

26th Meeting of the Contact Committee of the
"Television without Frontiers" Directive

Tuesday, 19 February 2008
Centre de Conférence Albert Borschette, Rue Froissart 36, 1040 Brussels
Meeting Room 4C

Draft Agenda

10.00 a.m. to 6 p.m.

1. Adoption of the agenda – *Doc. CC TVSF (2008) 1*

2. Transposition AVMSD - Jurisdiction

- Reversal of subsidiary jurisdiction criteria in Art 2(4) AVMSD

Presentations by UK, FR and LU; other delegations are invited to provide information on media service providers that use satellite capacity appertaining to their Member State or an up-link located in their territory

- Art 3 AVMSD (cooperation-procedure/circumvention procedure)

Delegations are invited to exchange i.a. information on:

- How will the cooperation procedure be triggered?
- How will Art 3 (2)b be implemented ("...shall request the broadcaster to comply with the rule of general public interest in question")?
- What are the measures envisaged with regard to Art 3(3)b)?

3. Transposition AVMSD – Self- and Co-regulation

Roundtable discussion on the following issues:

- Which co-regulatory instruments are considered or already have proven to be effective instruments in the areas covered by the Directive?
- How do Member States intend to encourage media service providers to develop codes of conduct with regard to Art 3e(2) [fatty food]?

4. Transposition AVMSD – Product Placement

Roundtable discussion on the following issues:

- Political discussion in Member States about stricter rules/total ban of product placement; consequences for feature films; consultations with stakeholders;
- Identification of product placement;
- Differentiation from sponsoring and teleshopping;
- Undue prominence;

- Editorial independence of media service provider.
5. Transposition AVMSD – Commercial Communication
Preparation of next meeting
 6. Revision of the Contact Committee working document on Art 3a TVwF
(events of major importance to society)
Presentation by the Commission
 7. Any other business.