



# News Release

## Cable industry warns of “barriers to innovation” following Audiovisual Media Services Directive vote

(Brussels 25 April 2017) Cable Europe is today voicing concerns about the ability of consumers to benefit from advances in technology, citing potential legislative barriers as the cause. Comments follow a vote on amendments to the Audiovisual Media Services Directive in the European Parliament’s CULT Committee.

Cable Europe highlights the detrimental effect of proposals on “prominence of content of general interest on user interfaces”. With the emergence of new distribution channels and the proliferation of audiovisual content, this requirement is a retrogressive step which will artificially dictate prominence of certain broadcasters’ content and erode media pluralism.

The trade association also voices concerns over proposed restrictions which would limit an operator’s ability to enhance the viewer experience with search and recommendation tools. Amendments on “overlying” or scaling programmes will strip away a layer of enhanced services and responsive viewing which will be to the detriment of the viewer.

Says Matthias Kurth, Executive Chairman of Cable Europe: “We should not be witnessing a Parliament voting through proposals which take us back to a time of limited, traditional broadcasting. Our citizens deserve to benefit from the abundance of content and the exciting new technologies available – we will continue to work on their behalf to counter protectionist and retrogressive measures. We believe in the freedom of choice for all consumers and their ability to decide on their own what’s best for them.”

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### **For more information please contact:**

Virginia Lee  
Director of Communications  
Cable Europe  
[virginia.lee@cable-europe.eu](mailto:virginia.lee@cable-europe.eu)  
+32 2 556 21 02

### **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 63.7 million customers the European Union. [www.cable-europe.eu](http://www.cable-europe.eu)



Cable Europe

European Cable Communications Association

Avenue des Arts, 41 • 1040 Brussels, Belgium • T: +32 2 521 17 63 • F: +32 2 521 79 76 • E: [info@cable-europe.eu](mailto:info@cable-europe.eu) • [www.cable-europe.eu](http://www.cable-europe.eu)