



**Extracts from the press conference by Neelie Kroes on the EC's adoption of its Green Paper 'Preparing for a Fully Converged Audiovisual World: Growth, Creation and Values'**

Type: [Summary of press conference](#) Référence: [I077715](#) Durée: [02:15](#) Lieu: [Brussels - EC/Berlaymont](#)

On 24 April 2013, Neelie Kroes, Vice-President of the EC in charge of the Digital Agenda, held a press conference to present the Green Paper adopted by the EC on 'Preparing for a Fully Converged Audiovisual World: Growth, Creation and Values'. It invites stakeholders and the wider public to share their views on what the convergence of technology and content could mean for Europe's economic growth and innovation, cultural diversity, and consumers (especially those that may need protection, such as children).



HEURE	DESCRIPTION	DUREE
00:00:00	Title	00:00:05
00:00:05	Exterior view of the EC Berlaymont building	00:00:05
00:00:10	General view - arrival of Neelie Kroes, Vice-President of the EC in charge of the Digital Agenda	00:00:04
00:00:14	SOUNDBITE by Neelie Kroes (in ENGLISH) saying that the EC is launching that essential debate with a Green Paper and consultation on Audiovisual Convergence; once we had a small handful of TV channels, not that long ago, people had limited choice about what to watch and none at all about when to watch it; but the audiovisual world is changing; these days you can download your favourite show to your mobile and watch it on the train or wherever, or watch online from the TV in your living room, or see what your online friends think of a show before or while you are watching.	00:00:47
00:01:02	Cutaway of journalists	00:00:05
00:01:06	SOUNDBITE by Neelie Kroes (in ENGLISH) saying that connected TV could be the next big thing; but there are issues; sectors like broadcasting and the Internet are converging; yet, some of those players are subject to certain regulations and protections, while others are not; how to ensure fair competition?, that is a very important question; when watching TV, viewers have certain expectations. like that their children won't be shown	00:00:35

	expectations, and that their children were to be shown inappropriate programmes.	
00:01:42	Cutaway of a photographer	00:00:04
00:01:46	SOUNDBITE by Neelie Kroes (in ENGLISH) asking: How do we ensure you can watch anytime, anywhere within our single market? As value chains change, how will content be financed? And how will we protect values like media freedom and pluralism? And finally, our audiovisual trade deficit with the US?	00:00:25
00:02:11	General view of press conference	00:00:05

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