


The Role of Audiovisual Media Service Providers

Brussels, 25 October 2010



Context: Television, Viewers & Regulators

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- How can broadcasters help?
 - Relationships between commercial broadcasters, sales teams and advertisers: and our commitments to the DG SANCO Platforms
 - Specificities of broadcasters : Legally responsible to the regulator
 - Strengths of commercial television
 - Why commission these programmes?
 - Where we draw the line: relationship with public bodies
 - A “marketplace for ideas”

Presentation

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- I. The ACT “Healthy Audience” Brochure**
 - II. Views of External Stakeholders**
 - III. Commercial Communication**

I. The ACT "Healthy Audience" brochure

- Reviews programming, not advertising – though the two are linked
- Analysis of programmes related to a healthier lifestyle in 10 markets (Belgium, Czech Republic, France, Germany, Italy, Poland, Romania, Spain, Sweden and UK) over a period of one year
- Detailed information about when & by whom programmes are watched
- Input from other stakeholders in the debate, including governments
- Increasing interest among European population in health & diet issues – allows for entertaining formats addressing all demographic groups
- Not always aimed at children ... but at the wider, family audience

Industry Trends

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- **Growth in international formats : concepts crossing borders & shown in several European markets**
 - **Cookery shows and lifestyle/health particularly popular**
 - **Broadcasters keen to link TV programmes & online services with more detailed information**
 - **Cooperation between commercial TV stations & national/local governments (campaigns)**

II. The Views of External Stakeholders



a) Initiatives together with :

- Chefs
- Sports Bodies
- Local and regional government
- Independent producers

b) Comments from the DG SANCO Nutrition Platform

Cookery & Diet: France (M6)

Un dîner
PRESQUE
parfait

Cyril Lignac, French Chef M6:

« *TV has an educational role to play: it informs & raises awareness of its audience... TV shows on cooking are part of transmitting our heritage to citizens* ».

« *TV is a mirror of society: it allows the audience to realise the efforts that need to be made in terms of eating* ».

Most successful formats:

- « **Un Dîner presque parfait** »: 2,3 million viewers (weekdays, 5.50 pm)

« **Le Chef Contre-Attaque** »: 2,9 million viewers (prime-time shows)



Sport & Exercise: UK (British Cycling, BSkyB)

Leading Councillor from City Council Manchester:

« We have hosted major sporting and participation events in the city for years and I have never seen an event like this, where thousands of people can participate in the same event across 3 generations. Usually, some watch and others participate, but the Skyride caters for all ages and all levels of ability; we have never seen anything like it».

- 2008: aim to get a further 1 million people on bikes by 2013
- 2009:



BSkyB engages with Central Government Departments (Health, Culture, Transport)

Attracted 110,000 people through mass participation in bike ride in 5 city locations

Over 200 local rides led by 240 professionals

Cooperation with government: Germany (Super RTL)

SUPER RTL

Julia Klöckner, Parliamentary State Secretary of Federal Ministry of Food, Agriculture & Consumer Protection:

« *These are exactly the messages that the government is pursuing with its National Action Plan « In Form »: the right diet, lots of sport and above all, fun in a healthy lifestyle. With their messages and content Peb & Pebber effectively help to promote these ideas!* ».

- **Peb & Pebber:**



Target group children & playful teaching

Broadcast Monday – Friday at 10.05 am

Total number of viewers 3 year-olds and over: 100,000




Hlynur Sigurdsson, Head of PR, LazyTown Entertainment:

« LazyTown is also a fascinating case-study for international television. Originated in Iceland, it is now an international success story – sold to 120 countries and available in 15 languages. Among the key European broadcast partners for this independent production are commercial broadcasters such as Super RTL (Germany, Austria, Switzerland), Nelonen (Finland), TV4 (Sweden) and TV2 (Norway). Global players such as Disney Channel also broadcast the show.

The show has won a string of awards such as the BAFTA awards, the German Emil awards plus multiple awards in Iceland and Scandinavia. The awards are not just TV industry awards but also from parenting and public health bodies, recognising the unique added value of Lazy Town. »



Comments from DG SANCO Nutrition Platform, 9 September 2010

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- 1) Why only 10 Member States?
 - 2) Is there really “nutritional” value in some of the shows?
 - 3) Where the commercial communication messages in the programme consistent, in particular for product placement?

III. Commercial Communication




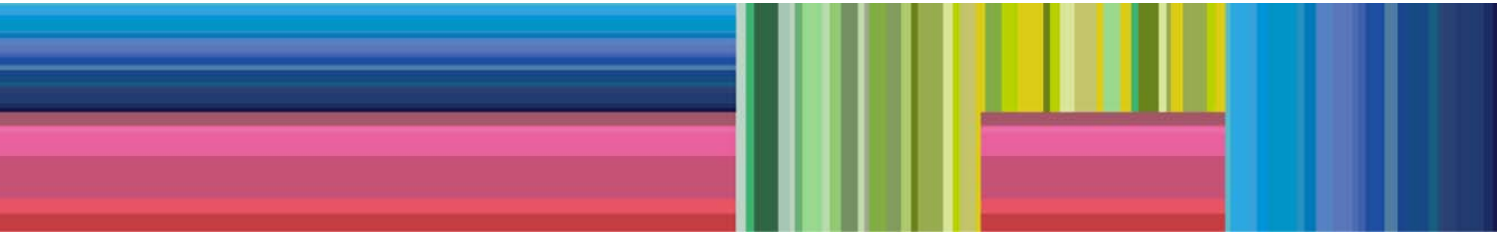
Product Placement

- Legal situation only recently clarified under AVMS
- Distinction from sponsorship : built into the editorial content, hence “separation” replaced by “information”
- Product placement not permissible for children’s programmes on television
- Range of editorial safeguards and information requirements

Advertising & Sponsorship : a cross-media approach

IV. Conclusion

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- Look at the whole of our output, not just the advertising breaks...
 - Commercial broadcasters' self interest in (a) responsible commercial communication and (b) programming which engages with the whole of our audience/society
 - New forms of commercial communication being introduced in a responsible (and highly regulated) manner
 - Broadcast media businesses can play a positive role, but only in conjunction with our sales teams and advertiser partners



Thank you! Questions?

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