



EUROPEAN COMMISSION

*Brussels, 26.11.2013
C(2013) 8309 final*

Dear Lord Boswell,

The Commission would like to thank the House of Lords for its Opinion submitted as a response to the Green Paper "Preparing for a Fully Converged Audiovisual World: Growth, Creation and Values" {COM (2013) 231 final}.

As regards the House of Lords' observations related to the regulatory approach, the Commission takes note of the proposed two-stage approach, with certain immediate changes and an evolving framework including more important changes in the future. The Commission notes that it addresses a wide range of issues including the question of a standards framework, safer Internet, content creation, public service broadcasting including the question of prominence, broadcast spectrum and competition related questions.

The Commission takes particular note of the suggestion for a mechanism or forum through which the relevant national regulators and co-regulators overseeing the fusing category of TV and TV-like content could share best practices and work towards voluntary harmonisation of their codes as far as possible. In this context, the Commission would like to point to the existing Working Group of Audiovisual Regulators which constitutes a forum for sharing best practices, as well as to the recent public consultation on strengthening independence of audiovisual regulators. In this consultation, the Commission also sought feedback on strengthening the cooperation between such bodies.

On the point regarding the inclusion of cooperation on the regulation of converging media content, such as the category of TV and TV-like material, as part of the discussions between the EU and the US on the establishment of a free trade agreement, the Commission underlines that audiovisual services are excluded for now, but that the Commission would be able to go back to Council and request that they be covered, should progress in discussions with the US warrant this. In any case, this aspect is currently subject to assessment in the EU in the context of the Green Paper.

As regards the proposal to amend the Audiovisual Media Services Directive to have a self-administered age-rating scheme adopted by TV and TV-like providers across the European Union, the Commission considers this suggestion as a specific input to question 23 of the Green Paper on whether the Audiovisual Media Services Directive should be modified to address, in particular, content rating, content classification and parental control across transmission channels.

*Lord BOSWELL
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The Commission will assess these and the other points in the Opinion in the framework of its evaluation of the responses to the consultation. On the basis of the contributions, a decision about next steps will be taken.

The Commission hopes that these clarifications address the issues raised by the House of Lords and looks forward to continuing the political dialogue in the future.

Yours faithfully,



*Maroš Šefčovič
Vice-President*