

EUROPEAN BROADCASTERS CALL FOR POLICY ACTION TO ADDRESS THE ROLE & RESPONSIBILITIES OF ONLINE PLATFORMS IN THE NEW MEDIA AGE

JOINT STATEMENT BY PUBLIC & PRIVATE BROADCASTERS

Association of Commercial Television in Europe (ACT)

European Broadcasting Union (EBU)

BRUSSELS, 19 FEBRUARY 2019. Public and commercial broadcasters met today in Brussels at the invitation of European Parliament President Antonio Tajani. With European broadcasting being increasingly impacted by largely unregulated global online platforms, it is critical that action is taken to ensure citizens have easy access to trusted news and information.

Following a discussion focused on the media ecosystem and the fight against disinformation, the Association of Commercial Television in Europe and the European Broadcasting Union respective memberships have called on the European institutions to:

- set in motion an assessment of the role and responsibilities of platforms to prepare for action in the next political cycle
- address the information disorder and create the right conditions for responsible, independent journalism to rise to the surface

News is the beating heart of European democracies. Insufficient access to quality information and journalism imperils our elections and ultimately endangers our society by progressively driving a wedge between people.

TV and radio remain the most trusted media in Europe. Broadcasters bring people together and inform them in line with the highest editorial standards, to ensure plurality and diversity of perspectives and opinions.

Online disinformation is the most visible element of a broader information disorder which requires strong leadership from industry and government while finding a balance to avoid censorship. Measures to fight disinformation should not silence critical voices or undermine pluralism.

A thorough evaluation is needed to assess online platform responsibility as well as the choice of instruments to ensure European audiences have access to quality information and that a level playing field is established. This means defining roles and rules for online platforms, as is the case with many sectors across the EU, including TV.

In light of the need to act and create a healthy online environment, broadcasters are hoping European institutions will take the necessary policy action.



Association of Commercial Television in Europe

The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters in 37 European countries. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. A healthy and sustainable commercial broadcasting sector that plays an important role in Europe's economy, society and culture.

For more information please consult www.acte.be
Contact Grégoire Polad | Director General | gp@acte.be



European Broadcasting Union.

The European Broadcasting Union (EBU) is the world's foremost alliance of Public Service Media, providing television, radio and online services. The EBU has 73 active members in 56 countries in Europe and beyond. The organisation provides technical expertise in order to drive media innovation and coproduction across every entertainment genre and advocate the values of Public Service Media organisations.

For more information please consult www.ebu.ch
Contact Nicola Frank | Head of European Affairs | frank@ebu.ch