



Activity Title and Number: Workshop on film industry promotion law, A334-C1

Beneficiary: Legislative Affairs Committee of the National People's Congress (NPC)

Location and Date: Beijing; 5 November 2014

Stakeholders: State Administration Press, Publication, Radio, Film and Television (SAPPRFT)

Brief Activity Report

Relevance and Impact

China will have the world's biggest film market by 2020, catching up with the United States, currently the world's largest, as early as 2017. Therefore, it has become essential to regulate this booming industry. In July 2011, the former State Administration for Radio Film and Television (SARFT) – now the State Administration Press, Publication, Radio, Film and Television – delivered a draft of the new Film Industry Promotion Law to the Legislative Affairs Office of the State Council for review and further adjustment. The Law (Discussion Draft) was issued for public comment by the State Council on December 15, 2011. The law was to be submitted for adoption – after having been reviewed by the NPC – at the March 2012 meeting of the National People's Congress but progress on adopting the law has stalled. The Law is foreseen to be adopted in 2015.

To assist the National People's Congress in its legislative review process, EUCTP II organised a seminar to provide China's top legislators with a better understanding of relevant EU Member States' experiences with film industry regulation.

Activity Description

The workshop was attended by thirty Chinese and European participants, including sixteen from NPC's Legislative Affairs Committee – in charge of reviewing the draft law – and Education, Science, Culture and Health Committees; as well as by officials from SAPPRFT's Film Bureau and Department of Policies and Laws.

Chinese and EU experts discussed the following topics: (1) current status of China's film industry and regulation; (2) European Union's copyright framework; (3) overview of various film rating systems in Europe; (4) Audiovisual (AV) Media Services Directive and how it allows AV media services to circulate freely within the EU; (5) sources of public support: the EU and state aid for film; (6) protection of domestic and European productions; (7) promotion & distribution of European films on international markets. Presentations were followed by extensive Q&A sessions which provided for more in-depth and technical exchanges between Chinese regulators and European experts.



Participants at the workshop

Results and Dissemination

- Representatives from the Legislative Affairs Committee of the National People's Congress noted that their new knowledge of EU regulatory practice would be very useful in their ongoing legislative review of the Film Industry Promotion Law.
- In January 2015, [Chinese film director's guild called for reforms and asked for the launch of a film ratings system](#).