

**27<sup>th</sup> Meeting of the Contact Committee of the  
"Television without Frontiers" Directive**

**Wednesday, 16 April 2008  
Centre de Conférence Albert Borschette, Rue Froissart 36, 1040 Brussels  
Room 0 B  
Draft Agenda**

10.00 a.m. to 6 p.m.

1. Adoption of the agenda – *Doc. CC TVSF (2008) 3*
2. Transposition AVMSD – Product Placement  
*Presentation by the Austrian Delegation: "Article 3g AVMSD in the light of Austria's experience with rules on product placement"*
  - *Roundtable discussion*
3. Transposition AVMSD – Definitions  
*Roundtable discussion on the following issue:*
  - How do Member States intend to cover/define *on-demand* audiovisual media services?
4. Transposition AVMSD – Commercial Communication  
*Roundtable discussion on the following issues:*
  - Scope: how will Member States implement the concept of AV commercial communications?
  - How will Member States extend the rules to on-demand services?
  - Will co- and self-regulatory instruments be used?
  - Will Member States implement stricter rules with regard to commercial communications?
  - In case Member States adopt stricter rules, how will they ensure that these rules are compatible with Community law?
5. Possibly: Transposition AVMSD - New obligations / on-demand services  
*Roundtable discussion on the following issues:*
  - How will Member States ensure that content which might seriously impair the development on minors is not made available to them by on-demand media service providers under their jurisdiction?
    - How do Member States envisage ensuring appropriate *age verification* with regard to potentially harmful content?
    - How will Member States define/rate harmful content?
    - To which extent will self- and co-regulatory instruments be applied?
  - How will Member ensure the appropriate promotion of European content in on-demand services? (Art 3i AVMSD)

- Do Member States consider the options mentioned in Recital 48: financial contribution, minimum share, presentation?
- Will the actual consumption [viewing figures] be taken into account? If so, how could this be measured?
- How will Member States ensure to be able to comply with their reporting obligations with regard to these options?
- How will Member States implement the transparency requirements?
  - What will be the different obligations for on demand and linear services?
- How will Member States encourage increasing accessibility of audiovisual media services to people with a visual or hearing disability?
  - Which instruments of encouragement will be used?
  - Will there be a difference between on-demand and linear services?
  - Will public service providers be subject to specific obligations?
  - Are any reporting obligations envisaged?

6. Preparation of next meeting

7. Any other business.