



News Release

Cable Europe welcomes proposals set out in review of AVMS Directive

(Brussels, 25 May 2016): Cable Europe today welcomed a proposal published by the European Commission to amend the Audiovisual Media Services Directive.

The proposal, which forms a part of the Digital Single Market Strategy, reflects the changing nature of audiovisual services, of market players, technology and consumer behaviour.

Having urged the Commission to consider an increasingly co-regulatory and self-regulatory approach in their [position paper of February 2016](#), Cable Europe particularly supports the Commission's proposals in the areas of:

- The safeguarding of the Country of Origin principle;
- Encouragement for platforms to invest in viewer protection technologies, through co- and self-regulatory regimes;
- Increased flexibility in the rules governing advertisements, product placement and sponsorship.

Caroline van Weede, Managing Director of Cable Europe, said: "Cable Europe's members are at the forefront of developing and delivering converged audiovisual services. If industry is to continue to realise the ever-growing possibilities of technological advancement, regulation and policy must allow a competitive, market-driven approach to prevail.

We support the European Commission in the broadly deregulatory, de-minimis approach taken for a large part of the provisions which will ensure that old and new players can be subject to a similar regulatory environment. It's imperative in such a fast-changing and frequently disrupted environment that innovation and investment are encouraged. However, we call upon the Institutions to move away from prescriptive, quota driven approaches and focus instead on incentivising the audiovisual industry, which ultimately reaps rewards for the Digital Society as a whole".

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About Cable Europe

Cable Europe is the trade association that connects leading broadband cable TV operators and their national trade associations throughout the European Union. The regulatory and public policy activities of Cable Europe aim to promote and defend the industry's policies and business interests at European and international level. The European cable industry provides high speed broadband internet, TV services, and telephony into the home of 64.5 million customers the European Union.
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