

European Commission

Media Task Force

INVENTORY OF MEASURES AFFECTING THE MEDIA

November 2011

Categories of policies:

1) [Audiovisual and media policies](#), 2) [Electronic Communications policy](#), 3) [Digital agenda](#) 4) [Research](#), 5) [Other policy files with potential media impact](#), 6) [Reference](#)

The inventory only covers Commission files i.e not own initiative measures in other institutions.

Sectors – sub sectors affected: Audiovisual – TV, film/cinema; TV & radio broadcasting; Publishing – Printed & on-line press, Printed & on-line periodicals, Books, Directories, Learned journals, Music

Commission Services (DGs):

If you know which service handles the policy initiative that interests you, click on it to go straight to the relevant section of the inventory. NB not all DGs are listed currently, given that some do not have initiatives that are relevant.

Competition DG	COMP	Internal Market DG	MARKT
Education and Culture DG	EAC	Justice DG	JUST
Information Society and Media DG	INFSO	Communication DG	COMM
Employment, Social Affairs - Equal Opportunities	EMPL	Research DG	RTD
Enterprise DG	ENTR	Secretariat-General	SG
Environment DG	ENV	Energy	ENERGY
Home affairs DG	HOME	Taxation and Customs Union DG	TAXUD
Health and Consumer Affairs DG	SANCO	Trade	TRADE

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Service	Measures	Status	Issues	Media sector affected
AUDIOVISUAL AND MEDIA POLICIES				
(1) AUDIOVISUAL AND MEDIA POLICIES				
INFSO	<p>Audiovisual Media Services Directive. (AVMSD) 2007/65/EC</p> <p>(Review of Television without Frontiers Directive) Directive 2010/13/EU (codified version)</p> <p>Issue page</p>	<p>See Institutional process</p> <p>Deadline for transposition by Member States was 19 December 2009.</p> <p>National legislation implementing the AVMS Directive</p> <p>Press release on Implementation issues (03.2011)</p> <p>Press release 2 on Implementation issues (09.2011)</p> <p>First AVMSD Implementation report due in 2011.</p>	<p>Television advertising and sponsorship; Product placement; Right of reply; Media pluralism Jurisdiction Protection of minors</p>	<p>TV broadcasting and non-linear audiovisual media services (on-demand services).</p>
INFSO	<p>Communication on Legal Framework for Mobile TV Networks and Services: Best Practice for Authorisation - The EU Model, COM/2008/0845 final</p> <p>Issue page</p>	<p>Adopted in December 2008</p>	<p>"Best practice" licensing for mobile TV</p>	<p>Broadcasters and network operators</p>
INFSO	<p>Minors Protection</p> <p>Recommendation of the European Parliament and of the Council of 20 December 2006 on the protection of minors and human dignity and on the right of reply in relation to the competitiveness of the European audiovisual and on-line information services industry (2006/952/EC)</p> <p>Council Recommendation of 24 Sept 1998 on the development of the competitiveness of the European audiovisual and information services industry by promoting national</p>	<p>First recommendation adopted by the Council on 24.09.1998. second one adopted by EP and Council on 20-12-2006</p> <p>See Institutional process</p> <p>Implementation report adopted on 13.09.2011</p>	<p>Protection of minors/rights of reply</p>	<p>On-line service providers, ISPs, social networks, audiovisual media service providers, broadcasters; publishers (right of reply)</p> <p>top</p>

Service	Measures	Status	Issues	Media sector affected
	<p>frameworks aimed at achieving a comparable and effective level of protection of minors and human dignity</p> <p>(98/560/EC)</p> <p>Issue summary</p>			
INFSO	<p>Communication on the protection of consumers, and in particular minors, in respect of the use of video games</p> <p>COM/2008/207</p> <p>Issue page</p>	<p>See Institutional process</p> <p>Adopted by the Commission 22.04.08</p> <p>EP resolution – 12.03.2009</p>	Protection of minors	Video games publishing
INFSO	<p>State aid to Cinema</p> <p>Cinema Communication (COM/2001/0534 final), 2004 Follow-up Communication 2007 Prolongation Communication 2009 Communication on the extension of rules for State aid to film and audiovisual production</p> <p>Issue page</p>	<p>The communication has been extended and is set to expire on 31 December 2012</p> <p>On-going review to be completed by the end of 2012</p> <p>Public consultation till 30 September 2011</p>	State aids to cinema	Cinema
INFSO	<p>Recommendation of the European Parliament and of the Council on film heritage and the competitiveness of related industrial activities</p> <p>2005/865/CE</p> <p>Issue summary</p>	<p>See institutional process</p> <p>Adopted by EP and Council on 16-11-2005</p> <p>Second implementation report (July 2010). Third implementation report due by mid 2012</p> <p>Possible proposal for a Council recommendation on a Digital Agenda for European film heritage by end 2012</p>	Preservation of film heritage	Cinema
INFSO	<p>Media Pluralism</p> <p>Staff Working Paper Media pluralism in the Member States of the European Union</p>	<p>"Study on Indicators for media pluralism in the Member States — towards a risk-based approach"</p> <p>Final report published in September 2009.</p>	Monitor Media Pluralism in the European Media landscape.	All top

Service	Measures	Status	Issues	Media sector affected
	SEC(2007) 32 Issue page			
INFSO	Erasmus for Journalists Preparatory Action In support of <i>inter-alia</i> Media Pluralism the European Parliament proposed to create a pilot project on a mobility scheme that could exchange and enhance of training of journalists Issue page	Final report of the feasibility study was to be published in November 2011 The preparatory action is currently being redesigned.	Journalism and Media Pluralism	Journalists and newsmedia
INFSO	Committee on Freedom and Pluralism of the Media Issue page	The Committee held its first meeting in October 2011. The aim is to advise and provide recommendations for the respect, protection, support and promotion of media freedom and pluralism in Europe.	Media Freedom and Media Pluralism	All sectors

(2) ELECTRONIC COMMUNICATIONS POLICY

INFORMATION SOCIETY AND MEDIA DG

INFSO	Electronic Communications Package The new regulatory framework consists of two Directives: the Better Regulation Directive - modifying the former Framework, Authorisation and Access Directives - and the Citizens' Rights Directive replacing the previous Universal Service and Privacy Directives. In addition, there is the Regulation establishing the European Telecoms Body (BEREC). Issue page of DG INFSO with proposals adopted on 13.11.07 Issue page Communication on the review of the EU	Institutional processes for legislative proposals: Amended Framework Directive Amendments to universal service directive and e-privacy directive Proposal for a regulation establishing the European Ecomms. Market authority Entry into force of the whole telecoms reform package with its publication in the EU's Official Journal (18 December 2009); Establishment of the European Body of Telecoms Regulators BEREC (spring 2010); Transposition of the telecoms reform package into	Prices, Access to networks and associated facilities, must carry, etc citizens' rights relating to internet access	Radio and TV broadcasters, providers of eCommunications services, operators, directory publishers top
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Service	Measures	Status	Issues	Media sector affected
	<p>Regulatory Framework for electronic communications networks and services COM/2006/0334 final</p> <p>Proposal to amend the Directive on frequency bands 19.11.2008 New framework:</p> <p>Radio spectrum policy</p> <p>Text of new directives</p>	<p>national legislation in the 27 EU Member States (by June 2011). 8 Member States fully and 5 partly implemented it by 09.2011</p>		
INFSO	<p>Universal service Review Issue page</p>	<p>Periodic review the scope of universal service: communication reporting (also) on the results by the end 2011</p> <p>Annual reports and communications</p>	<p>Access to telcoms numbering databases and requirement to publish comprehensive directories</p>	<p>Directory and database publishers</p>
INFSO	<p>Mobile TV</p> <p>Communication on strengthening the market for mobile TV</p> <p>COM/2007/0409</p> <p>Issue page</p>	<p>Measures to support rapid roll-out of mobile services</p> <p>Reports and Communications</p> <p>Inclusion of DVB-H on list of standards to be encouraged by MS under Art 17 of Directive 2002/21/EC, undertaken through Commission Decision 2008/286/EC of 17 March 2008</p> <p>Guidelines on Mobile TV licensing</p>	<p>Interoperability, licensing and spectrum</p>	<p>Broadcasters, mobile operators</p>
INFSO	<p>Digital Switchover 2nd Communication on Digital Switchover COM (2005)204 Issue page National plans</p>	<p>Annual updates of MS switchover plans Implementation by the end 2012</p>	<p>Further policy orientations for termination of analogue broadcasting</p>	<p>Television & radio broadcasters</p>
INFSO	<p>Communication on Implementation of spectrum markets in Europe A market-based approach to spectrum</p>	<p>Commission adopted 14 09.2005 EP Opinion Council Conclusion</p>	<p>Treatment of terrestrial broadcasting in respect of secondary trading of radio</p>	<p>Terrestrial radio and television broadcasters</p>

Service	Measures	Status	Issues	Media sector affected
	management in the European Union COM/2005/0400 final */ Issue page: radio spectrum policy	(see Digital Dividend Communication below)	spectrum	top
INFSO	Communication on Reaping the full benefits of the digital dividend in Europe: a common approach to the use of the spectrum released by the digital switchover COM/2007/0700 final Issue page Roadmap for the coordination of the Digital Dividend Recommendation 2009/848/EC on 'Facilitating the release of the digital dividend in the European Union' Communication COM(2009) 586/2 on 'Transforming the digital dividend into social benefits and economic growth' Decisions, directives, recommendations	Council conclusions – 17.06. 2008. EP resolution - 24-09-2008 See Institutional Process Adoption on 28 October 2009	How much refarmed spectrum will be available for terrestrial broadcasters – and other users. Closure of analogue terrestrial services by 1 January 2012 Harmonised conditions of use for 790-862 MHz sub-band Policy orientations	Broadcasters
INFSO	Communication on Rapid access to spectrum for wireless electronic communications services through more flexibility COM(2007) 50 Issue page	Adopted 8 February 2007 Council Conclusion		Terrestrial radio and television broadcasters
INFSO	The EU's policy approach to the ITU World Radiocommunication Conference 2012 (WRC-12)	re-examination of the status and the role of the EU in the ITU is envisaged by 2014 The Commission has on 6 April 2011 adopted a	common EU policy objectives to be achieved at the World Radiocommunication	broadcasters

Service	Measures	Status	Issues	Media sector affected
	COM(2011) 180 Issue page	Communication proposing common policy objectives for the World Radio Communications Conference 2012	Conference in 2012	
3°DIGITAL AGENDA				
INFORMATION SOCIETY AND MEDIA DG				
INFSO	Digital Agenda for Europe Communication on a Digital Agenda for Europe COM/2010/0245 Website	Action Plan Institutional process 1st Digital Agenda Assembly (held in 06. 2011) Results and follow-up	The Digital Agenda is Europe's strategy for a flourishing digital economy by 2020. The most important issues for the media are copyright and trust .	All sectors
INFSO	Public sector Information - access and re-use Directive 2003/98/EC Communication on the review of Directive 2003/98/EC COM/2009/0212 final Issue page	Communication adopted in May 2009 Consultation on Green Paper on a Common Strategic Framework for future EU Research and Innovation Funding February 2011	Access to information	Database and directory publishers top
INFSO	Safer Internet Programme (2009 - 2013) Decision No 1351/2008/EC of the European Parliament and of the Council of 16 December 2008 establishing a multiannual Community programme on protecting children using the Internet and other communication technologies Issue page	Proposal adopted by the Commission on 27 February 2008 See institutional process Safer Internet programme Adopted on 09.12.2008 Call for proposals 2011 Publication of results in Q4 2011	Protection of minors	New media. On-line Publishers.

Service	Measures	Status	Issues	Media sector affected
INFSO	<p>Digital Libraries Initiative Communication i2010 : Digital libraries COM (2005) 465 Issue page</p> <p>Recommendation on the digitisation and online accessibility of cultural information and digital preservation adopted on 24 August 2006 addresses the digital preservation issue OJ L 236 31.08.06 p.28</p> <p>Digital Libraries High level expert group (2006-2009) Issue page</p> <p>"Comité des Sages" on Bringing Europe's Cultural Heritage On-line</p> <p>Issue page</p>	<p>Communication adopted by Commission on 30 September 2005 See institutional process</p> <p>Commission Recommendation - August 2006 See institutional process</p> <p>Advisory report on copyright issues published on 18/04/2007</p> <p>Council Conclusions on Europeana of 20.11.2008</p> <p>"Europeana", the Europe's Digital Library launched in December 2008</p> <p>Europeana : next steps Communication published on 28 August 2009 A public consultation on "Europeana next steps" was held in 2009, see the contributions</p> <p>The "Comité des Sages" presented its report "The new Renaissance" on 10 January 2011</p> <p>Overall report on Member States' progress in implementing the 2006 recommendation - March 2011 –</p> <p>Arrow project (Accessible Registries of Rights Information and Orphan Work) - funded by the EC within the eContentplus programme.</p> <p>Public consultation on scientific information in the digital age in summer 2011</p>	<p>Digitisation of European literary and audiovisual cultural heritage. Includes European Digital Library, following Google project on digital scanning of books.</p> <p>Digitisation of European literary and audiovisual cultural heritage. Includes European Digital Library. Copyright aspects</p>	<p>Publishers, Broadcasters</p>
INFSO	<p>Public sector Information - access and re-use Directive 2003/98/EC</p> <p>Communication on the review of Directive 2003/98/EC COM/2009/0212 final</p>	<p>Review of the PSI Directive Nov.2008 Results of the MS Consultation Dec.2008</p> <p>Communication adopted in May 2009</p> <p>Full report of the on-line public consultation on the PSI Directive.(March 2011)</p>	<p>Access to information</p>	<p>Database and directory publishers</p>

Service	Measures	Status	Issues	Media sector affected
	Issue page	Call for tender for Open Data portal in summer 2011		
(4) RESEARCH – INFORMATION SOCIETY TECHNOLOGIES				
INFORMATION SOCIETY AND MEDIA DG				
INFSO	Networked Media Systems	Research projects and accompanying measures.	Fostering deployment of DVB-H, Interactive TV, DRM systems, Audiovisual Content personalisation, Scalable Audiovisual Coding... Convergence of Broadcasting, voice and Internet access	Broadcasters, Content Publishers, Service providers, New Media... top
INFSO	Networked Electronic Media Technology Platform (NEM)	Accompanying measure, measure activities such as 4NEM and SALA+ I started in autumn 2007 New events NEM Summit 2011	Public-private partnership on R&D, regulatory and uptake of innovative Audiovisual services, games, digital cinema, P2P, personalised TV on demand and international relationships (in particular with South America).	Broadcasters, Content Publishers, Service providers, New Media...
INFSO	Audio-visual content search engine CHORUS+	CHORUS+ is a coordinated approach to the European projects, national and international initiatives, in the audio-visual search engine domain. Upcoming events		Broadcasters (and their archives)
INFSO	Communication A strategy for a Secure Information Society - "Dialogue, partnership and empowerment" COM/2006/0251 Communication Protecting Europe from large scale cyber-attacks and disruptions COM/2009/0149 final Issue page	Council resolution on 22.03.2007 Institutional process Council resolution 18-12-2009 Institutional process Institutional process	A strategy for a Secure Information Society - "Dialogue, partnership and empowerment"	Music, publishers and broadcasters online

Service	Measures	Status	Issues	Media sector affected
	<p>Communication on Critical Information Infrastructure Protection – "Achievements and next steps: towards global cyber-security" - COM(2011) 163</p> <p>Issue page</p>	European principles and guidelines for Internet resilience and stability (March 2011)		
(5) OTHER POLICY FILES WITH POTENTIAL MEDIA IMPACT				
COMPETITION DG				
COMP	<p>Review of the Communication on the application of State aid rules to public service broadcasting</p> <p>2009/C 257/01 Revised Communication adopted on 02 July 2009 Issue page</p>	<p>Communication adopted on 02 July 2009, following public consultation</p>	<p>Financing and control of public service broadcasters; public service remit in new media environment</p>	Broadcasting
COMP	<p>iTunes Case 39154</p> <p>Issue page</p>	<p>Antitrust: Settlement with Apple concerning music downloads on iTunes online stores</p> <p>See press release IP/08/22 of 09/01/2008 for outcome of the case.</p> <p>March 2008 closure of proceedings</p>	<p>Territorial restrictions on the sale of music downloads from on-line stores</p>	music, new media
EDUCATION AND CULTURE DG				
EAC	<p>MEDIA 2007 programme Presentation page</p>	<p>Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 Covers the period 2007-13 See Institutional process</p> <p>The MEDIA Production Guarantee Fund, established for a period of 4 years (2010-2013)</p>	<p>Promotion through projects supporting development of production, promotion, training and distribution</p>	<p>Audiovisual sector Cinema/TV production</p>

Service	Measures	Status	Issues	Media sector affected
		<p>Report and contributions on the results from the Public Consultation on the future of MEDIA after 2013</p> <p>"Creative Europe", a new framework programme for the cultural and creative sectors (CCS) for 2014-2020 will replace Culture, MEDIA and MEDIA Mundus programmes.</p> <p>Communication and Decision in 2012</p>		
EAC	<p>MEDIA Mundus</p> <p>Decision No 1041/2009/EC of the European Parliament and of the Council of 21 October 2009 establishing an audiovisual cooperation programme with professionals from third countries</p> <p>Issue page</p>	<p>The programme proposal was adopted by the Commission on 9 January 2009.</p> <p>The MEDIA Mundus programme will run from 2011-2013</p> <p>See Institutional process</p> <p>Call for proposals 2012</p> <p>Outcome of the Public consultation on MEDIA Mundus (2011)</p> <p>"Creative Europe", a new framework programme for the cultural and creative sectors (CCS) for 2014-2020 will replace Culture, MEDIA and MEDIA Mundus programmes.</p> <p>Communication and Decision in 2012</p>	<p>To increase consumer choice by bringing more culturally diverse products to European and international markets and to create new business opportunities for audiovisual professionals from Europe and around the globe.</p>	Cinema
EAC	<p>Media literacy</p> <p>Communication on "a European approach to media literacy in the digital environment"</p> <p>COM (2007) 833</p> <p>Adopted 20.12.07</p> <p>Media literacy</p> <p>Commission Recommendation – C(2009)6464 of 20.08.2009 on media literacy in the digital environment for a more competitive audiovisual and content industry and an inclusive knowledge</p>	<p>Study on criteria for the assessment of media literacy levels</p> <p>(Final report published in December 2009)</p> <p>Study on "Testing and refining criteria to assess media literacy levels in all Member States" (ongoing)</p> <p>In its conclusions (22 May 2008), the Council recognises the importance of Media Literacy</p> <p>See EP report on Media Literacy in a digital world.</p> <p>Recommendation published on 20.08.2009</p> <p>The first implementation report of AVMSD will include Media Literacy (forthcoming Q4 2011)</p>	<p>Increase citizens' Media Literacy</p> <p>The Commission recommends that all EU countries and the media industry need to increase people's awareness of the many forms of media messages they encounter be they advertisements, movies or</p>	<p>Audiovisual, on-line and print publishers</p> <p>top</p>

Service	Measures	Status	Issues	Media sector affected
	society Issue summary		online content.	
EAC	Programme 'Europe for Citizens 2007-13' to promote active European citizenship - Decision No 1904/2006/EC – OJ L 378/32 Issue page EACEA programme	Decision of European Parliament and Council - 12 December 2006 establishing the programme for the period 2007 to 2013 See institutional process communication on the continuation of the programme by December 2011; ex-post evaluation report by Dec 2015 Funding opportunities 2012	A new action plan to facilitate the active participation of citizens, following up on a legal base providing subsidies for European citizenship - possible contribution of newspapers	All media top
EAC	UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions Issue Page UNESCO	Entry into force on 18 March 2007 Accession by the EC on 18/12/2006	International tool for the preservation and promotion of cultural diversity.	Broadcasters
EAC	Communication on opportunities and challenges for European cinema in the Digital era COM(2010)487 Issue page	Public Consultation on Opportunities and Challenges for European Cinema in the Digital Era Communication adopted in 2010 COM(2010)487 Summary result of the public consultation Recommendation due in 2011	Competitiveness and circulation of European works;	Audiovisual sector Cinema/TV production
EMPLOYMENT, SOCIAL AFFAIRS AND EQUAL OPPORTUNITIES DG				
EMPL	Proposal for a Directive of the European Parliament and of the Council Amending the Directive 2003/88/EC concerning certain aspects of "working time" Amended proposal 31.5.2005: COM(2005) 246 final Issue page	See Institutional process Proposal for revision Consultation with stakeholders Communication COM (2010) 801 Conciliation Comm: no agreement (29.04.2009) Procedure terminated	possible derogations for press, radio, television, cinematographic production	All media companies

Service	Measures	Status	Issues	Media sector affected
EMPL	<p>PROGRESS (2007-2013) EU's employment and social solidarity programme</p> <p>Non-discrimination & diversity</p> <p>Issue page</p>	<p>Study on media and diversity</p> <p>Inclusion in the study of a task on the representation of ethnic and racial diversity in the media Media4Diversity Final report (2009)</p> <p>Public consultation on a possible successor instrument Summary report (2011)</p>	<p>equal treatment and non-discrimination in the media</p>	All sectors
EMPL	<p>Sectoral Social Dialogue</p> <p>Issue page</p>	<p>Consultation: New Communication on Sectoral Social Dialogue</p> <p>EC Audiovisual Sectoral Social Dialogue Committee Joint Opinion on protecting creativity, innovation and jobs (Nov 2009)</p> <p>Events</p> <p>Industrial relations in Europe 2010 (report published March 2011)</p>	Sectoral Social dialogue	All sectors top
ENTERPRISE AND INDUSTRY DG				
ENTR	<p>SMEs</p> <p>Communication "The European Interest: Succeeding in the age of globalisation " COM/2007/0581 final, Leading to the preparation of a "Small Business Act" (adopted in June 2008)</p> <p>Issue page</p> <p>SME portal</p>	<p>Commission Communication (25.06.2008) "Think Small First – SBA" COM/2008/39</p> <p>Report of the expert group - Think Small First (March 2009)</p> <p>1st Report on the implementation of the SBA (December 2009)</p> <p>Review of the "Small Business Act" for Europe 2011 (COM(2011) 78 final)</p>	<p>'Think small first' principle The aim of SBA is to set principles and concrete measures to improve the framework conditions for European SMEs</p>	All sectors
ENTR	<p>CIP Competitiveness and Innovation framework Programme (2007-2013)</p>	<p>Entrepreneurship and Innovation - adopted on 08/03/07 ICT Policy Support Programme</p>	Programmes to support enterprises	All sectors

Service	Measures	Status	Issues	Media sector affected
	OJ L 310/15, 09.11.2006 issues page	Work programme 2011 Intelligent Energy-Europe Programme Work programme 2011		
ENTR	<p>Pharma package</p> <p>Community code relating to medicinal products for human use.</p> <p>Directive 2009/53/EC amending Directive 2001/82/EC and Directive 2001/83/EC as regards variations to the terms of marketing authorisations for medicinal products Issue page</p> <p>Proposal for a Directive amending, as regards information to the general public on medicinal products subject to medical prescription, Directive 2001/83/EC on the Community code relating to medicinal products for human use COM(2008) 663 final (2008/0256 (COD))</p> <p>Brief background information Impact assessment</p> <p>Issue page</p> <p>Proposal for a Regulation amending, as regards information to the general public on medicinal products for human use subject to medical prescription, Regulation (EC) No 726/2004 laying down Community procedures for the authorisation and supervision of medicinal products for human and veterinary use and establishing a European Medicines Agency</p>	<p>Adopted on 18-06-2009 See institutional process</p> <p>Outcome of the Public Consultation</p> <p>Institutional process Summary of the proposal</p> <p>Institutional process</p>	<p>The overall principle of the directive is to lay down clear rules on information provided by pharmaceutical companies on prescription-only medicines.</p> <p>It aims at better protecting patients by strengthening the EU system for the safety monitoring of medicines (pharmacovigilance). Once approved and placed on the market medicines are monitored throughout their lifespan to ensure that any product, which presents an unacceptable level of risk, can be rapidly withdrawn from the market. In fact the full safety profile of medicines can only be known once they have entered the market.</p> <p>It aims to provide for a clear framework for provision of information by marketing authorisation holders about their prescription-only medicines to the general public with a view to enhancing the rational use of these medicines, while ensuring</p>	<p>Press and magazines</p>

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CLIMA DG				
CLIMA	<p>Revision of Directive 1999/94/EC as amended by Directive 2003/73/EC of the European Parliament and of the Council of 13 December 1999 relating to the availability of consumer information on fuel economy and CO2 emissions in respect of the marketing of new passenger cars</p> <p>Info on new legislation</p>	<p>Preparatory work:</p> <ul style="list-style-type: none"> - Study on the effectiveness of the Directive 1999/94 EC by ADAC - Launch of consultation on 2 June, 2008; - Concept paper prior to the Stakeholders meeting on 5 June 2008 <p>-Stakeholder hearing on 5 June, 2008, at the Greenweek 2008 conference;</p> <p>A report on the public consultation and results of the public consultation was published</p> <p>As part of the renewed Community strategy on CO2 from cars, the Commission is planning to revise the Labelling Directive</p> <p>Stakeholder workshop on 29 Sept. 2011</p>	<p>The revision of the Directive should include a revision of the standardised information on CO2 emissions in various forms of car advertisements.</p>	<p>All sectors where car advertisements are published.</p>
HEALTH AND CONSUMER PROTECTION DG				
SANCO	<p>Directive on Unfair Commercial Practices.</p> <p>Directive 2005/29/EC</p> <p>Issue page</p>	<p>See institutional process</p> <p>Guidance on the Implementation/Application of Directive 2005/29/EC (Dec2009)</p> <p>Implementation report due end 2011</p>	<p>Advertising to children; responsibility of publishers for actions of advertisers</p>	<p>All sectors</p>
SANCO	<p>Directive of the European Parliament and of the Council on the harmonisation of the laws, regulations and administrative provisions of the Member States concerning credit for consumers</p> <p>Directive 2008/48/EC</p> <p>Issue page</p>	<p>Institutional process</p> <p>Adopted by EP and Council on 23.04.2008</p> <p>Transposition due by 12 May 2010</p> <p>Report of the study on economic impact of the Consumer Credit Directive (2009)</p>	<p>Low threshold might affect subscriptions and door-to-door sales</p> <p>Lays down mandatory content for advertisements on consumer credits.</p>	<p>Publishing</p>
SANCO	<p>EU Consumer Policy Strategy 2007-2013</p> <p>COM(2007) 99 final</p> <p>Issue Page</p>	<p>See Legislative process</p> <p>Adopted on 13.03.2007</p> <p>Evaluation report of the Consumer Policy Strategy</p>	<p>The original Commission proposal was a joint programme for health and consumers. Further to EP first reading and the Financial Perspective package, the Commission</p>	<p>All media</p>

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		and Programme of Community Action (March 2011)	modified its proposal and proposed separate consumer and health programmes.	
SANCO	Communication to develop the Common Frame of Reference for contract law COM(2004) 651 final Second Annual Progress Report on the Common Frame of Reference for contract law Issue page	Institutional process On-going initiative Currently being analysed in the context of the Review of the consumer acquis . See below	"Toolbox" of model rules, definitions and common fundamental principles to be used by the European legislator when revising existing and preparing new legislation in the area of contract law.	Print & on-line publishers TV (pay-TV) & radio broadcasters, Music
SANCO	Green paper on the Review of the Consumer Acquis COM(2006) 744 . Issue page	Adopted by the Commission on 8 February 2007. Resolution of the EP on 06.09.2007 See institutional process See follow-up Framework Directive on Consumer Contractual Rights below	Modernisation of existing consumer directives, The review evaluated to what extent the current directives, as a whole and individually, in practice met the Commission's consumer protection and internal market goals. That implied looking not only at the directives themselves but the way they are applied and the markets within which they operate.	Digital services
SANCO	proposal for a Directive on Consumer Rights COM(2008) 614 final - 2008/0196 (COD) Issue page	Adopted by the Commission on 08-10-2008 Discussions at Council on 03-12-2009 23-06-2011 Commission position on EP amendments on 1st reading Adopted by the Council on 10.10.2011 Institutional process (ongoing)	The Proposal ensures a high level of consumer protection and aims at establishing the real retail internal market, making it easier and less costly for traders to sell cross border and providing consumers with a larger choice and competitive prices. The Directive merges 4 existing EU consumer directives into one set of rules. It updates and modernises existing	

Service	Measures	Status	Issues	Media sector affected
			consumer rights, bringing them in line with technological change (e-commerce, online auctions) and strengthening provisions in the key areas.	
SANCO	Communication on Enforcement of the consumer acquis COM/2009/0330 final	Adopted in July 2009	The communication addresses ways in which enforcement can be strengthened to improve outcomes for consumers, in particular on cross-border issues.	All media sectors
SANCO	Proposal for a Framework Directive on Consumer Contractual Rights COM/2008/0614 final Part of Simplified Rolling Programme (Revision of Consumer acquis), Revision COMMISSION WORKING DOCUMENT Second progress report on the strategy for simplifying the regulatory environment COM(2008) 33 final 30.1.2008 Sale of consumer goods and guarantees (99/44/EC) Unfair contract terms (93/13/EC) Distance selling (97/7/EC) Doorstep selling (85/577/EC) Issue page Issue page 2	The Commission's key goals are to enhance consumer and business confidence in the internal market through a high common level of consumer protection, the elimination of internal market barriers and regulatory simplification. <i>Commission adoption on 08.10.2008</i> <i>Discussions at Council on 03-12-2009</i> 23-06-2011 Commission position on EP amendments on 1st reading See Institutional process	Advertising Improving the consistency and coherence of EU consumer law acquis is very much inspired by the Better Regulation agenda. The consumer acquis review project can be seen as an implementation of the 2003 Interinstitutional Agreement on better lawmaking, by which the Commission, the Council and the EP committed to "promote simplicity, clarity and consistency in the drafting of laws and the utmost transparency of the legislative process".	Digital services top
SANCO (HEALTH)	Regulation 1924/2006 on nutrition and health claims made on foods Regulation 1924/2006 Issue page	Signed by EP and Council on 20/12/2006; entered into force on 1 July 2007 See- Institutional process Implementation report due at the latest by 19 January 2013	Advertising to children; freedom of expression; role of voluntary self-regulation	All sectors top

Service	Measures	Status	Issues	Media sector affected
SANCO (HEALTH)	<p>WHITE PAPER</p> <p>A Strategy for Europe on Nutrition, Overweight and Obesity related health issues COM(2007) 279 final</p> <p>Issue page</p>	<p>White Paper adopted on 30 May 2007</p> <p>Implementation progress report of the Strategy for Europe on nutrition, overweight and obesity related health issues Dec 2010</p>	<p>Tackling the rise of obesity particularly among young people</p> <ul style="list-style-type: none"> - possible impact on advertising - role of voluntary self-regulation 	All media
SANCO (HEALTH)	<p>Communication on an EU strategy to support Member States in reducing alcohol related harm</p> <p>COM(2006) 625 final</p> <p>Issue page</p>	<p>See legislative process EP resolution 5.9.2007</p> <p>Meetings of the Alcohol - Open Forum</p> <p>First progress report for the EU Alcohol Strategy (September 2009).</p> <p>Council Conclusion Dec 2009</p>	Impact on alcohol advertising	All sectors
SANCO (HEALTH)	<p>White Paper on an EU Health Strategy</p> <p>COM/2007/0630 final</p> <p>Issue page</p>	<p>Non-legislative action/White Paper</p> <p>Adopted 23.10.2007</p>	<p>The Health strategy aims at:</p> <ul style="list-style-type: none"> - bringing together all health initiatives to improve security and promote health; - shaping a policy agenda on key health themes; - monitoring progress with targets and indicators; - implementing mechanism and Community instruments. 	<p>Advertising. Publishing, TV</p> <p>top</p>
SANCO (HEALTH)	<p>The Second Programme of Community Action in the Field of Health 2008-2013</p> <p>Decision 1350/2007/EC</p> <p>Issue page</p>	<p>In force from 1 January 2008</p> <p>See institutional process</p> <p>Funds projects inter alia <u>to promote health, including the reduction of health inequalities.</u> <u>Includes action on health determinants - such as nutrition, alcohol, tobacco and drug consumption, as well as social and environmental determinants</u></p>	Part of context for advertising issues	All sectors

Service	Measures	Status	Issues	Media sector affected
SANCO (HEALTH)	Directive 2003/33/EC of the European Parliament and of the Council on the approximation of the laws, regulations and administrative provisions of the Member States relating to the advertising and sponsorship of tobacco products Issue page Issue page2	Implementation report was adopted on 25.05.2008 No amendment of the Directive foreseen	Prohibits tobacco advertising	All media sectors
SANCO (HEALTH)	European Pact for mental health and well-being Issue page Issue page2	Conference held in June 2008 Implementation programmes Stakeholders documents (June 2011)	Reporting of suicide	Press
INTERNAL MARKET AND SERVICES DG				
MARKT	Directive of the European Parliament and of the Council on services in the internal market 2006/123/EC Issues page	Transposition before 28.12.2009 Reporting: - Member States mutual evaluation report (art 37) by 28 December 2009; Council document: State of Implementation of the Services Directive (10 Dec 2010) - Commission summary by 28 December 2010 - Commission report on art.16 (Freedom to provide services) by 28 December 2011 - Review of application report by 28 December 2011 See Institutional process	Facilitation of establishment and provision of services within the EU.	Media sectors Excluding audiovisual services, including cinematographic services, whatever their mode of production, distribution and transmission, and radio broadcasting;
MARKT	Directive of the European Parliament and of the Council on the legal protection of databases . 96/9/EC Issue page	See Institutional process First evaluation of Directive 96/9/EC on the legal protection of databases (2005)	Intellectual property	Directories sub-sector, news agencies

Service	Measures	Status	Issues	Media sector affected
		Report every three years		
MARKT	Directive 98/48/EC of the European Parliament and of the Council of 20 July 1998 amending Directive 98/34/EC laying down a procedure for the provision of information in the field of technical standards and regulations . (TRIS) Issue page	Institutional process Implementation reports COM(2000)429 COM(2003)200 Final report of study on Access to Standardisation (March 09)	Established a consultation procedure for new draft legislation relating to information services.	Online media top
MARKT	Communication on the application of the general principles of free movement of goods and services – Articles 28 and 49 EC – concerning the use of satellite dishes . COM/2001/0351 final Issue page	Institutional process	The Commission does not, for the moment, intend to initiate any specific legislation. Information will be exchanged with the affected parties (businesses, national and Community authorities) to provide a follow-up to the guidelines in this communication. If necessary, it will take any initiative required to eliminate or nip in the bud any obstacles to the proper functioning of the Single Market in this area.	Broadcasters
MARKT	European Observatory on Counterfeiting and Piracy (EOCP) See Press release Issue page	Launched on 2 April 2009 at the second High Level Conference on Counterfeiting and Piracy The Observatory is composed of members from both the private and public sectors. The day-to-day operation of the Observatory is run by the Commission services Study on rapid information exchange on counterfeiting and piracy Proposal for a regulation entrusting the OHIM with the tasks of the Observatory published on 24 May 2011.	Fight against fake goods or illegal downloading and other infringements of intellectual property rights	All sectors
MARKT	Directive 98/84/EC of the European Parliament and of the Council of 20 November 1998 on the legal protection of	Institutional process 2nd Report from the Commission on the application	Protect electronic pay-services against piracy by prohibiting all commercial manufacturing,	Pay-TV, radio and internet services

Service	Measures	Status	Issues	Media sector affected
	services based on, or consisting of, conditional access Issue page	of Council directive 98/84/EC The Expert Group on conditional access was established on 30 September 2008.	distribution and marketing activities related to pirate smart cards and other devices circumventing the access protection of pay-TV, radio and internet services	
MARKT	Directive 93/83/EEC of the Council on the co-ordination of certain rules concerning copyright and rights related to copyright applicable to satellite broadcasting and cable transmission (CABSAT). Issue page	Institutional process Report from the Commission on the application of Council directive 93/83/EEC COM (2002) 430	Remuneration for transfrontier transmission of audiovisual programmes	Broadcasters, radios, cable operators, music, etc...
MARKT	Copyright actions Green Paper on copyright in the knowledge economy (2008)Communication on Copyright in the Knowledge Economy (2009) Copyright management Issue page	Next steps Proposals (Key Action 1 Digital Agenda for Europe) - Directive on collective management - Directive on orphan works (proposal published on 24 May 2011) - Green Paper on online distribution of AV works (published on 13 July 2011) - Out-of-commerce works (stakeholder dialogue)	Intellectual property	All sectors.
MARKT	Directive 2006/115/EC of the European Parliament and of the Council of 12.12.2006 on the rental right and lending right and on certain rights related to copyright in the field of intellectual property (codified version) Issue page	Institutional process Repealed and replaced directives listed (see above)	Intellectual property rights	All media sectors
MARKT	Proposal for a review of the Directive on the Term of Protection of Copyright and Related Rights COM/2008/0464 final - COD 2008/0157 Issue page	Commission position on EP amendments on 1st reading: 23-04-2009 Press release 23-04-2009 Institutional process The EP endorsed the proposal of the Commission	Longer terms of protection for certain categories of artists	Broadcasters

Service	Measures	Status	Issues	Media sector affected
		<p>to extend term of copyright protection for performers and record producers from 50 to 70 years. EP invites the Commission to conduct a separate impact assessment on audiovisual performers and to come forward with appropriate proposals in the course of 2010.</p> <p>Adopted by Council on 12 September 2011</p>		
MARKT	<p>Directive on the enforcement of intellectual property rights 2004/48/EC</p> <p>Issue page</p>	<p>Institutional process</p> <p>Member States had to submit implementation reports to the Commission by April 2009.</p> <p>Communication on "Enhancing the enforcement of intellectual property rights in the internal market" (COM(2009) 467) published on 11/09/2009</p> <p>Application Report of Directive 22 Dec. 2010</p>	<p>Intellectual property - Measures, procedures and remedies which can be ordered by the competent judicial authorities in case of an IP infringement at the request of an entitled party.</p>	<p>All sectors</p>
MARKT	<p>A Single Market for Intellectual Property Rights</p> <p>Communication - Provisional Version Boosting creativity and innovation to provide economic growth, high quality jobs and first class products and services in Europe</p> <p>COM(2011) 287 final</p> <p>Issue page</p>	<p>Revamping Intellectual Property Rights in the European Union (booklet)</p> <p>Citizens' summary</p> <p>List of future Commission actions (on p.23-25 of the booklet)</p> <p>Institutional process</p>	<p>IP is the capital that feeds the new economy. Better use of IP portfolios by means of licensing and commercial exploitation is central to successful business models.</p>	<p>All sectors</p>
MARKT	<p>Proposal for a Directive on certain permitted uses of orphan works</p> <p>COM(2011) 289 final (Provisional)</p>	<p>Citizens' summary</p> <p>Institutional process</p>	<p>The main objective is to create a legal framework to ensure the lawful, crossborder online access to orphan works contained in online digital libraries or archives operated by</p>	<p>All sectors</p>

Service	Measures	Status	Issues	Media sector affected
MARKT	<p>Proposal for a Directive of the EP and of the Council amending Council Directives 68/151/EEC and 89/666/EEC as regards publication and translation obligations of certain types of companies</p> <p>COM/2008/194/FINAL</p> <p>Administrative Burdens Issue Page (DG ENTR)</p>	<p>Commission position on EP amendments on 1st reading - 19-11-2008 Partial agreement</p> <p>See Institutional process</p> <p>See brochure "Delivering on promises" with on-line questionnaire where stakeholders can submit ideas on how to reduce administrative burdens imposed on businesses. (2010).</p>	<p>Impact on print advertising. The draft Directive would abolish requirements in company law, notably the obligation to publish business data in official national gazettes and print publications generally.</p>	Printed press
MARKT	<p>Directive 2002/39/EC of the European Parliament and of the Council of 10 June 2002 amending Directive 97/67/EC with regard to the further opening to competition of Community postal services 2002/39/EC</p> <p>Amended by Directive 2008/6/EC</p> <p>Issue page</p>	<p>Under the 3rd Postal Directive (Directive 2008/06/EC), full market opening will be accomplished by 31 December 2010 for the majority of Member States with a further two years allowed for 11 Member States.</p> <p>Main development in the postal sector (2010)</p> <p>See Institutional process</p> <p>Application report due by December 2013</p> <p>The EC has established the European Regulators Group for Postal Services (ERGP) (2010/C 217/07)</p> <p>Study on Main developments in the postal sector (2008-2010)</p> <p>Study on the external dimension of the EU postal acquis</p>	<p>Efficient postal services are important for delivering subscriptions</p>	Printed press, periodicals
MARKT	<p>Proposal for a Directive amending Council Directive 78/660/EEC on the annual accounts of certain types of companies as regards micro-entities /* COM/2009/0083 final - COD 2009/0035</p> <p>Part of the review of the 4th and 7th</p>	<p>See Institutional process</p> <p>Discussions at Council on 24-09-2009</p> <p>Review of the accounting Directive</p> <p>A Public Consultation on the International Financial Reporting Standard for Small and Medium-sized</p>	<p>removal of administrative burdens on small businesses in the area of accounting, including an exemption for the smallest businesses.</p>	Publishing SMEs

Service	Measures	Status	Issues	Media sector affected
	Company Law Directives (The Accounting Directives). Issue page	Entities is being held (17.11.2009 to 12.03.2010) Summary of the consultation		
JUSTICE, FREEDOM AND SECURITY DG				
JUST	Gender stereotyping Strategy for equality between women and men 2010-2015 Moved from EMPL to Just on 01.01.2011 Issues page (EMPL) European Institute for Gender Equality (Vilnius opened in December 2009)	Mid-term progress report on the roadmap (COM/2008/0760) Council Conclusion on Eliminating Gender Stereotypes in Society 9 June 2008 Britt–Svensson Report for the EP on "gender stereotyping " (02.09.2008) Report on Progress on Equality between Women and Men in 2010 (2011)	Tension with freedom of expression	All media organisations top
JUST	Proposal for a Directive on implementing the principle of equal treatment between persons irrespective of religion or belief, disability, age or sexual orientation COM(2008)426 Moved from EMPL to JUST on 01.01.2011 Issue page (at EMPL)	Institutional process Minutes of the debate of 01.04.2009 in EP 17-06-2011 Discussions at Council	The aim is to implement the principle of equal treatment between persons outside the labour market. This proposal supplements the existing EC legal framework.	All sectors
JUST	Directive 95/46 EC of the European Parliament and the Council on the protection of individuals with regard to the processing of personal data and on the free movement of such data Issue page	See Transposition of the directive Communication on the follow-up of the Work Programme (7.3.2007) Consultation on the legal framework for the fundamental right to protection of personal data	Data protection, targeted advertising	All media sectors top

Service	Measures	Status	Issues	Media sector affected
		<p>(09.07.2009 to 31.12.2009)</p> <p>Follow up: Reports by the High Level Contact Group (HLCC) on information sharing and privacy and personal data protection (23.11.2009)</p> <p>Communication on a comprehensive strategy on data protection in the European Union (COM(2010)609 Nov. 2010)</p> <p>Public consultation was held between 11.2010 - 01.2011 and Result of the consultation</p>		
JUST	<p>Regulation of the European Parliament and of the Council on the law applicable to non-contractual obligations (Rome II)</p> <p>Regulation (EC) No 864/2007</p> <p>Issue page</p>	<p>Comparative study on the situation in the 27 Member States as regards the law applicable to Non-contractual obligations arising out of violations of privacy and rights relating to personality, finalised in 2009</p> <p>.</p> <p>See Institutional process</p>	<p>Application of country of origin principle in defamation and privacy cases – risk of transfrontier forum shopping by litigants.</p> <p>Exclusion of the Media in the Regulation.</p>	<p>Print & on-line publishers TV & radio broadcasters</p>
JUST	<p>Regulation of the European Parliament and of the Council on the law applicable to contractual obligations (Rome I)</p> <p>Regulation (EC) No 593/2008</p>	<p>See Institutional process</p> <p>By June 2013, the Commission will submit a report on the application of this regulation</p>	<p>Regulation harmonising the rules concerning the law applicable to contractual obligations In consumer contracts (subscriptions), application of the law of the place of the consumer's habitual residence.</p>	<p>Print & on-line publishers TV (pay-TV) & radio broadcasters music</p>
JUST	<p>Council Regulation of 22 December 2000 on jurisdiction and the recognition and enforcement of judgments in civil and commercial matters (Brussels I)</p> <p>Regulation 44/2001</p> <p>Issue page</p>	<p>Study on the application of the Regulation and report from the Commission according to Article 73 to be finalised in 2009.</p> <p>Green Paper</p> <p>Report on the application</p>	<p>Article 5(3). Choice of jurisdiction</p>	<p>Publishers</p>
JUST	<p>Proposal for a European Parliament and</p>	<p>Withdrawal by the Commission in 9.2010</p>	<p>In addition to the civil and</p>	

Service	Measures	Status	Issues	Media sector affected
	Council Directive on criminal measures aimed at ensuring the enforcement of intellectual property rights 2005/0127 (COD) and Proposal for a Council Framework Decision to strengthen the criminal law framework to combat intellectual property offences COM/2005/0276 final	See Institutional process	administrative measure (Dir 2004/48/EC), the proposed measures are to align national criminal law and improve European cooperation so as to deal effectively with intellectual property offences	All media sectors
JUST	Council Framework Decision on combating racism and xenophobia 2008/913/JHA of 28.11.2008 Issue page	Review by 28 November 2013 by Council Possible report from Eurojust Institutional process.	Racism & xenophobia and Media.	Press & Broadcasters Internet
HOME				
HOME	Council Framework Decision amending Framework Decision (2002/475/JHA) on combating terrorism 2008/919/JHA of 28.11.2008 Issue page	Transposition by 9 December 2010. See institutional process	Media & terrorism Criminalization of terrorist training, recruitment and public provocation to commit terrorist offences,	Press & Broadcasters Internet top
HOME	Retention of telecommunications data in the EU Data Retention Directive 2006/24/EC Issue page	Adopted on 15 March 2006 Evaluation of the Directive in April 2011. Public consultation to follow. Then impact assessment and a proposal in early 2012	Privacy vs Security Protection of journalists's sources	All media
COMMUNICATION DG				
COMM	EURANET	European radio network - Radio programmes in eight languages	Follow-up of the 2006 White Paper on a European Communication Policy'	Radio
COMM	PRESSEUROP	Multilingual website for press articles on European affairs	Alongside EuRaNet (launched in April 2008) and EU TV Net	Press

Service	Measures	Status	Issues	Media sector affected
			(scheduled for 2010), PRESSEUROP is an expression of the EC desire to facilitate, encourage and support the establishment of a European public forum for communication, discussion and debate.'	
RESEARCH DG				
INFSO/RTD	<p>Communication on scientific information in the digital age: access, dissemination and preservation COM(2007) 56 Staff working document: SEC/2007/0181 final</p> <p>See also Study on the economic and technical evolution of the scientific publication markets in Europe</p> <p>DG INFSO's webpages on scientific and scholarly information (in the context of Digital Libraries)</p> <p>ERC Scientific Council Guidelines for Open Access" (17 December 2007)</p>	<p>See institutional process Communication adopted on 15 February 2007</p> <p>Council conclusions adopted in Nov 2007</p> <p>Policy initiatives</p> <p>Launch of Open access pilot in FP7 in August 2008 (see below)</p> <p>October 2010: High Level Expert Group on Scientific Data report</p> <p>December 2010, Launch of Open AIRE FP7 project (Open access infrastructure for Research in Europe)</p>	<p>Access to and preservation of scientific information; copyright issues, quality control,</p>	<p>Academic Journal Publishers, Databases, Libraries</p>
INFSO/RTD	<p>Open access to research articles Commission decision on the adoption and a modification of special clauses applicable to the model grant agreement C 4408 final</p> <p>Issue page</p>	<p>EC pilot project launched on 20 August 2008 to test open access clauses – will run until the end of FP7 See press release</p>	<p>Unrestricted online access to EU-funded research results, after an embargo period of between 6 and 12 months. Concerns around 20% of the FP7 programme budget.</p>	<p>Academic Journal Publishers, Databases, Libraries</p>
RTD/INFSO	<p>Seventh Framework Programme for</p>	<p>See institutional process</p>	<p>Information and Communication</p>	<p>All media</p>

Service	Measures	Status	Issues	Media sector affected
	<p>research, technological development and demonstration activities (2007-2013)</p> <p>Research in</p> <ul style="list-style-type: none"> - Information and Communication Technologies - Socio-economic sciences & the humanities (SSH)- - Science in Society <p>Decision 1982/2006</p>	<p>Ongoing Media related FP7 SSH projects:</p> <p>MEDIADEM - European media policies: valuing and reclaiming free and independent media in contemporary democratic systems www.mediadem.eliamep.gr</p> <p>MEDIAACT - Media accountability and transparency in Europe http://www.mediaact.eu</p> <p>MEDIA & CITIZENSHIP - Media and citizenship: transnational television cultures reshaping political identity in the European Union http://www.media-citizenship.eu/index.php</p>	<p>technologies</p> <p>Media Studies</p>	<p>top</p>
SECRETARIAT-GENERAL				
SG	<p>Services of general interest</p> <p>White paper COM/2004/0374 final</p> <p>Issue page</p> <p>Communication on the revision of European Union State aid rules on Services of General Economic Interest (SGEI) - COM/2011/0146</p>	<p>Report on The Public Consultation (2004)</p> <p>Communication on "A single market for 21st century Europe" - Services of general interest, including social services of general interest: a new European commitment COM/2007/0725 final</p> <p>Guide to the application of the European Union rules on state aid, public procurement and the internal market to services of general economic interest, and in particular to social services of general interest (2010)</p> <p>Application report (since 2005) – March 2011</p> <p>March 2011 Press Release</p>	<p>Issues covered include media pluralism and role of public service broadcasting. Also postal services link to subscriptions.</p> <p>interactive information service, handling questions on the application of Community law to services of general interest</p>	<p>Broadcasters & publishers</p>
TAXATION AND CUSTOM UNION DG				
TAXUD	VAT Council Directive 2006/112/EC	See institutional process Adoption by Council on 28-11-2006	Codification of text, replaces the Sixth VAT Directive	All sectors

Service	Measures	Status	Issues	Media sector affected
	<p>of 28 November 2006 on the common system of value added tax Issue page</p>			
TAXUD	<p>VAT Council Directive 2006/138/EC of 19 December 2006 amending Directive 2006/112/EC on the common system of value added tax as regards the period of application of the value added tax arrangements applicable to radio and television broadcasting services and certain electronically supplied services</p>	<p>See institutional process Directive 2008/8/EC has prolonged the special scheme as from 1/1/2009 until entry into force of new arrangements of this directive (2010 or 2015).</p>	<p>value added tax arrangements for radio and television broadcasting services and certain electronically supplied services continue to apply</p>	<p>Broadcasters and online publishers including vendors of all kinds of electronic content. top</p>
TAXUD	<p>VAT Council Directive 2008/8/EC of 12 February 2008 amending Directive 2006/112/EC as regards the place of supply of services Issue page</p>	<p>See institutional process Adopted by the Council and published. The Directive will take effect gradually from 1.01.2010 until 1.01.2015</p> <p>The Commission shall, by 31 December 2014, submit a report on the feasibility of applying efficiently the rule laid down in Article 5 for the supply of telecommunications services, radio and television broadcasting services and electronically supplied services to non-taxable persons and on the question whether that rule still corresponds to the general policy at that time concerning the place of supply of services.</p>	<p>Modification of the place of supply of services, in particular for e-commerce-, telecommunication- and broadcasting services</p>	<p>All sectors</p>
TAXUD	<p>VAT – Low rates Communication on VAT rates other than standard rate COM/2007/0380 final Issue page</p>	<p>See institutional process Adopted by the Commission on 04.07.07</p> <p>Study on reduced VAT applied to goods and services in the Member States of the EU (Copenhagen Economics) Appendices</p> <p>VAT Rates applied in the Member States of the European Community (January 2011)</p>	<p>Reduced VAT rates for print publications</p>	<p>Publishers top</p>

Service	Measures	Status	Issues	Media sector affected
TAXUD	VAT – (Audio Books) Council Directive 2009/47/EC of 5 May 2009 amending Directive 2006/112/EC as regards reduced rates of value added tax Issue page	Institutional process approved on 6.5.2009 entered into force on 1 June 2009	Inclusion of audio book within the reduced rate category	Book publishing
TAXUD	VAT Council Directive 2007/75/EC of 20 December 2007 amending Directive 2006/112/EC with regard to certain temporary provisions concerning rates of value added tax. Issue page	See institutional process Adopted December 2007	Prolongation of different derogations, including a PL temporary derogation concerning the supply of certain books and specialist periodicals until 31 December 2010	PL publishers
TAXUD	VAT Council Directive 2008/9/EC of 12 February 2008 laying down detailed rules for the refund of value added tax, provided for in Directive 2006/112/EC , to taxable persons not established in the Member State of refund but established in another Member State Issue page	Institutional process Adopted by the Council and published. This Directive shall apply to refund applications submitted after 31 December 2009	Modernisation of the refund procedure for VAT	All sectors
TAXUD/ENV	GREEN PAPER on market-based instruments for environment related policy purposes Communication COM/07/140 Commission's working document (SEC(2007)388) Issue page	See institutional process Staff Working Document (2009)53 analysing the replies to the Green Paper	Commission organised a debate on further use of market-based instruments to support environment and energy related policy purposes	Publishers
TRADE DG				
TRADE	EC negotiations to reach an Anti-Counterfeiting Trade Agreement (ACTA) with major trading partners, including the US, Japan, Korea, Mexico and New Zealand.	14 th April 2008, the Council of Ministers gave a mandate to the EC to open negotiations See: Summary of key elements under discussion in the on-going ACTA negotiations	Such an agreement would strengthen efforts to protect European intellectual property around the world, a key part of the EU's Global Europe trade	All sectors

Service	Measures	Status	Issues	Media sector affected
	Issue page	<p>See: Report on intellectual property right (IPR) infringements targets countries for closer cooperation - 21/10/2009</p> <p>The 11th and final round of the negotiations for the Anti-Counterfeiting Trade Agreement was concluded successfully in Tokyo, on 2 October 2010.</p>	<p>strategy. ACTA's goal is to provide a high-level international framework that strengthens the global enforcement of intellectual property rights and helps in the fight to protect consumers from the health and safety risks associated with many counterfeit products.</p>	top
TRADE	<p>External EU Actions against piracy and counterfeiting</p> <p>China - WTO's Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPs)</p> <p>Issue page:</p> <p>See also: TRIPS website</p>	Recent legislations, reports and texts	<p>intellectual property protection and market access commitments</p>	<p>All sectors</p>
TRADE	<p>Free Trade Agreement (FTA) between the EU and the Republic of Korea</p> <p>Issues page</p>	<p>Initialled in Brussels on 15th October 2009.</p>	<p>Tariff and non-tariff barriers</p> <p>Co-production agreements</p>	<p>Audiovisual sector</p>
ENERGY DG				
ENERGY	<p>Energy Efficiency Action Plan - Realising the Potential COM/2006/0545 final</p> <p>Communication on Energy Efficiency Plan 2011</p> <p>Issue page</p>	<p>See institutional process Working document Impact Assessment Report</p> <p>A public consultation was held in 2009, Report on the public consultation Evaluation and Revision of the Action Plan for Energy Efficiency Aug. 2009</p> <p>See also: Synthesis of the complete assessment of all 27 National Energy Efficiency Action Plans as</p>	<p>impact on digital TV set-top boxes</p>	<p>Pay TV broadcasters</p>

Service	Measures	Status	Issues	Media sector affected
		required by Directive 2006/32/EC on energy end-use efficiency and energy services		
ENERGY	Directive 2010/30/EU on the indication by labelling and standard product information of the consumption of energy and other resources by energy-related products (recast) Issue page	See Institutional process Adopted 19/05/2010	Inclusion of labelling information in relevant adverts	All media sectors
(6) REFERENCES				
SG	Proposal for a Regulation of the European Parliament and of the Council regarding public access to European Parliament, Council and Commission documents COM (2008) 229 2008/0090/COD Amended proposal COM(2011) 137 final	Adopted by the Commission on 30-04-2008 EP opinion 1st reading: 11-03-2009 Amended proposal in March 2011 Institutional process	Art. 255 of the Treaty (as amended by the Treaty of Amsterdam) grants citizens of the EU a right of access to European Parliament, Council and Commission documents.	All sectors
SG	Register of Interest representatives Following the Green Paper: European transparency initiative COM/2006/0194 final	See Institutional process	In order to ensure that the Union is "open to public scrutiny and accountable for its work" Covers lobbying and access to documents	All sectors
SG	Political Guidelines 2010-14 Commission's Work Programme for 2011 Issue page	See Institutional process	All policy initiatives to be taken in 2011	All sectors top
SG	Impact Assessment Board (IAB) List of impact assessments planned and carried out. Issue page	Since 2006, all major legislative and policy-defining initiatives undergo an impact assessment. Guidance for assessing Social Impacts within the Commission Impact Assessment system See the Reports	The Board's mandate is to scrutinize and issue opinions on the quality of individual draft impact assessments	All sectors top
SG	Annual Policy Strategy	Gives an annual strategic framework at	The Annual Policy Strategy is	All sectors

Service	Measures	Status	Issues	Media sector affected
	2009 2010 2011 Issue page	Commission level	the first step of the Commission's planning system.	