



What's the future?

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**6th FG on Vehicular Multimedia Meeting ITU
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Recent Milestones

- **Europe on the Move: Commission completes its agenda for safe, clean and connected mobility (3rd Package 17 May 2018)**
- **Dedicated communication on Connected and Automated Mobility**
- **Puts in place one single EU wide platform grouping all relevant public and private stakeholders – 6 working groups running**
- **(25 June 2019)**
- **Rejection of C-ITS Delegated act by EU Council, July 2019**
- **According to 5G Action Plan:**
Commercial launch of 5G services in at least one major city in all MS by 2020
Uninterrupted 5G coverage in all urban areas and along main transport paths by 2025

— Testing and pre-deployment

— Indicative 5G corridors for CEF funding



Smart Mobility

- **5G for automotive**
- **5G for rail**
- **5G for drones**
- **Automated ships**
- **Flying cars**
- **Multimodal transportation**
- **Mobility as a Service**

The audiovisual media are subject to the rules of the single European market.



Audiovisual Media Services Directive

- *The EU's Audiovisual Media Services Directive (AVMSD) governs EU-wide coordination of national legislation on all audiovisual media, both traditional TV broadcasts and on-demand services.*
- *The latest review of AVMSD has been completed in November 2018. The Council adopted the revised directive on Audiovisual Media Services. This was the final step in the legislative process.*
- *Member states will have 21 months to transpose it into national legislation.*

Goals of EU coordination

- *providing rules to shape technological developments*
- *creating a level playing field for emerging audiovisual media*
- *preserving cultural diversity*
- *protecting children and consumers*
- *safeguarding media pluralism*
- *combating racial and religious hatred*
- *guaranteeing the independence of national media regulators.*

Areas of EU coordination

- *General principles*
- *Incitement to hatred*
- *Accessibility for people with disabilities*
- *Principles of Jurisdiction*
- *Major Events*
- *Promotion and distribution of European works*
- *Commercial communications*
- *Protection of minors*

Directive (EU) 2018/1808

18 November 2018

- **New rules for a new reality**
- **A better balance for the rules on TV, Video on demand and Video sharing Platforms:**
 - *Re-affirming the **Country of Origin** (COO) as the cornerstone of the Directive*
 - *Better **protecting the public** against harmful content, esp. online (while ensuring flexibility e.g. advertising rules)*
 - *Ensuring the **promotion of European works***
 - *Reinforcing the role of independent audiovisual regulators and **ERGA** (European Regulators Group for Audiovisual Media Services)*

The new Directive confirms and facilitates the country of origin principle in the following ways:

- *Transparency on jurisdiction*
- *Uniform procedures for linear and non-linear services*
- *Additional grounds for **derogation***
- *Modernisation and clarification of the procedures*
- *New **urgency** procedure*

What is Creative Europe MEDIA?

- **Support to the EU film and audiovisual industries financially in the development, distribution and promotion of their work.**
- **Helps to launch projects with a European dimension and nurtures new technologies.**
- **Enables European films and audiovisual works including feature films, television drama, documentaries and new media to find markets beyond national and European borders.**
- **Funds training and film development schemes.**
- **€2.5 billion over the past 27 years for European content, creativity and cultural diversity.**
- **Numerous awards for MEDIA supported films, for example 43 films supported by MEDIA have won top prizes at the Cannes Film Festival.**

Opportunities and Challenges in smart mobility

- **Moving from vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) communication to vehicle-to-cloud (V2C) communication, vehicles are becoming major Internet of Things (IoT) players**
- **Customer tailored applications**
- **Ensuring continuity of services**
- **Respecting e-privacy and GDPR (General Data Protection Regulation)**
- **Advanced human-machine friendly interfaces**
- **Solving Interferences issues**
- **Avoiding and tackling cyber-security threats**

Thank you for your attention

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