



Brussels 29 November 2007

EUROPEAN BROADCASTERS: NEW EU TELEVISION RULES A GREEN LIGHT FOR MODERNISATION

Europe's commercial broadcasters welcomed today's European Parliament Second Reading vote to modernise EU rules on broadcasting.

The Association of Commercial Television in Europe (ACT) described today's decision as a broadly positive outcome to the long-running debate on the "Audiovisual Media Services" directive.

Speaking in Brussels immediately after the Parliament voted, Ross Biggam, Director-General of the ACT said that

"Compromises and negotiation are a fact of life in EU law-making, and there are provisions in the new directive where we would have preferred a different outcome. But overall, the new text represents a significant improvement on the 1989 directive, and should help European media business remain competitive in the digital era.

But this is subject to an important proviso: it's essential that national governments and media regulators implement the text in a flexible, future-proof manner and avoid discriminatory measures which only refragment the internal market.

We're encouraged that the European Commission shares our view – Commissioner Reding has said as much in recent speeches, and in a 2004 Interpretative Communication on New Advertising Techniques. We hope that Member States bear in mind this modernising spirit when they come to implement the changes."

END

Notes – the ACT represents the interest of commercial television operators in 34 European countries. For further details, please contact Ross Biggam at the ACT - +32 477 40 77 33 - rb@acte.be