

**28th Meeting of the Contact Committee of the
"Television without Frontiers" Directive**

**Wednesday, 18 June 2008
Centre de Conférence Albert Borschette, Room 2 D
Rue Froissart 36, 1040 Brussels**

Draft Agenda

10.00 a.m. to 6 p.m.

1. Adoption of the agenda – *Doc. CC TVSF (2008) 5*
2. **Transposition AVMSD – European Works**
Presentation by the French Delegation: "The promotion of European content in on-demand audiovisual media services"
 - *Roundtable discussion*
3. **Transposition AVMSD – Co-Regulation**
Presentation by the UK Delegation: "The use of co-regulation in the implementation of the Directive from the UK perspective"
 - *Roundtable discussion*
4. **Transposition AVMSD – Television advertising**
Roundtable discussion on the following issues:
 - Will Member States amend/liberalize the rules on television advertising?
 - How will Member States define advertising/teleshopping spots?
 - Which rules will apply to announcements made by broadcasters in connection with its own programmes?
5. **Transposition AVMSD - Sponsoring**
Roundtable discussion on the following issues:
 - Did Member States encounter problems in the implementation of sponsorship rules?
 - Do Member State expect any problems with regard to the implementation of sponsorship rules concerning on-demand services?
6. **Transposition AVMSD – Short reporting**
Roundtable discussion on the following issues:
 - How will Member States ensure access on a fair, reasonable and non-discriminatory basis? Which procedures will be put in place to ensure swiftness of access?
 - Do Member States envisage to put in place an "equivalent system" in the meaning of Art 3k(4) AVMSD?

- How will Member States define the modalities and conditions regarding the provision of short extracts (length, compensation, etc)?
7. **Transposition AVMSD – Cooperation between regulatory bodies**
Roundtable discussion on the following issues:
- How will Member States ensure functional independence of regulatory bodies?
 - Which measures are envisaged to facilitate the exchange of information between regulatory bodies?
8. **Transposition AVMSD – Communication of main implementing provisions**
Roundtable discussion on the following issues:
- Publication of a table of correspondence on the Commission website
9. Any other business.