



ACT WELCOMES COMMISSIONS' COMMUNICATION ON CONTENT

IN THE DIGITAL SINGLE MARKET

Brussels, 19 December 2012 - The ACT yesterday welcomed the European Commission's Communication on "Content in the Digital Single Market".

The Commission has announced a structured dialogue with stakeholders covering four issues –cross-border access and the portability of services; user-generated content and licensing; facilitating the deposit and online accessibility of films in the EU; and promoting efficient text and data mining for scientific research purposes.

In parallel, the on-going review of the EU legal framework for copyright will be completed, based on market studies, impact assessment and legal drafting work, with a view to a decision in 2014 on whether to table proposals for legislative reform.

Commenting on the announcement, ACT director-general **Ross Biggam** said:

"We agree with the precise and detailed approach set out in the Communication, and the need for evidence-based policy making. The more granular and detailed the debate the better. Far too often we hear unsubstantiated statements from outside the content industry that copyright is a barrier to digital innovation, and that content owners are failing to take full advantage of the rapidly emerging digital market-place. We are confident that a complete and independent examination of the EU audio-visual market will demonstrate the opposite: that greater control over the distribution of content is a driver, not barrier, for a strong European presence in the digital future; and that European broadcasters are enthusiastically embracing online distribution with literally hundreds of new digital services now available online to consumers across the EU".

About the ACT:

The Association of Commercial Television in Europe (ACT) represents the interests of the commercial broadcasting sector in Europe. Formed in 1989, the ACT has 33 member companies licensed in 37 different European countries and distributed across 45 European markets and beyond. Our members operate several hundred free-to-air and pay-tv channels and distribute many more channels and new services. The ACT members encompass several business models: free-to-air broadcasters and pay-TV players, digital platform operators and multimedia groups. See www.acte.be.

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