



8.5.2009

The European Commission

REVIEW OF THE COMMISSION'S 2001 BROADCASTING COMMUNICATION

Confederation of Finnish Industries EK is pleased with the opportunity to submit its contribution to the consultation of the review of the Commission's 2001 Broadcasting Communication.

The Confederation supports the most changes proposed to the communication to strengthen internal market functioning in the media sector. The fast development of the media markets has led to a situation than prevailing communication in not an adequate instrument to ensure objective competitive environment for private media operators with relation to state subsidised public service broadcasters.

Growing variety and volume of new types of broadcasting services and audiovisual services, new service formats, new distribution platforms and channels has led in many cases to situations, where the border between public service broadcasting services and other audiovisual services has become unclear and market distortions have taken place.

The scope and the definitions of the acceptable state aid in the communication should therefore be formulated clearly and precisely. The state aid could be allowed only in the situations where there is a verifiable public interest to subsidise public service broadcasting services in the sense of the Amsterdam Protocol. The term *audiovisual services* should therefore be changed to the term *public service broadcasting services* in the most paragraphs of the draft.

Before publicly subsidised broadcasters launch new public service broadcasting services (not significant new audiovisual services, see the point 84), there should be made an independent assessment of the possible distortion in the competition (points 88 and 89). The assessment should be performed for all new broadcasting services, not only for significant ones.

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Yours sincerely

Confederation of Finnish Industries EK

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Confederation of Finnish Industries EK represents all sectors of business and all sizes of companies.

- 35 member associations
- Approximately 16,000 member companies, of which more than 95 % are SMEs
- Member companies produce over 70 per cent of Finland's GDP and over 95 per cent of Finland's exports
- member companies employ approximately 950,000 employees