



Questions relating to the open tender procedure concerning

STUDY ON THE IMPLEMENTATION OF THE PROVISIONS OF THE AUDIOVISUAL MEDIA SERVICES DIRECTIVE CONCERNING THE PROMOTION OF EUROPEAN WORKS IN AUDIOVISUAL MEDIA SERVICES SMART 2010/0002

Deadline to submit the offers: 15.09.2010

(Questions and answers are presented in original linguistic version)

Questions

- (1) **What type of analysis of “business models” is expected under item 2.2.2 of the Tender Specifications and how this section differs from the overall description and analysis of the production industry asked for earlier in the section?**

European Commission’s answer:

The analysis of "business models" constitutes a part of the overall description and analysis of the market for audiovisual works. Building on the findings of the Study "on the application of measures concerning the promotion of the distribution and production of European works in audiovisual media services"¹ referred to under point 1. of the Technical Description, the present study should provide a systematic survey of the business models existing both at the level of media service providers (broadcasters and on-demand service providers) and producers (independent ones and those linked to service providers).

¹ http://ec.europa.eu/avpolicy/docs/library/studies/art4_5/final_report.pdf