

EC Work Programme

On December 16th, the European Commission published its work programme¹. Being the first of the Juncker Commission, this text shows a willingness to reduce the EU institutions' workflow to focused initiatives. It however maintains² evaluation of essential texts for commercial radios, such as the Audiovisual Media Services Directive, the Telecom Package, and advertising related issues, and announces a new text on the Digital Single Market, including copyright-related issues³.

Copyright: 2 studies recall creative industry's essential contribution to employment and GDP

Two recently published studies confirm the importance of the creative industries, i.e. industries relying on copyright and related rights: the study on "The Economic Contribution of the Creative Industries to EU GDP and Employment" published on October 8th by TERA Consultants⁴ and the study on "Creating growth" published on December 2nd by EY and GESAC⁵. AER took part in the latter, by contributing significantly in the part on radio. Both studies show impressive figures regarding employment and contribution to the EU GDP of creative industries.

Spectrum: Future of Radio AER position confirmed

On November 25th, AER confirmed its position⁶ on the "Future of Radio", relating to radio's access to infrastructure. This confirmed position will be presented to the European Commission in the context of the current debates on the Telecom Single Market Regulation and in preparation for the upcoming Telecom Package review.

Spectrum: Broadcast / Broadband Study

On November 4th, the European Commission organised a workshop to present the final results of the study prepared by Plum on "Challenges and opportunities of broadcast-broadband convergence and its impact on spectrum and network use."⁷ The main conclusion of this study is that the economic case for a converged platform (TV / broadband) is not yet made. It is also important to note that it states that VHF spectrum is not available or not viable (given lack of suitable household antennas) for this type of converged platform in many EU Member States. To address the uncertainties outlined in the study, the study team recommended another study in the next 3 to 5 years. AER had taken contact with the study team to highlight commercial radios' concerns.

Data Protection: Media letter to preserve media freedom

On October 20th, a coalition of media representatives including AER sent a set of letters to EU Member States Permanent Representations on the currently discussed Data Protection Regulation. This letter intended to highlight the importance to exempt journalists from the application of most of the provisions contained in this text, in order to preserve the anonymity of sources and preserve media freedom⁸.

Advertising: Revised AER position

On December 15th, and following the workshop organised in London, AER adopted a revised version of its position on advertising⁹. The main novelty is that there should be no warning messages in radio ads, but, if warning messages are deemed essential, they should not exceed one sentence. AER will present this position to the European Commission in the coming weeks, with the aim of

reducing terms and conditions in radio advertising as much as possible.

AVMS: New AER position

On November 27th, AER adopted a position¹⁰ on the Audiovisual Media Services (AVMS) Directive. This text is indeed currently being assessed. The recently adopted AER position intends to recall why radio is out of the scope of the AVMS Directive. It includes a definition of what radio is. AER will be presenting this position to EU officials in the coming weeks.

Working Time Directive

On December 1st, the European Commission released a public consultation¹¹ to assess the need to review the Working Time Directive. This consultation is running until March 15th.

Past Events

On November 6th, AER took part in a **workshop** organised by the European Commission aiming at evaluating the **impact of self- and co-regulation on advertising** of food high in fat, sugar and salt. Whilst the workshop showed positive effects of self-regulation on consumers exposed to this type of advertising, the representative of commercial television supported AER and voiced his concern regarding the use of terms and conditions in radio advertising: for him, and whilst he specified he didn't speak on behalf of the radio sector, this type of measure is "farcible".

On November 24th, AER held a **workshop on radio advertising** in London thanks to RadioCentre's teams. The Radio Advertising Bureau (RAB) UK presented studies on the power of sound and of radio in advertising

(Audio Now¹²) and on making advertising warning messages more effective¹³. RAB UK also introduced its initiative on the upcoming Cannes Lions' awards aiming at making radio more visible in this competition.

On November 24th, AER held its last **Executive Committee meeting** of 2014 in London.

Future Events

On **January 20th**, the next **Future Media Lab**.¹⁴ will take place in **Brussels**. It will focus on media diversity and how it is impacted by changing media consumption patterns, technological disruptions and business innovation.

On **February 6th**, the next **Atelier Radiophonique Romand** (ARARO¹⁵), will take place in **Neuchâtel**, focusing on new experiences in radio.

On **February 24th**, AER will hold its **annual Conference** at the European Parliament. The AER Conference will deal this year with **radio in a converging world**, focusing on radio in cars. Attendance is free for AER Members and guests, but registration is compulsory here:

<http://www.aereurope.org/AERconference/>

On **February 24th**, AER will hold its first **Executive Committee meeting** and its **General Assembly** of the year at the AER office in Brussels.

The next **Radiodays Europe** will take place on **March 15th-17th**, in **Milan**¹⁶. Don't forget that AER Members and their Members benefit from a reduced partner price until February 10th, 2015. See email sent on October 23rd.

While main references are given below, more information is available upon request – if the links below do not work, please copy and paste them into your browser:

¹http://ec.europa.eu/atwork/key-documents/index_en.htm

²REFIT initiatives 14 to 18, 59 and 62: http://ec.europa.eu/atwork/pdf/cwp_2015_refit_actions_en.pdf

³New initiative 4 : http://ec.europa.eu/atwork/pdf/cwp_2015_new_initiatives_en.pdf

⁴<http://www.teraconsultants.fr/en/issues/The-Economic-Contribution-of-the-Creative-Industries-to-EU-in-GDP-and-Employment>

⁵<http://www.creatingeurope.eu/en/wp-content/uploads/2014/11/study-full-en.pdf>

⁶<http://aereurope.org/> (see AER Policy Statements / Electronic Communications)

⁷<http://bookshop.europa.eu/en/challenges-and-opportunities-of-broadcast-broadband-convergence-and-its-impact-on-spectrum-and-network-use-pbKK0114659/> and executive summary: <http://bookshop.europa.eu/en/challenges-and-opportunities-of-broadcast-broadband-convergence-and-its-impact-on-spectrum-and-network-use-pbKK0114660/>

⁸The letter is available upon request to the AER office

⁹<http://aereurope.org/> (see AER Policy Statements / Advertising)

¹⁰<http://aereurope.org/> (see AER Policy Statements / Audiovisual)

¹¹<http://ec.europa.eu/social/main.jsp?catId=333&langId=en&consultId=14&visib=0&furtherConsult=yes>

¹²<http://www.rab.co.uk/audio-now-launch/>

¹³<http://www.rab.co.uk/research/whitepapers/>

¹⁴<http://futuremedialab2015.fikket.com/event/annual-conference-2015>

¹⁵<http://www.araro.ch/>

¹⁶<http://www.radiodayseurope.com/>