

AN IDEA IN THE MAKING

Plans to create a Mediterranean television channel stem from a long campaign in which COPEAM has played a regular part, and which has featured a number of milestones worthy of note:

November 1995: Barcelona Declaration

The Euro-Mediterranean Partnership gives impetus to those in the audiovisual industry

1996: COPEAM founded

COPEAM is set up in Cairo, comprising 63 founding members working together to represent Mediterranean audiovisual and cultural operators.

January 1997: A Euro-Mediterranean television channel

COPEAM begins a study to determine the feasibility of a multicultural, multilingual television channel for the Euro-Mediterranean area: EUROMED TV.

April 1997: Studies begin

The Malta Conference highlights the audiovisual industry as a priority sector for joint action in the Mediterranean. A strategic committee and expert panel are put in place to carry out an initial feasibility study for a Euro-Mediterranean television channel.

April 1998: COPEAM conference in Tunis

The conference supports the idea of creating a Mediterranean television channel.

1998/1999: Feasibility study for EUROMED TV

A request for proposals issued by the European Community paves the way for a feasibility study.

March 1999: Study presentation

Plans for the new television channel are officially unveiled with a view to creating a multicultural, multilingual channel to promote dialogue, mutual understanding and shared experience.

2001-2005: Project development

The Barcelona Process and Euro-Mediterranean Partnership begin to lose steam. Against this backdrop, COPEAM uses its 8th Conference to again push the idea of a Euro-Mediterranean television channel. France Télévisions (France), RAI (Italy), 2M (Morocco), ENTV (Algeria), ERTT (Tunisia) and TVE (Spain) put the wheels in motion for a promotional window on Mediterranean-oriented programmes via satellite and internet: TERRAMED.

2006-2008: TERRAMED gets underway

COPEAM begins the pilot phase for TERRAMED.

July 2008: Paris Declaration

The Paris Declaration confirms the role of the media as one of the building blocks of the Union for the Mediterranean (UfM).

April/May 2009: Cairo Conference

COPEAM adopts a resolution promoting ten high-profile projects to shape the Mediterranean audiovisual landscape, including plans to set up a television channel devoted to Mediterranean culture. In May, Terramed's pilot phase began. It provides satellite broadcasts of programmes on a Mediterranean theme produced by public channels.

September 2009: Brussels

COPEAM presents its ten projects to UfM ambassadors in Brussels.

January 2010: the Mediterranean channel

An initial feasibility study for a Mediterranean television channel is presented to UfM ambassadors.

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