

Fastweb response to the DG INFSO consultation on “Television without Frontiers”
Directive review process

3- Cultural Diversity and Promotion of European and Independent Audiovisual Production

Fastweb is quite sensitive to this aspect, as the company regularly transmits English, Italian, French, German, Spanish national broadcasters in the Italian national market.

This offer allows Italian residents to have the opportunity to make comparison and better understand other European countries.

The access to national broadcasters channels is the best way to promote the cultural diversity, as well as to define a common European identity; for this reason the revision and inclusion of “must carry” provision, laid down in the article 31 of Directive 2002/20/EC, is a key element for the cultural development of the European citizens.

In this framework the national broadcasters channels, freely received by home citizens, will be as well freely available for retransmission to others European citizens

According to this position, Fastweb shares the view that European audiovisual policy should support and promote European and Independent Audiovisual Production. However, in Fastweb’s opinion, the introduction of quantitative obligations for providers of non-linear services, far from serving this aim, would produce adverse shortcomings: non-linear services are still at a relatively early stage of development and should not be subject to excessive obligations which might hinder further developments. In order for these services to strengthen their position vis-à-vis traditional broadcasting services, and to give investors in new services the right incentives to invest, operators should be able to pursue their commercial strategies without regulatory burdens of this kind.



Furthermore, Fastweb believes that the consolidation of non-linear service providers on the market would contribute to the promotion of European and Independent Audiovisual Production: indeed, it would make new distribution channels available and lead to the diversification of the offer of audiovisual content.

The absence of quantitative obligations related to the promotion of European productions, thus, would lead in the medium-term to better results than the extension of the said obligations to non-linear services, which would risk – on the contrary – to hold back their development. For these reasons, Fastweb opposes that the quantitative obligations under Articles 4, 5 and 6 of the TVWF Directive be extended to non-linear environment.