

Digital Single Market

On March 25th, the College of EU Commissioners held its first official meeting on the Digital Single Market¹, with an orientation debate on how to make the EU's single market freedoms "go digital". It is a top priority for the Juncker Commission to remove the obstacles and create a Digital Single Market that will boost growth and jobs in Europe. Amongst the areas to be tackled by this strategy are copyright, spectrum management and telecommunications rules, data protection and content rules. This should entail reviews of the following pieces of EU legislation: 2001 Copyright Framework Directive, 2009 Telecom Package and 2010 Audiovisual Media Services Directive. The Digital Single Market strategy should be published on May 6th.

Copyright: meeting with EC

AER met in January with the European Commission and presented its position: first, the need to implement correctly the Collective Rights Management Directive, a positive text to improve transparency and management of collective rights management organisations. Then, AER welcomed the acknowledgement of commercial radios' issues regarding online licensing. AER thereby recalled that commercial radios need to obtain blanket licensing covering all of radios' activities from one-stop-shops – cleared at national level for the rest of Europe, as on average, 6 to 8% of total listening of radio done online in Europe. Out of this, the listening done abroad is minimal.

Copyright: EP Reda Report

MEP Julia Reda (Greens / EFA, Germany) is the Rapporteur on the European Parliament Report on the implementation of Directive 2001/29/EC of May 22nd, 2001 on the harmonisation of certain aspects of copyright and

related rights in the information society². This document, non-legally binding, presents the position of the European Parliament on the important upcoming copyright reviews. The vote³ on this report in the leading Committee (Legal Affairs Committee) should take place on May 7th, followed by a vote in Plenary on June 8th.

Spectrum: meeting with EC and position paper

AER met in January with the European Commission to recall its position, including the need to preserve radio's access to bands II (88-108MHz) and III (174-230MHz) and the need to ensure that decisions on radio bands' use are taken at national level – especially the fact that no decision on an analogue (radio) broadcast switch-off can be taken at EU level. AER also highlighted that TV's use of UHF spectrum (470-694MHz) should be preserved, as migrating TVs from this band may have a double impact on radio's use of spectrum: first, TV may have to use frequencies located lower in spectrum. Second, migrating TV broadcasting from the current towers they are using may have an unsustainable cost for radio, as TV and radio often share these infrastructures. A position paper reflecting these points was also sent by AER in reply to the European Commission consultation on the Lamy Report, and the future use of the UHF TV broadcasting band⁴.

Spectrum: Wider Spectrum Group

On January 28th, AER spoke at an event organised at the European Parliament on spectrum to recall the points exposed above⁵. The event was organised by the Wider Spectrum Group, a coalition in which AER is taking part. This group brings together several associations from employee and employer representatives. Together, they represent the interests of workers and businesses in the

field of audiovisual, radio, programme making and special events. The idea is to present a common view on the need to ensure European and national policies regarding frequency allocation preserves the potential for European growth, innovation and sustainable employment. This common view was written in a document adopted in February⁶.

AVMS: meeting with EC and EP

AER met in January with the European Commission, to present its position adopted in November 2014⁷. The Audiovisual Media Services (AVMS) Directive is indeed currently being assessed. AER thereby recalled why radio is out of the scope of the AVMS Directive and why this should not change. This position was presented to MEPs in February.

Advertising: meeting with EC on Ts&Cs

The AER Advertising Terms and Conditions (Ts&Cs) Task Force met in February with the European Commission DG CNECT to introduce RAB UK studies showing why Ts&Cs don't work in radio⁸, the difficult situation encountered by *inter alia* Ireland regarding financial Ts&Cs and the new AER position⁹ on this issue. The aim of the meeting was to show the European Commission that there should be no more warning messages imposed by EU regulation and, possibly, see if current rules could be relaxed. The meeting raised the awareness of the DG and will be followed by meetings with other relevant DGs of the European Commission. These points were also presented to MEPs in February.

Advertising: OBA media release

On March 16th, the European Interactive Digital Advertising Alliance (EDAA) published its 2014 Activity Report¹⁰. It outlines that 2014 saw strong delivery of the pan-European Self-Regulatory Programme aimed at providing citizens with greater transparency and control over Online Behavioural Advertising (OBA). The ongoing roll out of the programme saw considerable take-up across European markets as well as growing consumer awareness of privacy tools, such as the AdChoices icon available in or around ads. 2014 highlights include: the Consumer

Choice Platform is now live in 33 countries and available in 27 different languages, one in 25 European citizens say they have visited www.youronlinechoices.eu for more information about OBA, and strong progress has been made in adapting the existing principles to the mobile environment and this will remain a key priority across 2015. AER is part of the Board of EDAA.

Advertising: EP Alcohol Strategy Motion

On March 31st, the European Parliament Committee on Environment, Public Health and Food Safety (ENVI) adopted an own-initiative Motion for a Resolution on the Alcohol Strategy. This non-binding text calls the European Commission to renew its Alcohol Strategy. Although it does highlight the need to decrease youth exposure to alcohol advertising, especially regarding audiovisual media, a call to ban alcohol advertising targeting young people was rejected¹¹. The vote in Plenary is planned to take place on the week starting on April 27th.

Media Pluralism meeting

On March 31st, AER, together with representatives of newspapers and magazine publishers, met with representatives of the Centre for Media Pluralism and Media Freedom (CMPF)¹². Based on the Media Pluralism Monitor (MPM) of 2009 and its 166 indicators, the CMPF study team has run a test with 9 countries narrowing the scope to 34 indicators (focusing on news / current affairs). The MPM should remain an "early warning system" not a regulatory tool, to compare situations amongst EU countries and enable political decisions – maybe after 2nd level of investigation. The CMPF will start evaluating the situation of media across the remaining 19 EU countries in May 2015. AER recalled that radio evolves in a pluralistic landscape and is bound by very stringent rules at national level, entailing very different situations from one country to the other.

Internal News

AER greeted a **new Member** at the AER GA on February 24th: Confindustria Radio Televisioni¹³.

At that occasion, AER also launched a **new website**, still at the same address, but with brand new looks: www.aereurope.org – special thanks to the RadioCentre team for its help in creating the new website!

Past Events

On February 10th, AER spoke at the **RadioDNS GA**, to present the AER position on the Future of Radio and support RadioDNS.

On February 24th, AER held its **annual Conference** at the Representation of the Free State of Bavaria to the EU in Brussels. The AER Conference dealt this year with **radio in a converging world**. There was good attendance and incredible speakers (amongst which MEP Sabine Verheyen, European Commission Harald Trettenbrein and Nick Piggott, Chair of RadioDNS), in one of the best venues in Brussels. Have a look: <http://www.aereurope.org/aer-annual-conference-brussels-24022015-2/>

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

Brussels. At this occasion, Alfonso Ruiz de Assín was appointed AER Honorary President.

AER also attended **Radiodays Europe** on March 15th-17th, in Milan¹⁴. AER is happy to be a partner in this great event! The next Radiodays Europe edition will be set in Paris, on March 13th to 15th, 2016.

Future Events

The next **Future Media Lounge**¹⁵ will take place on **May 5th**, at the European Parliament in Brussels: “Innovations in digital media: why accessing content has never been easier”.

On **May 20th**, AER will be speaking at an event organised by **WorldDMB on digital radio in the car**, in Brussels, at the Auto-world¹⁶.

On **June 11th**, AER will hold its second **Executive Committee meeting** of the year, in Brussels.

On **October 9th**, AER will hold its third **Executive Committee meeting** of the year, in Vienna.

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/priorities/digital-single-market/index_en.htm

²<http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//NONSGML+COMPARL+PE-546.580+02+DOC+PDF+V0//EN&language=EN>

³<http://www.europarl.europa.eu/oeil/popups/ficheprocedure.do?reference=2014/2256%28INI%29&l=en>

⁴<http://www.aereurope.org/future-use-of-uhf-tv-broadcasting-band-the-lamy-report/>

⁵<http://www.widerspectrum.org/voicesacrossthespectrum/>

⁶<http://www.widerspectrum.org/vision/>

⁷<http://www.aereurope.org/audiovisual-media-services-directive-no-need-to-extend-the-scope-to-radio/>

⁸<http://www.rab.co.uk/research/whitepapers/>

⁹<http://www.aereurope.org/aer-position-on-advertising-2015/>

¹⁰<http://www.edaa.eu/edaa-news/>

¹¹More information available upon request. The amendments tables are available here:

<http://www.europarl.europa.eu/committees/en/envi/amendments.html?ufolderComCode=ENVI&ufolderLegId=8&ufolderId=02218&linkedDocument=true&urefProcYear=&urefProcNum=&urefProcCode=>

¹²<http://cmpf.eui.eu/Home.aspx>

¹³<http://www.confindustriaradiotv.it/>

¹⁴<http://www.radiodayseurope.com/>

¹⁵<http://www.futuremedialab.info/events/upcoming-events/future-media-lounge-2/future-media-lounge/>

¹⁶<https://www.worlddab.org/events/detail/387>