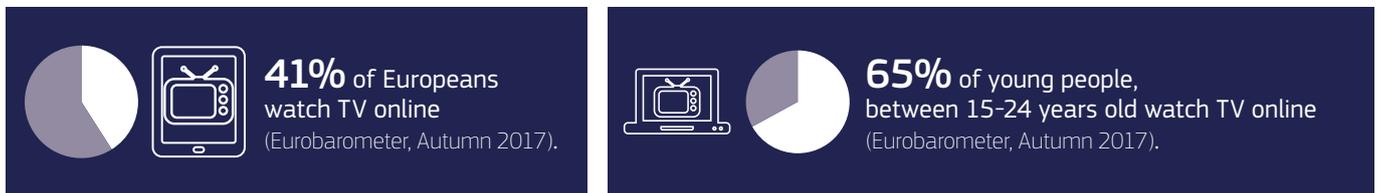


#DSM

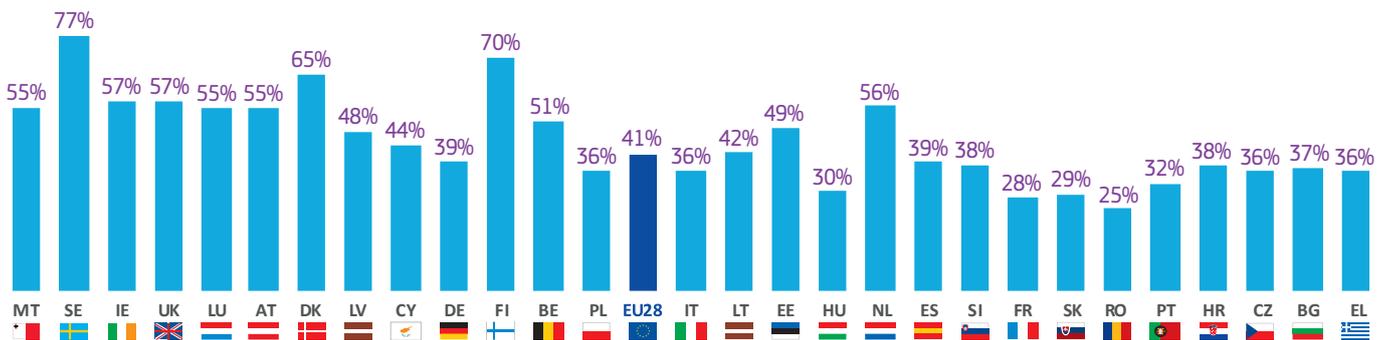
Digital Single Market

IMPROVING ACCESS TO AUDIO-VISUAL PROGRAMMES ACROSS THE EUROPEAN UNION: FACTS AND FIGURES

EUROPEANS INCREASINGLY WATCH TV ONLINE



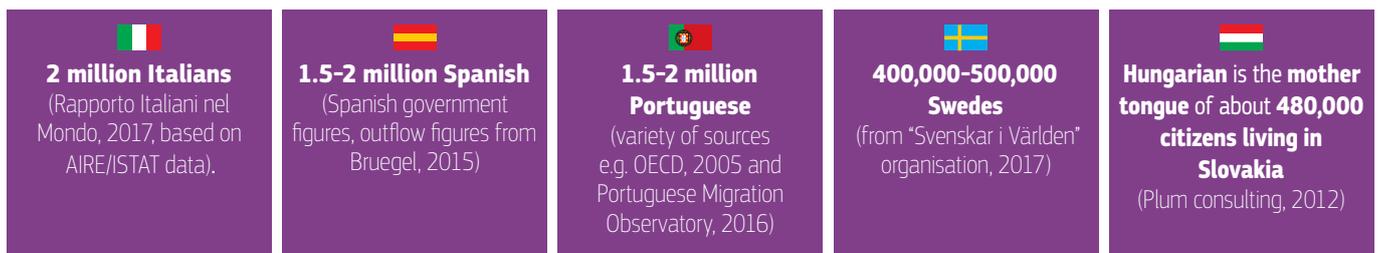
PEOPLE WHO WATCH TELEVISION VIA THE INTERNET



PEOPLE ARE INTERESTED IN CROSS-BORDER ACCESS

20 million people who live in the EU were born in a different EU Member State from the one they are resident in now. This figure has been increasing over the past years (Eurostat 2016).

Some examples:



NEW OPPORTUNITIES FOR BROADCASTERS TO MAKE THEIR PROGRAMMES AVAILABLE ONLINE ACROSS BORDERS

The application of the country of origin principle will facilitate the clearance of rights for certain programmes. Thanks to this mechanism, broadcasters will be able to make radio programmes and, for TV, news and current affairs programmes as well as their fully financed own productions, available online (on their live or replay services) in all EU countries.



112 “news only” TV channels are available and established in Europe.¹



News and current affairs programmes represent about 26% of public broadcasters' programmes.²



Public broadcasters are committed to **promoting European culture**, and we need to help them in freeing up content.



Importantly, the **choice of whether to make content available will remain with the broadcaster.**



The legislation says explicitly that the **audience reached needs to be taken into account when negotiating rights.** Therefore, the freeing up of such content is **positive for the creative sector.**

NEW EU RULES SIMPLIFY LICENSING REGIME FOR RETRANSMISSION OPERATORS, REGARDLESS OF THE TECHNOLOGY USED

With the new rules agreed by the EU institutions on 13 December, retransmission operators will be able to obtain the necessary licenses for the TV and radio channels they retransmit in a less burdensome way thanks to the application of mandatory collective management. This simplified licensing regime – which was limited so far to cable retransmission services – will benefit retransmission services provided on IPTV, digital terrestrial, satellite, mobile networks and online, in a managed environment.

NEW EU RULES FOR TV AND RADIO PROGRAMMES TRANSMITTED THROUGH DIRECT INJECTION

The new rules will make sure that right holders are adequately remunerated where their works are used in programmes transmitted through direct injection, a process increasingly used by broadcasters to transmit their programmes to the public, and will provide legal certainty to broadcasters and distributors involved in the process.

¹ Source: EAO; <https://rm.coe.int/tv-news-channels-in-europe-offer-establishment-and-ownership/16808e2a12>

² source: EBU/Media Intelligence Service, 2014- mentioned in the Impact assessment on the modernisation of EU copyright rules

