



EUROPEAN COMMISSION

*Brussels, 13.10.2016
C(2016) 6419 final*

Dear Chair,

The Commission would like to thank the Assembleia da República for its Opinion on the proposal for a Directive of the European Parliament and of the Council amending Directive 2010/13/EU on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services in view of changing market realities {COM(2016) 287 final}.

This proposal is one of the key initiatives of the Digital Single Market strategy which calls for a modernisation of the Audiovisual Media Services Directive to reflect market, consumption and technological changes. Viewers, and particularly minors, are moving from traditional TV to the online world, while the regulatory burden is much higher on TV. The proposal therefore would introduce flexibility when restrictions only applicable to TV are no longer justified. At the same time, it would ensure that consumers are sufficiently protected in the on-demand and Internet world. This is done while making sure that innovation will not be stifled.

The Commission is pleased that the Assembleia da República shares its view as regards recognising the current rapid pace of the European audiovisual sector's evolution due to ever-increasing convergence between television, on-demand services and video-sharing platforms.

The Commission is equally pleased that the Assembleia da República supports the Commission's efforts regarding the introduction of adequate rules for video-sharing platforms and looks forward to continuing the political dialogue with the Assembleia da República in the future.

Yours faithfully,

*Frans Timmermans
First Vice-President*

*Günther H. Oettinger
Member of the Commission*

*Ms Regina BASTOS
Chair of the European Affairs Committee
of the Assembleia da República
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*cc. Mr Eduardo FERRO RODRIGUES
President of the
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