

Zweites Deutsches Fernsehen ZDF - Transparenzregister: 3209361971-85

Industry German

II. QUESTIONS REGARDING THE INDEPENDENCE OF AUDIOVISUAL REGULATORY BODIES

II.1 MEDIA FREEDOM, PLURALISM AND THE ROLE OF REGULATORY INDEPENDENCE

1. In your view, how relevant is the independence of audiovisual regulatory bodies for the preservation of free and pluralistic media when applying the Audiovisual Media Services Directive?

- Relevant

2. How relevant do you consider the independence of audiovisual regulatory bodies for the effective transposition and application of the Audiovisual Media Services Directive?

- Not very relevant

3. In your view does a lack of independence of audiovisual media regulatory bodies cause problems for the application of the Audiovisual Media Services Directive in any of the following areas:

- Jurisdiction: Relevant
- Audiovisual commercial communication (including television advertising, teleshopping etc.): Not very relevant
- Promotion of European works: Not very relevant
- Protection of minors: Not very relevant
- Right of reply: Not very relevant

4. In your view, how does convergence of the media affect the necessity of regulatory independence for the application of the AVMSD?

- Does not affect the need for independence

5. Overall, what relevance do you attach to the following elements for the independence of regulatory bodies?

- Status and powers: Relevant
- Financial autonomy: Relevant
- Autonomy of decision-makers: Relevant
 - o Not being subject to instructions: Relevant
 - o Dismissal conditions: Relevant
 - o Length of term: Not very relevant
- Knowledge: Not very relevant

- Transparency: Relevant
- Accountability mechanisms: Relevant

6. Do you think that it is relevant in the convergent environment for audiovisual regulatory bodies to cooperate with their counterparts within the EU when acting within the scope of the AVMSD?

- Not very relevant

7. If you considered cooperation between regulatory bodies in question 6 either as 'relevant' or 'very relevant', do you consider cooperation in the following fields:

- Jurisdiction: No Answer
- Protection of minors: No Answer
- Hate speech: No Answer
- Commercial communications: No Answer
- Media pluralism: No Answer
- Media ownership: No Answer

8. If you considered cooperation between regulatory bodies in question 6 either as 'relevant' or 'very relevant', how appropriate would you consider the following arrangements to enable cooperation between regulatory bodies?

A voluntary gathering of competent regulatory bodies

- At EU level: No Answer
- At pan-European level: No Answer
- At international level: No Answer

A legally mandated gathering of competent regulatory bodies

- At EU level: No Answer
- At pan-European level: No Answer
- At international level: No Answer

An agency

- At EU level: No Answer
- At pan-European level: No Answer
- At international level: No Answer

If you envision another form of cooperation not listed in the above table, please specify it here, including its geographical reach (EU, pan-European, international), and express its relevance in terms of the above scale.

No Answer

II.2 IMPACT OF REGULATORY INDEPENDENCE

9. In your view, what is the impact of a lack of independence of regulatory bodies when acting within the scope of the AVMSD on the freedom and pluralism of the media and the markets in which they operate?

- Media freedom: Moderately Worsen
- Media pluralism: Moderately Worsen
- Market conditions: Moderately Worsen

10. In economic terms, the independence of regulatory bodies may produce specific benefits and costs linked to the direct execution of their tasks and to the results that this produces. In your view, what economic implications does the independence of regulatory bodies have on the dimensions listed in the left-hand column when acting within the scope of the AVMSD?

- Staffing costs: Moderately increase
- Administrative costs: Moderately increase
- Costs of enforcement activity: Moderately increase
- Private litigation costs: No Impact
- Industrial growth: No Impact
- Market concentration: Moderately decrease
- Welfare gains: Moderately increase

If you consider there to be other significant economic consequences of regulatory independence not listed in the above table, please specify them here and express how they are shaped by independence in terms of the above scale.

No Answer

11. In your view, what administrative implications does the independence of regulatory bodies have when acting within the scope of the AVMSD on:

- Average procedural duration: No Impact
- Effective application of the law: No Impact

- Impartiality: Moderately increase
- Responsiveness to external pressures: Moderately decrease
- Public-private collaboration (between regulatory bodies, industry and other stakeholders): No opinion

If you consider there to be other significant administrative consequences of regulatory independence not listed in the above table, please specify them here and express how they are shaped by independence in terms of the above scale.

No Answer

H.3 EXERCISE OF REGULATORY TASKS

12. In your view, how relevant is it for audiovisual regulatory bodies to exercise their powers without any political or other external influence when acting within the scope of the AVMSD?

- Relevant

13. Do you consider that reserving the power to overturn the decisions to a court rather than to the government is essential to the independence of an audiovisual regulatory body?

- yes

14. In your view, are sanctioning powers to enforce decisions applying rules addressed to the audiovisual media a defining element of the regulator's independence?

- yes

H.4 RESOURCES

15. In your view, how relevant are adequate financial resources for a regulator's independence?

- Relevant

16. How relevant are adequate human resources for a regulator's independence?

- Relevant

17. In your view, what is the relevance of the sources of revenue for the regulator's independence?

- State funding: No opinion
- Operator licence fees: No opinion
- Operator turnover levy: No opinion
- Other commercial revenue sources (such as an advertising tax): No opinion

If, in your view, there are other sources of revenue that have a bearing on regulatory independence, please specify them here and express their relevance for the latter in terms of the above scale.

No Answer

H.5 NOMINATION, APPOINTMENT & DISMISSAL OF KEY STAFF

18. In your view, how relevant is the nomination process of the head of a regulatory body for its independence?

- Relevant

19. In your view, how relevant is the nomination procedure of the members of the decision-making body of a regulatory body for its independence?

- Relevant

20. In your view, how relevant is the appointment procedure of the head of a regulatory body for its independence?

- Relevant

21. In your view, how relevant is the appointment procedure of the decision-making body of a regulatory body for its independence?

- Relevant

22. In your view, how relevant for the independence of a regulatory body is the expertise of its head and decision-making bodies?

- Not very relevant

23. Where nominations and/or appointments of members of regulatory bodies are made by Parliament, do you consider that all political groups should participate in those processes?

- yes

24. In your view, how relevant for a regulator's independence is following applicable rules on conflicts of interest in the appointment and nomination procedures?

- Relevant

25. How relevant do you consider non-renewability of the term of office of the head and members of the decision-making body to the independence of a regulatory body?

- Not relevant

26. How relevant do you consider spreading the appointment of the members of the regulatory body over several time periods (rather than exchanging all of them at once) for the independence of a regulatory body?

- Not relevant

27. In your opinion, who should have the right to dismiss the head of a regulatory body?

- Parliament

28. In your opinion, who should have the right to dismiss the (members of the) decision-making body of a regulatory body?

- Parliament

29. In your opinion, should the grounds of dismissal applicable to the head of a regulatory body and the members of its decision-making body be limited to non-fulfilment of the conditions defined in advance by law for the performance of professional duties?

- no

H.6 RESPONSIBILITY

30. In your view is transparency of the exercise of its tasks an essential condition for a regulator's independence?

- no

31. In your view is accountability for the exercise of its tasks, for example through a recurrent reporting obligation, an essential condition for a regulator's independence?

- no

H.7 CLOSING OBSERVATIONS

If you have any further observations on the subject matter of this consultation that you would like to share (such as examples of best practices), please enter them here:

Das ZDF bedankt sich für die Möglichkeit, an der öffentlichen Anhörung zur Unabhängigkeit der für audiovisuelle Mediendienste zuständigen Regulierungsstellen Stellung nehmen zu können.

Das ZDF unterstützt ausdrücklich den in der Einleitung von der Kommission beschriebenen Ansatz, ‚die unterschiedlichen Regulierungstraditionen der Mitgliedstaaten im Auge‘ zu behalten und zu respektieren. Denn in der Tat spiegeln die unterschiedlichen nationalen Einrichtungen die unterschiedlichen Rechtstraditionen und -kulturen wider. Eine Harmonisierung dieser erscheint angesichts der Kompetenzordnung im audiovisuellen Bereich und insbesondere auch im Lichte des Amsterdamer Protokolls weder angemessen noch möglich.

Da die Kommission in ihren einleitenden Ausführungen den Begriff der Unabhängigkeit nicht konkret definiert, aus den Ausführungen aber hervorgeht, dass es der Kommission insbesondere um die staatliche Unabhängigkeit geht, gehen wir bei der Beantwortung des Fragebogens von der staatlichen Unabhängigkeit aus.

Hinsichtlich der Unabhängigkeit von Regulierungsstellen bei der Umsetzung der AVMD ist des Weiteren zu unterscheiden zwischen der reinen Gesetzesanwendung und der Umsetzung der Zielsetzungen der AVMD, wie beispielsweise Pluralismussicherung. Bei der reinen Gesetzesanwendung und -durchführung (beispielsweise

Einhaltung der Werbevorschriften, Förderung der europäischen Werke, Gegendarstellungsrecht etc.) spielt die staatliche Unabhängigkeit eine sehr viel geringere Rolle, als bei der Verwirklichung von allgemeinen Zielen wie Medienfreiheit oder -pluralismus.

III. SUBMISSION OF YOUR CONTRIBUTION

Do you consent to the publication of your submission? •

yes