

## Objective:

The TWF Directive subjects television advertising, sponsorship and teleshopping to minimum coordination rules. Compliance with these rules, which are intended to safeguard certain basic general interest objectives, enables programmes to be freely broadcast and retransmitted throughout the European Union. These rules have to take into account both technological progress and the evolution of the media market in Europe.

## Comments of the European Federation of Journalists:

- Concerning common rules, the European Federation of Journalists welcomes and agrees with Issue 1 (definition of commercial communications), Issue 2 (protection of human dignity and minors), Issue 3 (public health considerations), Issue 5 (identification of sponsoring) and Issue 6 (application of the rules).
- However the EFJ expresses its concern over and its opposition to several proposals:
  - o Issue 4 of the common rules, and in particular the recourse to product placement,
  - o Quantitative rules, in particular the abolition of daily limits for advertising (Issue 1), the abolition of limits for teleshopping (Issue 2) and the insertion of advertising during programmes (Issue 3).

## Motivation:

Product placement in cinema is a controversial but acceptable mean of generating revenue for a film's budget. However a consequence of product placement is that programmes outside a credible time frame when the brands did not exist do not funds from this source. In reality it is a form of censorship by commerce to go for contemporary rather than historical themes, and for popular programmes rather than for specialized themes. Moreover, developing product placement in the audiovisual sector would create a pressure on print media, which would see their income decrease.

The relaxing of rules of daily limits for commercial communication, together with the relaxing of the rules of insertion, will lead to further commercialisation of European broadcasting. This means that commercial pressure will have an impact on both the content and on the profession, for example by decreasing editorial budgets and increasing use of freelance journalism. The EFJ has been monitoring over the past years that there is less investment in professional training, less investigative journalism and a reduction in scope of editorial coverage, particularly foreign affairs; and there is pressure to integrate advertising and commercial objectives into editorial work.