

DIGITALEUROPE



ITU Workshop on The Future of Television for Europe

Geneva, Switzerland, 7 June 2019

Call for a Single Market for audiovisual products and services

DIGITALEUROPE represents more than 35,000 businesses across Europe

We are the voice of the digitalising industries



Vision - A European Union that nurtures and supports digital technology industries, and that prospers from the jobs we provide, the innovation and economic benefits we deliver and the societal challenges we address.



Mission - To foster, on behalf of our members, a business, policy and regulatory environment in Europe that best realizes our vision. We will achieve this by working as positive partners with a wide range of stakeholders.



WE CALL FOR A STRONGER DIGITAL EUROPE



- D**igital Single Market
- I**nclusion
- G**reen growth
- I**nnovation
- T**rust
- A**gile & mission-based policy
- L**eadership

Build a strong EU by strengthening the Single Market without regulatory fragmentation

- ▶▶ DIGITALEUROPE calls upon European stakeholders and institutions to actively strengthen the attractiveness of the Single Market and to counteract protectionist tendencies globally.
- ▶▶ The European Union needs to simplify market access procedures and improve market surveillance to ensure high-levels of compliance and a safe marketplace for products and services for consumers and business alike.
- ▶▶ Where services are still fragmented, more harmonisation efforts will be needed to complete the Single Market project.

Achieve a real single market for audiovisual products and services

- ▶▶ Product interoperability in the EU is becoming very convoluted not only due to complexity added with every legislative revision for product compliance (for example legislation on Radio Equipment, Energy Labelling, Ecodesign, etc.), but also due to the fact that several pieces of legislation give more freedom to Member States to adapt the core legislation. This is currently the case with the Audiovisual Media Services Directive (AVMSD) and the European Electronic Communications Code (EECC).
- ▶▶ The risk is that this may result in 27 different flavours of the same rules. The different pace for introduction of technical norm (for example DVB-T, DVB-T2, MPEG4, HEVC, etc.) in the various Member States is already challenging for the industry.
- ▶▶ Product interoperability is historically more the result cooperation between services and products than ex ante regulation.

Achieve a real single market for audiovisual products and services

To achieve a real single market, we call on European stakeholders and institutions to ensure that:

- ▶▶ the implementation of new directives at the Member State level has no “hidden” technical impact on products and/or services. This should be done in close cooperation and mutual trust. This is key for Europe’s competitiveness.
- ▶▶ the sum of the various directives targeting directly or indirectly the same product or service are not contradictory or adding disproportionate burden.

To know more

▶▶ **A STRONGER DIGITAL EUROPE – our call to action towards 2025**

- <https://www.digitaleurope.org/policies/strongerdigitaleurope/>

▶▶ **DIGITALEUROPE statement on HbbTV Mandate**

- <https://www.digitaleurope.org/resources/digitaleurope-statement-on-hbbtv-mandate/>

▶▶ **DIGITALEUROPE Policy Statement on Connected TV (revision in progress)**

- <https://www.digitaleurope.org/resources/digitaleurope-policy-statement-on-connected-tv/>

▶▶ **Regulatory framework for SDL in UHF band**

- <https://www.digitaleurope.org/resources/Regulatory-framework-for-SDL-in-UHF-band/>

**Thank you for
your time!**

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