

**29th Meeting of the Contact Committee of the
"Television without Frontiers" Directive**

Tuesday, 16 December 2008

**Centre de Conférence Albert Borschette, Rue Froissart 36, 1040 Brussels
Room 1 C
Draft Agenda**

10.00 a.m. to 6 p.m.

1. Adoption of the agenda – *Doc. CC TVSF (2008) 7*
2. Transposition AVMSD – **State of Play**
Member States report on the state of the transposition of the AVMSD
 - *Roundtable discussion**Report by the Council of Europe Secretariat on progress made with regard to the Revision of the transfrontier Television Convention*
 - *Discussion on how to avoid that Member States enter into conflicting obligations*
3. Transposition AVMSD – **Short Reporting**
Presentation by the FI Delegation: "The right to short reporting"
 - *Roundtable discussion*
4. Transposition AVMSD – **Television advertising – quantitative limitations**
Commission presentation on the following issues:
 - Advertising, self promotion and quantitative limits
 - Self promotion in itself amounts to Television advertising
 - Dissimilarities between "Self-promotion" and "announcements" of programmes in the context of Article 18 AVMSD
 - Sponsoring messages outside the broadcast time of the sponsored programmes: do they fall under the advertising or sponsoring rules?

Followed by a *roundtable discussion*, which will also allow time for general questions regarding the implementation of the AVMSD.

5. Transposition AVMSD – **Change of subsidiary jurisdiction criteria**
Presentation of a working document outlining a procedure to ensure a smooth transition from TVwF to AVMSD [CC TVwF(2008)8]. Member States who consider that broadcasters will change jurisdiction after the entry into force of implementing provisions should communicate this to the Member States concerned before summer 2009.
6. **Guidelines on the Implementation of Art 4 and 5 AVMSD**
Discussion of options concerning possible future guidelines with regard to AVMSD rules on European and independent productions:

- *Given the multiplication of channels, performance in achieving Article 4 and 5 proportions could be calculated per broadcaster and not per channel. In the same vein, the reporting requirement for Article 3i would apply to a single media service provider for several on-demand services, and not separately to every service. Do Member States agree?*
- *The reporting system to the Commission could be simplified through introduction of an online tool where Member States would introduce their reported data and comments. Do Member States agree?*
- *Following the results of the study presented in November workshop, the best ways to monitor Article 3i would include:*
 - *Data on titles in the catalogue that are European works*
 - *Data on hours in the catalogue that are European works*
 - *Financial data on spend on new programmes*
 - *Measures undertaken to promote prominence of European content*
 - *Voluntary information on the actual consumption*
- *Do Member States agree that these criteria are included in the guidelines? Which alternatives would be possible?*

7. **Accessibility of audiovisual media services for people with a visual or hearing disability (Art 3c AVMSD)**

Commission presentation on "Industry/User co-operation on accessible digital television" followed by a discussion

8. **Media literacy**

Commission presentation on (a) the inter-institutional life of the Media Literacy Communication and (b) the study on assessment criteria for media literacy

9. **Cultural cooperation protocols in new trade agreements**

Presentation by the Commission on ad-hoc protocols within the framework of the implementation of the UNESCO Convention on Cultural Diversity

10. **Any other business**