



Belgique: Association des Scénaristes de l'Audiovisuel **Danmark:** Danske Dramatikeres Forbund... **Deutschland:** Verband Deutscher Drehbuchautoren e.V. **Ελλάδα:** Ένωση Σεναριογράφων Ελλάδος **España:** Federació de Asociaciones de Guionistas del Audio-visual (FAGA), includes: Asociación Galega de Guionistas; Autores Literarios de Medios Audiovisuales; Escritors Valencians de l'Audiovisual; Euskal Herriko Gidoigile Profesionalen Elkarteá; Guionistes Associats de Catalunya **Finland:** Suomen Näytelmäkirjailijaliitto - Finlands Dramatikerförbund ry **France:** Union-Gilde des Scénaristes **Island:** Félag leikskálda og handritshöfundu **Ireland:** Irish Playwrights and Screenwriters Guild **Italia:** Scrittori Associati Cinema e Televisione **Nederland:** Netwerk Scenarioschrijvers **Norge:** Norske Dramatikeres Forbund **Portugal:** Associação Portuguesa de Argumentistas e Dramaturgos **Sweden:** Sveriges Dramatikerförbund **Serbia & Montenegro:** Nezavisnost **Suisse:** Scénario **United Kingdom:** Writers' Guild of Great Britain

Press Release

June 6th, 2006, Brussels

FSE PRESIDENT PRESENTS THE SCREENWRITERS VIEW AT THE EUROPEAN PARLIAMENT ON THE PROPOSED AMENDMENTS OF THE TWF DIRECTIVE

On June 1st the President of the Federation of Scriptwriters in Europe, Christina Kallas, presented the opinion of Europe's screenwriters at the public hearing organised by the Committee of Culture and Education at the European Parliament in Brussels on the proposed Audiovisual and Media Services Directive (AMS).

Christina Kallas was specifically asked to present the views of authors regarding the contentious issue of product placement, a form of advertising whereby products are woven into the fabric of the film or TV programme on view. She explained that "...placing a product in a programme clearly is the combination of advertising and content". The current Television without Frontiers Directive (TVWF) prohibits this combination. The proposed Audiovisual and Media Services Directive allows product placement.

Christina Kallas pointed out that writers and actors in the United States have organised a major campaign to try to ameliorate some of the worst effects of this kind of product placement and quote a depressingly long list of attempts by advertisers trying to change the content of programmes to make them more suitable for the placement of their products.

The European Parliamentarians particularly enjoyed the suggestion used to make the problem clearer, that they include product placement in their political speeches, suggesting that this would earn money for the Parliament reducing the burden on the tax payer of paying for their work. Which could mean that only the nice speeches would earn the money of the product placement while the speeches (like drama) dealing with the many difficult issues, which our societies are grappling with, will not be as attractive.

Christina Kallas also expressed the view that the Directive's quotas for European works can and should be extended to non-linear audiovisual services: "Given the rapid and far-reaching developments in digital media services it is probable that within a relatively short period most consumption of audiovisual material will be outside the traditional methods of television broadcasting, so if such an extension of obligations were not included then the meaning and effectiveness of the Directive would be fatally undermined".

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The Hearing ran for two days (June 1-2) and included speakers from various stakeholders: broadcasters, independent producers, telecommunication companies, advertisers, scientists and consumers organisations. The aim of the event was to inform Members of the European Parliament of the diverse views and positions of these stakeholders regarding the proposed directive. It is the first time that writers are invited to share their views with the European Parliament.

The Federation of Scriptwriters in Europe (FSE) comprises 21 member organisations in 17 European countries, with a numerical strength of approximately 9000.

For further information regarding the priorities, objectives, membership and the work of the FSE, please contact the FSE office.