

Nordic PSB

1. Material and Territorial Competence

The Nordic Public Service Broadcasters are committed to play an important role in the development of the information society in their respective countries, and through cooperation within the European Broadcasting Union to expand and encourage cooperation across borders in the European area. The PSBs have always been at the centre of development and spread of audiovisual services in our societies and have often been leading in introducing new technology. Having a responsibility to deliver a broad and diversified service offer, on a universal basis, we may also play a key role in the fundamental technology shift from analogue to digital, by developing new services on new platforms.

That is why the seven Nordic Public Service Broadcasters¹ welcome the objective of achieving a coherent regulatory framework for all audiovisual services, combined with a graduated approach as suggested in the EU-Commissions Issues Papers on the subject:

- A basic tier of rules applying to all audiovisual content services, covering protection of minors and human dignity, identification of commercial communications and the right of reply.
- Linear audiovisual services subject to rules derived from those in the Television without Frontiers Directive.

The Nordic PSBs support the inclusion of radio broadcasting in the directive. From a cultural standpoint it would be unfortunate if parts of radio activities were to be regulated according to technical, consumer, trade or other directives. That is why it is important that regulation of radio is included in the same Directive as Television underlining cultural and democratic aspects. But there should be no quotas for radio. Regarding protection of minors and incitement to hatred we propose minimum regulation.

The Nordic PSBs are convinced that it is important to maintain an effective country of origin principle. This principle is at the core of the Directive. Thus there should be no need for any change of the existing rules and no codification of the case law of the European Court of Justice. At the same time we ask the Commission to follow the development in the commercial field where companies have the objective to reach the audience in one specific member state by broadcasting from another member state.

New Media

¹ Nordic PSB represents 7 public service broadcasters in 5 countries: DR (Denmark), Yleisradio (Finland), Ríkisútvarpið (Iceland), Norsk Rikskringkasting (Norway), Sveriges Radio (Sweden), Sveriges Television (Sweden) and Utbildningsradion (Educational radio and TV, Sweden)

Today the directive regulates "linear audiovisual services" (television). The commission proposes widening the scope and part of the directive to include "nonlinear audiovisual services" such as video on-demand or services on the internet. The audiovisual market is constantly changing, not least due to the technological developments. We are fully committed to play a role in this market, underlining the importance we attach to deliver our content to a wide audience, diversify our service and to deliver it on several platforms according to the needs of the public and in accordance with our public service remit. The Nordic PSBs support the definitions of non-linear and linear audiovisual services. The Nordic PSBs also support the definition of "audiovisual content services" excluding all forms of non-commercial and private communication and excluding all forms of individual communication.

Following these remarks regarding the scope of the directive, The Nordic PSBs would like to submit comments on some specific issues with regard to the review of the directive.

We appreciate your consideration of our views and for further information please contact our representation in Brussels.

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