



## **RNA – Radio Nazionali Associate**

### **Observations to the issue paper on Commercial Communications addressed to the Directorate – General Information Society and Media of the European Commission**

#### **Introduction**

The Association of National Radio Broadcasters (RNA-Radio Nazionali Associate) was founded in 1986 with the aim to promote and sustain the development of private radio broadcasting and especially the national private radio broadcasters. Since its foundation the major Italian private radio companies have joined the Association, because for them RNA represents the best way to safeguard their commercial interests in the Italian radio broadcasting landscape.

Nowadays RNA is certainly the most representative national association, thanks to the reputation of its associates, who belong to the major Italian media groups (RCS Media Group, L'Espresso, Il Sole 24 Ore, Mondadori), to independent publishers and to religious and political bodies.

RNA – Radio Nazionali Associate represents ten private national radio broadcasters licensed for nationwide radio service.

The over ten-year long activity of RNA has been oriented towards the complete expression of the enormous potentiality of Italian private broadcasting: quality of the programs, audience share, reliability of the medium, political significance of the broadcasting community and development of the new digital technologies for terrestrial and satellite radio broadcasting.

#### **General remarks**

The revision of the Television Without Frontiers (TWF) Directive that the Commission is presently considering in order to take account of current technological developments is an important step towards a coherent media landscape in Europe and is of strategic importance for all actors.

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The information society and the convergence of the media are a reality which must not be underestimated and which needs clear rules. Rapidly evolving technologies and media consumption habits must not be hampered by a lagging and partial legislative framework, neither national or at European level.

In this context RNA is aware of the importance of both the existing TWF directive and the need for a revision of its scopes.

Radio broadcasting is one of Europe's favourite media, with significant audiences in all Member States, high listening times and a continuing growth, which has made radio an important part of Europe's audiovisual industry.

Also, radio broadcasting is one of the most trusted media in Europe and has the capability to satisfy the information needs of local, regional, national and international communities.

Until today radio has not been included in the scopes of the TWF directive, although a possible inclusion has been discussed in a number of occasions.

RNA believes that, in consideration of the changing and the technological evolution of the media landscape the inclusion of radio broadcasting in the scopes of the TWF directive should be discussed. This means, however, that all steps need to be taken in order to prevent damage to an extremely fragile system, which has not neither the political nor the economical power of competing media like television and telecommunication companies.

In this context the issue paper on Commercial Communications acquires a fundamental importance.

Although the classic media as print, radio and TV will continue to exist in the way we know them today for years to come, new distribution technologies will emerge. These technologies, carrying similar and/or converging services, must be regulated in the same way as the existing media are regulated, in order to avoid any possible imbalance and in order to guarantee to Europe's citizen correct services.

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In consideration of the technological evolution of the media landscape from a radio broadcasting point of view (Internet radio, satellite radio, transborder broadcasting, non-linear services like podcasting) RNA is in favour of the extension of some parts of the TWF directive to the radio broadcasting sector, but desires to underline the need for a serious debate on these issues, which will allow to understand all the effects of a possible application, even if on partial, to the radio broadcasting sector.

For more information on **RNA – Radio Nazionali Associate** please log on to [www.rna.it](http://www.rna.it) or send an email to [info@rna.it](mailto:info@rna.it).