

## **11. INTERNATIONAL RELATIONS**

### **11.1. European Platform of Regulatory Authorities**

Between 29<sup>th</sup> and 31<sup>st</sup> October 2008, the Chairman and Secretary to the Board participated at the 28<sup>th</sup> EPRA Meeting held in Dublin, Ireland. During this meeting, various broadcasting regulation related topics were discussed which include the scope of the Audiovisual Media Services Directive, the role of regulators in the supervision of public service broadcasting activities, media and political pluralism, regulatory approaches to digital television and the implementation of self and co-regulatory schemes.

The Broadcasting Authority was also represented by its Chairman and Chief Executive at the 27<sup>th</sup> EPRA Meeting at Riga, Latvia which discussed media literacy and regulators, participation / call TV, prohibited forms of advertising, implementing the Audiovisual Media Services Directive and must-carry rules.

### **11.2. Mediterranean Network of Regulatory Authorities**

The 10<sup>th</sup> meeting of the Mediterranean Network of Regulatory Authorities met at Reggio Calabria, between the 2<sup>nd</sup> and 3<sup>rd</sup> October, 2008. It discussed media pluralism and public service mission, managing analogue switch-over and transition to the digital era in the Mediterranean area; licensing Criteria for digital television, media literacy in a Mediterranean context, approved the Declaration on Audiovisual Content Regulation and discussed the Network's institutional structures such as amendments to the Network's Chapter, the composition of its permanent secretariat, candidates for new memberships and proposals for thematic workshops.

### **11.3 Declaration on Audiovisual Content Regulation**

The Declaration on Audiovisual Content Regulation was adopted by Mediterranean Regulatory Authorities at the 10 Network meeting which took place in Reggio Calabria on 2<sup>nd</sup> and 3<sup>rd</sup> October, 2008.

The Declaration sets forth basic common principles such as Respect for Human Dignity, Protection of Children and adolescents, Accuracy of information and plurality of views with which Mediterranean Regulatory Authorities intend to ensure that audiovisual media service providers comply.

It also establishes common cooperation mechanisms in the regulation of content provided by audiovisual media service providers.



A copy of this Declaration is found at Appendix XI of this Report.

#### **11.4 Meetings of the Contact Committee of the Audiovisual Media Services Directive**

The Audiovisual Media Services Directive published in the EU Official Journal on 11<sup>th</sup> December 2007 empowered the EU Commission to set up a Contact committee composed of the representatives of the competent authorities of the Member States for the implementation of the Directive on the regulation of all forms of audiovisual services. These include both linear [analogue/digital terrestrial broadcasting through cable, satellite and similar broadcasting systems]; as well as those termed non-linear [i.e. TV-like audiovisual media services available on new media platforms, as Video-on-Demand through the Internet where the consumer's choice and interaction supersedes those of traditional broadcasting methods].

Article 23a (2) of the AVMS Directive details the role to the Contact Committee as:

*2. The tasks of this committee shall be:*

*(a) to facilitate effective implementation of this Directive through regular consultation on any practical problems arising from its application, and particularly from the application of Article 2, as well as on any other matters on which exchanges of views are deemed useful;*

*(b) to deliver own-initiative opinions or opinions requested by the Commission on the application by the Member States of the provisions of this Directive;*

*(c) to be the forum for an exchange of views on what matters should be dealt with in the reports which Member States must submit pursuant to Article 4 (3), on the methodology of these, on the terms of reference for the independent study referred to in Article 25a, on the evaluation of tenders for this and on the study itself;*

*(d) to discuss the outcome of regular consultations which the Commission holds with representatives of broadcasting organizations, producers, consumers, manufacturers, service providers and trade unions and the creative community;*

*(e) to facilitate the exchange of information between the Member States and the Commission on the situation and the development of regulatory activities regarding audiovisual media services, taking account of the Community's audiovisual policy, as well as relevant developments in the technical field;*

*(f) to examine any development arising in the sector on which an exchange of views appears useful.*

During 2008, four one-day meetings were held by the Contact Committee on: 19<sup>th</sup> February, 16<sup>th</sup> April, 18<sup>th</sup> June and 16<sup>th</sup> December, all at the *Centre de Conférence Albert Borschette*, Brussels; and on each occasion these meetings were attended by the Head of Research and Communications of the Broadcasting Authority. The items discussed at these meetings included: Subsidiary Jurisdiction criteria (Art. 2(4)); Self- and Co-regulation; Product Placement (Art. 3g); Events of major importance to



society (Art 3a); New obligations / on-demand services (Art 3i); Transparency requirements (Art 3a); Protection of minors (Art. 3h); Accessibility (Art. 3c); European works (Art. 3f); Co-regulation (Art. 3(7)); Television advertising (Chapter IV); Sponsoring (Art. 3f); Short reporting (Art. 3k); Cooperation between regulatory bodies (Art. 23b); and Accessibility of audiovisual media services for people with a visual or hearing disability (Art 3c AVMSD) among others.

The minutes of the 26<sup>th</sup>, 27<sup>th</sup>, 28<sup>th</sup>, and 29<sup>th</sup> meetings of the Contact Committee can be found at the website of the EU Audiovisual and Media Policies, Regulatory Framework<sup>2</sup> and in Appendix XII of this report.

During 2008 the EU Commission has also organised a workshop on the *Draft Final Report on a Study on the application of measures concerning the promotion of the distribution and production of European Works in audiovisual media services* on 18<sup>th</sup> November which is available from the website of the EU Audiovisual and Media Policies, Info Centre, Studies<sup>3</sup>.

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<sup>2</sup> [http://ec.europa.eu/avpolicy/reg/twvf/contact\\_comm/index\\_en.htm](http://ec.europa.eu/avpolicy/reg/twvf/contact_comm/index_en.htm)

<sup>3</sup> [http://ec.europa.eu/avpolicy/info\\_centre/library/studies/index\\_en.htm](http://ec.europa.eu/avpolicy/info_centre/library/studies/index_en.htm)