

EUROPEAN ACCESSIBILITY ACT: AV SERVICES SHOULD REMAIN IN AVMS

JOINT STATEMENT BY PUBLIC & PRIVATE BROADCASTERS

Association of Commercial Television in Europe (ACT)

European Broadcasting Union (EBU)

BRUSSELS, 22 JUNE 2016. Broadcasters, public and private alike, are committed to promoting and safeguarding the rights of people with disabilities and have a strong track record when it comes to offering programmes and services with subtitles, sign-language translation and audio-description.

Broadcasters believe that the current EU framework's flexible provisions allow for national accessibility schemes to flourish in ways that deliver effective solutions, suit the specificities of AV services and are best adapted to sustain the contribution of broadcasters to cultural and linguistic diversity.

The graduated approach in Article 7 of the Audiovisual Media Services Directive (2010/13/EU) has helped to foster the right balance between providing accessible services, respecting the principle of subsidiarity and delivering on the requirements of EU Member States under the 2006 UNESCO Convention on the promotion and protection of cultural diversity.

After careful consideration of the proposal for a European Accessibility Act ("EAA"), commercial and public broadcasters consider that the AVMS Directive remains the better suited framework to address the accessibility of AV services. A sector specific instrument is the best way to ensure that accessible AV media services are delivered in an effective manner and provide the incentives to continue developing innovative accessible solutions and services.

We urge the European Parliament and the EU Member States to recognise, encourage and promote accessibility through the existing AVMS Directive provisions. The EAA risks undermining the positive outcomes to date by creating additional administrative burden and regulatory uncertainty.

The Association of Commercial Television in Europe (ACT) and the European Broadcasting Union (EBU) therefore support proposals that remove AV media services from the scope of the European Accessibility Act and leave existing AVMS provisions in place.



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
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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
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