

**36th Meeting of the Contact Committee of the
Audiovisual Media Services Directive
Friday, 8 June 2012
Berlaymont Building (BERL), Salle Robert Schuman
Rue de la Loi 200, 1049 Brussels**

Agenda

10.00 a.m. to 5.00 p.m.

- 1. Adoption of the agenda** – [Doc CC AVMSD (2012)1]
- 2. Connected TV**
 - *Presentation of the Commission followed by a discussion*
 - *What challenges does Connected TV imply for the regulatory framework? What initiatives do already exist at Member State level? What are the prospects for a Digital Single Market?*
- 3. Media Pluralism & Media Futures**
 - *Commission report on the work of the High-level group on Media Freedom and Pluralism and the EU Media Futures Forum*
- 4. Transposition AVMSD – State of Play**
 - *Commission report on the state of the transposition of the AVMSD and infringement procedures concerning non-communication of transposing measures*
 - *What issues continue to pose problems legislatively or in implementation? Which topics should the Contact Committee revisit?*
- 5. Infringement procedures AVMSD**
 - *Presentation by the Commission followed by a discussion*
- 6. The First Application Report on the AVMSD**
 - *Presentation by the Commission followed by a discussion*
 - *What challenges and opportunities emerge from the report? What measures could improve the effectiveness of the AVMSD in the three focal domains of audiovisual commercial communication, European works and Connected TV?*
- 7. Interpretative Communication on television advertising**
 - *Discussion whether and with regard to which issues the Interpretative Communication needs to be revised*

- *Which interpretative questions have arisen and require addressing? How do Member States deal with audiovisual commercial communication and how should the experiences and insights gained inform a possible review?*

8. Amendment of Annex XI to the EEA Agreement

- *Presentation by the Commission on the application of Art 102 EEA Agreement*
- *When is integration of the AVMSD into Annex XI expected?*

9. Any other business