferences, as well as national, regional, European and international events and festivals** to promote the television production of the participating countries and to share good practices, exchange experience and knowledge;
- **Building Network** of regional network of television producers in order to disseminate good practices in the region and raise citizens' awareness of issues of great importance in the region.

These activities should lead to increased professionalism in television production and cooperation between television producers in the region. With the knowledge gained through activities and partnership between public and private television producers or broadcasters, it should be possible to improve content and competitiveness of programmes, as well as to tackle technical and economic issues of the television production sector in a more competent and professional manner.

3.5 Conditionality:

- Regional environment conducive to media cooperation, commitment and participation.
- General political framework encouraging the development of co-productions.
- Television operators or broadcasters ready to display productions and share knowledge, technology and experience.
- Production companies ready, able and committed to co-produce items for broadcasting.
- Quality of products to be made public through television networks in participant countries.
- Media outlets still interested in participating to co-production approach.
- Continued demand for regional cross-border news exchange.
- Regular evaluation of co-production programmes and monitoring of activities.

- Co-productions to cover areas citizens show a genuine interest in and have relevance for their daily lives, such as EU rapprochement, reform and transition, corruption, reconciliation, trafficking, organised crime, women's rights, privatisation, etc.

3.6 Linked activities

The project will complement initiatives taken at the national level and/or by other donors.

3.7 Lessons learned

Quality of television production is of utmost importance for several reasons: the role sound programmes can play in reconciliation, exposure of corruption, changing opinions on minorities and the possibilities for regional cooperation etc. Over the years, in terms of activities, overall donor experience and support to the media sector as mentioned in section 3.1 shows that joint filming, editing and broadcasting is recognised as a good opportunity to exchange knowledge and experience and thus increase the professionalism and strengthen the position of independent media production houses in the region. Furthermore, in order to justify the trust of television companies a very high level of quality of programmes is considered as a real added value and essential for increasing professionalism of production houses.

The EC provided direct support for the first time in 2003 to trans-national regional television production initiatives based on other programmes that had national aims at enhancing the professional capacities of the media public and private. Those programmes have showed that there was little dialogue and cooperation between media outlets in the region. There was a strong need of bringing together television production actors from several participating countries to work together on the joint design, research, production and broadcasting of television programmes which include voices, experiences and opinions from each participating country and help audiences to start to view issues from a regional perspective.

The weak financial position of media outlets continue to impact on quality and independence, and the financial resources of individual productions still vary quite significantly. Their situation jeopardises the quality and development of individual productions. Hence, further support is therefore required to encourage production of high quality through joint initiatives to complement the national initiatives and to align the media television production sector with the EU requirements and standards, ensuring strong coordination and professionalism of media operators in the region.

4. Indicative Budget (amounts in €m)

Activities	TOTAL COST	SOURCES OF FUNDING									PRIVAT E	
		EU CONTRIBUTION				NATIONAL PUBLIC CONTRIBUTION					Total	%*
		Total	%*	IB	INV	Total	%*	Centra l	Regional	IFI s		
Activity 1	1.225	0.98	<80 %	0.98	-	0.245	>20 %	-	0.245	-	-	-
TOTAL	1.225	0.98	<80%	0.98	-	0.245	>20 %	-	0.245	-	-	-

* expressed as % of the Total Cost

5. Indicative Implementation Schedule (periods broken down per quarter)

Contracts	Start of Call for Proposals	Signature of contracts	Project Completion
Contracts (5)	1st Q 2008	3rd Q 2008	3rd Q 2010

6. Cross-cutting issues

Developing free, democratic and professional media cannot take place in isolation. It is to be seen as part of the wider objective of democratisation and is best achieved in the framework of an integrated approach encompassing parliamentary bodies and civil society organisations. This should cover all issues of relevant importance for the population of the region, i.e. EU rapprochement, reform and transition, reconciliation, minority rights, women's rights, privatisation, environmental protection.

6.1 Equal Opportunity:

In recent decades, attention has been paid to the gender dimension of poverty and development in transition economies. This project should integrate gender mainstreaming in its aims and activities. The principle of equal opportunity should be taken into account when evaluating the quality of all projects proposed under the three components. While implementing the project, to the extent applicable, the Beneficiary will try to ensure that gender disaggregated data will be made available to carry out an analysis of the social and economic impact of the actions undertaken.

6.2 Environment:

Project beneficiaries shall ensure that during the implementation of the projects due attention is paid to and relevant information is provided where necessary on specific environmental problems. Any related initiatives might consist of awareness-raising events, press releases, training activities, as well as television programmes that target a very broad audience.

6.3 Minorities:

Rights of minorities should be taken into account when evaluating the quality of all projects proposed under the programme.

ANNEXES

1. Log frame
- 2- Amounts contracted and Disbursed per Quarter over the full duration of Programme
- 3- Details per EU funded contract

ANNEX 1: Logical framework matrix in standard format

LOGFRAME PLANNING MATRIX FOR Project Fiche :	Programme name and number: 2007/019-636	Regional programme on Civil Society – Media Component in South-East Europe
Support to TV Media Productions	Contracting period expires: 30/11/2008	Disbursement period expires: 30/11/2011
	Total budget : €1.225,000	IPA budget: €980,000

Overall objective	Measurable indicators	Means of verification	Assumptions
The overall objective is to give further support to the development of strengthened, free, independent media in the beneficiary countries, thereby contributing to the efforts of the region for a pluralistic democracy which respects the human and social values of the EU, promoting good neighbourly relations, stability, reconciliation and peace in South Eastern Europe.	Safeguard of democratic advance Genuinely independent, vibrant and critical media Public access and media access to information	Country annual report Professional Media Sector Reports	Regional environment conducive to media development and cooperation Willingness of public and private stakeholders to change perceptions
Project Purpose	Measurable indicators	Means of verification	Assumptions
To increase the level of cooperation between stakeholders in the media sector, i.e. broadcasters and production houses; To enhance the position of independent media and standards of television production companies in the beneficiary countries, through partnership building, exchange of programmes and flow of information; To increase the regional dimension of television production, increasing professionalism and cooperation between relevant television outlets; To increase technical knowledge, sound standards and practices and production capacity of the stakeholders leading to more qualified professionals.	Quality control of items produced Co productions realised Number of regional items on programmes	Media sector analysis and reports EC evaluation and monitoring programmes reports and any other strategic regional reports	Existing capacity and willingness to co-produce television items

Result	Measurable indicators	Means of verification	Assumptions
<ul style="list-style-type: none"> - Set of co-productions financed, realised and broadcast. - Strengthened cross-border exchanges of television programmes boosting information and mutual understanding. - Increased coverage of regional issues and improved quality of television production, audience and financial position of media outlets. - Strong partnership built up following joint projects by two or more organisations from beneficiary countries laying down foundations for lasting relationships. 	<ul style="list-style-type: none"> Established and well-functioning regional television co-production Quality and content of programmes Flow of information's exchanged between the CC and PCC Level of cross-border exchange of television programmes to boost information and mutual understanding Stable and democratic media landscape 	<ul style="list-style-type: none"> Outcome of calls for proposals Research and analysis of Independent media institutes Media reports Public awareness 	<ul style="list-style-type: none"> Media television staff ready to absorb training and exchange of know-how and expertise TV stations ready and willing to broadcast other stations' footage TV stations ready and willing to broadcast to improve quality of television production and build up framework for long lasting regional exchange

Activities	Means	Costs	Assumptions
<ul style="list-style-type: none"> - Joint television productions between at least three partners, i.e. public or private television producers or broadcasters from the beneficiary countries on issues of relevance to the population of the region; - Training: Awareness and technical capacity building in the preparation and development of qualitative productions; - Study tours for television staff to allow them to develop key expertise; - Opening and Closing Conferences, as well as national, regional, European and international events and festivals to promote the television production of the participating countries and to share good practices, exchange experience and knowledge; - Building Network of regional network of television producers in order to disseminate good practices in the region and raise citizens' awareness of issues of great importance in the region. 	<ul style="list-style-type: none"> Call for proposals to be followed by the selection of 5 grant contracts Thematic and technical training Development of services Network reinforcement 	<ul style="list-style-type: none"> €980,000 	<ul style="list-style-type: none"> Provision of relevant and qualitative proposals and strong partnership

ANNEX II: Amounts (in €) contracted and disbursed by quarter for the project

Contracted	Q1 2008	Q2 2008	Q3 2008	Q4 2008	Q1 2009	Q2 2009	Q3 2009	Q4 2009	Q1 2010	Q2 2010
Contracts (5)			980,000							
Cumulative			980,000							
Disbursed										
Contracts (5)			392,000			490,000				980,000
Cumulative			392,000			882,000				980,000

Annex III Details per EU funded contract

The project will be implemented through a call for proposals following the rules set out in the Practical Guide.