

DIGITALEUROPE calls for a moderate & future-proof implementation of AVMS-D

Brussels, 2 October 2018

Today the Audiovisual Media Services Directive (AVMS-D) has been adopted by the European Parliament. This is an important piece of legislation for Europe's Digital Single Market as it aims to achieve a moderate and future-proof framework for access to audiovisual content.

"DIGITALEUROPE's vision is that the European user is put at the centre of the audiovisual media experience. As the means and platforms of delivery have changed in the digital era, users expect and enjoy a greater level of control to when, how and where they access content. The availability and diversity of media services have never been greater than they are today", said Cecilia Bonefeld-Dahl, Director-General of DIGITALEUROPE.

"We call on Member States to sustain flexibility for all market actors of the media value chain. A moderate approach, where Member States avoid overly prescriptive provisions and leave room for innovation, would make it easier for service providers and consumers to adapt to an increasingly diverse, dynamic and vibrant European market", she added.

Consequently, DIGITALEUROPE calls on the EU Member States to ensure that this principle is put into practice, with an implementation that leaves room for innovation in the market and a dynamic user experience, while avoiding at the same time fragmentation in Europe.

For instance, when it comes to search and access tools, it is in everyone's interest that these remain user-friendly and efficient, and there is no need for an "appropriate prominence" as suggested by the AVMS-D.

DIGITALEUROPE looks forward to working closely with the European Regulators Group for Audiovisual Media Services (ERGA) and all Member States to achieve an innovation-friendly implementation on the national level that favours media diversity for services and devices in Europe.

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ABOUT DIGITALEUROPE

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies. DIGITALEUROPE ensures industry participation in the development and implementation of EU policies.

DIGITALEUROPE's members include in total over 35,000 ICT Companies in Europe represented by 63 Corporate Members and 39 National Trade Associations from across Europe. Our website provides further information on our recent news and activities: <http://www.digitaleurope.org>

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