[CH] Public Television Renews its Support for the Audiovisual Industry

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The Swiss radio and television company Société Suisse de Radiodiffusion et Télévision - SRG SSR idée suisse (SSR) and six associations in the Swiss cinematographic and audiovisual sector have renewed the Audiovisual Pact for a further three years (from 2006 to 2008). Concluded for the first time in 1996, the Audiovisual Pact is intended to strengthen the collaboration between SSR and the audiovisual industry and to ensure continuity in production (see IRIS 2003-7: 13). In addition, it consolidates the financial support granted to independent producers by the Swiss Confederation under the federal Act on cinematographic culture and production (Cinema Act). Since 1996, the Audiovisual Pact's three-year budget has been increased from 34.5 to 57.9 million Swiss francs (CHF); these funds are allocated to fictional films, documentaries, animated films and short films.

Signed on 8 August 2005 during the Locarno International Film Festival, the 2006-2008 Audiovisual Pact essentially reiterates the provisions of the previous agreement. The few changes made in 2003 and 2004 have been confirmed and incorporated into the new agreement. SSR's annual contribution amounts to a total of CHF 19.3 million, an increase of 14.8% over the previous agreement. Most of this sum will be used for cinematographic production (CHF 7.8 million) and the production of films for television (CHF 7.9 million). A sum of CHF 300 000 is also earmarked for animated films. Lastly, SSR will allocate CHF 3.3 million for the “broadcasting success” bonus (SSR reserves the right to alter this amount in 2006, however). “Broadcasting success” is an investment fund that promotes the showing of Swiss films on the SSR television channels and ensures a degree of continuity in the work of independent producers. The bonus paid by SSR must be re-invested in the production or development of films for the cinema or television. The sums invested by SSR under the Audiovisual Pact are paid to independent producers on the basis of co-production contracts concluded with its TV enterprise units: Schweizer Fernsehen (SF-DRS), Télévision Suisse Romande (TSR) and Radiotelevisione svizzera di lingua italiana (RTSI). The terms of each contract are formulated on the basis of model contracts, bearing in mind, inter alia, the production's genre and budget, the financial commitment made by SSR and the markets to be exploited. The projects submitted by producers must be of a certain quality, attractive and economically viable. In exchange for its financial contribution, the SSR acquires a co-production share in the work and television rights in Switzerland for a period of fifteen years.

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Pacte de l'audiovisuel 2006-2008 entre la Société Suisse de Radiodiffusion et Télévision (SRG SSR idée suisse) et la production indépendante

http://www.srgssrideesuisse.ch/fr/home/fr_textarchiv_080805.html

2006-2008 Audiovisual Pact between Société Suisse de Radiodiffusion et Télévision (SRG SSR idée suisse) and the body of independent producers

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