

ANNEX 3

FRAMEWORK FOR CO-PRODUCTION IN THE AUDIO-VISUAL SECTOR FOR ASEAN

We, the Ministers Responsible for Information of Brunei Darussalam, the Kingdom of Cambodia, the Republic of Indonesia, the Lao People’s Democratic Republic, Malaysia, the Republic of the Union of Myanmar, the Republic of the Philippines, the Republic of Singapore, the Kingdom of Thailand, and the Socialist Republic of Viet Nam (hereinafter referred to *collectively* as “ASEAN Member States” or “Participants”; or *individually* as “ASEAN Member State” or “Participant”), on the occasion of the 14th Conference of the ASEAN Ministers Responsible for Information (AMRI) held on 10 May 2018 in Singapore;

Acknowledging the establishment of the ASEAN Community on 31 December 2015 and the adoption of the *Strategic Plan for Information and Media 2016-2025* which aims to advance ASEAN-level agreements to provide regional mechanisms to promote access to information and the engagement of media professionals, research, business and other entities in collaborative development of ASEAN-relevant content.

Noting that the ASEAN Communications Master Plan (ACMP) and its overarching message of “*ASEAN: A Community of Opportunities*”, aims to promote the sense of ASEAN community belonging and offers a broad range of opportunities for all of its citizens.

Recognising that much progress has been achieved in the promotions of ASEAN and the opportunity for ASEAN Member States (AMS) to work closer together to further

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enhance and raise the level of awareness and opportunities in ASEAN to the peoples in the region as well to the international audience.

Welcoming the endorsement by the Senior Officials Responsible for Information (SOMRI) for the formation of the 'Framework for Co-Production in the Audio-Visual Sector for ASEAN'.

Noting that the 'Framework for Co-Production in the Audio-Visual Sector for ASEAN' will encourage cooperation and collaboration, provide more avenues to produce more compelling contents about ASEAN, raise the attractiveness of the region, develop the information and media industry, and build a sense of Community among the peoples of ASEAN and international audience.

DO HEREBY AGREE TO

1. Strengthen cooperation in the audio-visual sector among ASEAN Member States to raise awareness and promote ASEAN as '*A Community of Opportunities*';
2. Facilitate collaborations amongst producers in the ASEAN Member States to produce more compelling contents about ASEAN, to raise the attractiveness of the region;
3. Foster a vibrant audio-visual sector, encouraging the generation and flow of ideas that helps in the development of the industry;
4. Encourage, in view of the changing media landscape, the development and delivery of ASEAN contents across ICT channels in order to engage the people of ASEAN and reach out to audiences beyond the region;

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5. Provide business matching opportunities for media professionals and producers of long form audio-visual content among ASEAN Member States;
6. Identify focal points within ASEAN Member States to facilitate co-production of long form audio-visual content and help production companies navigate the administrative processes to film in the countries;
7. Encourage the exchange of media professionals among ASEAN Member States in the production of content.

ADOPTED this Framework in Singapore on Tenth day of May in the Year of Two Thousand and Eighteen, in one (1) original copy in the English language.