

39th EPRA Meeting – Budva - 5 June 2014

The Green Paper on Convergence

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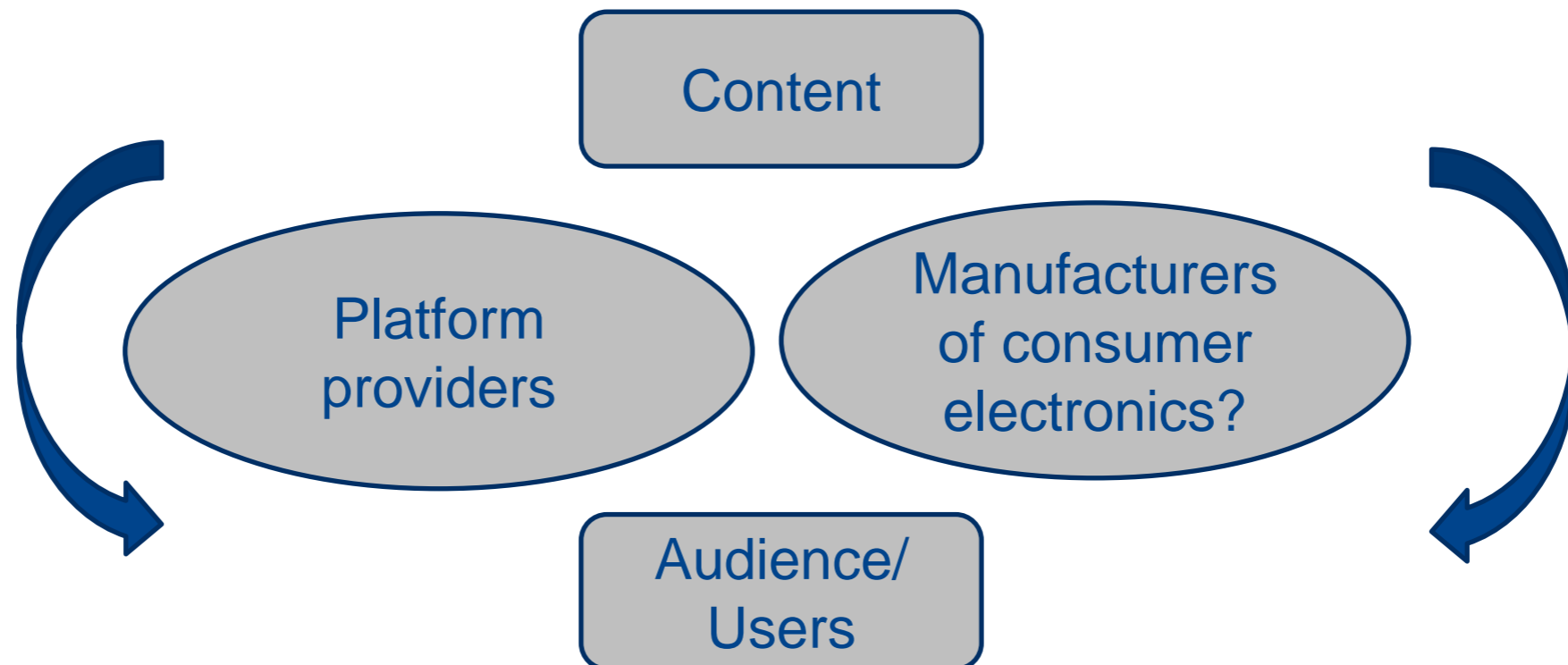
*President of the Media Authority Baden-Württemberg (LFK)
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Access and Findability

- Equal and non-discriminatory access and findability need to be ensured on all interfaces
 - ➔ guarantee of diversity and plurality of opinion
- Regulation of platforms needs to be comprehensive and technologically neutral

Access and Findability

- Platform providers and also manufacturers of terminal devices/ consumer electronics act as gatekeepers between content and the audience
- ➔ They should be included in the scope of regulation



Commercial Communication

- The current provisions of the AVMSD should be amended to embrace the effects of convergence
 ➔ Level playing field!
- Quantitative advertising regulations should be abandoned
- The principles of separation and identification however continue to be relevant even in the light of continued convergence

Protection of minors

- Coherent and common approach at European Level is needed
 - New ideas how to deal with international/ cross-border offers
- More technical applications/ systems to classify content
- AVMSD provides a framework, but cultural diversity should be respected
- Problematic content from outside the EU: providers should take their responsibility on basis of a regulated self-regulation, classifying problematic content by using technical applications respecting cultural diversity of MS

Basis for a future Regulation

- The criteria of linear vs. non-linear delivery appear to become increasingly inadequate
 ➔ more attention should be focused on the relevance of an offer for the formation of public opinion and its effects on society
- Linear services principally are presumed to be relevant for the formation of public opinion; non-linear services need special regulation
- Possibly: regulation based on incentives

Thank you for your attention!

