



Broadcasters welcome P2B adoption

BRUSSELS, 17 APRIL 2019. Following the European Parliament's vote on the 'Platform-to-Business' (or 'P2B') Regulation on 17 April, Broadcasters associations in Europe issue the following statement:

"We welcome the adoption of the Regulation on promoting fairness and transparency for business users of online intermediation services, also known as P2B Regulation.

This outcome is a first step towards balancing online markets and bringing more fairness and trust in online platforms' trading practices. We particularly welcome new provisions to boost transparency on terms and conditions, ranking/algorithms and data practices, and to ensure that the identity of service and content providers is clearly visible on platforms.

We now ask national governments to apply the Regulation in a comprehensive and consistent way to deliver maximum benefits to providers in Europe. We encourage EU institutions, and especially the European Commission and the Observatory on the Online Platform Economy, to continue to monitor the situation closely. We urge the Commission to engage with stakeholders in scoping and supporting evidence-gathering by the Observatory to inform the Regulation's evaluation so that the EU is ready to take further action as required considering the fast moving nature of the market and the impact on digital competition and innovation in Europe.

In particular, we would support additional rules granting access to data generated from the use of the broadcasters' services or content on platforms. Broadcasters invest billions of euros each year in content and they should have access to valuable data generated from the consumption of their content."

Broadcasters associations in Europe will continue to closely follow this issue and urge European policymakers to continue to critically assess online platforms' behaviour and ensure a win-win situation for both audiences and enterprises in Europe.



ABOUT THE ASSOCIATION OF COMMERCIAL TELEVISION IN EUROPE (ACT)

The ACT represents the interests of leading commercial broadcasters in Europe. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that the healthy and sustainable commercial broadcasting sector has an important role to play in Europe's economy, society and cultures. **For further enquiries please consult our website www.acte.be and/or contact Johanna Baysse, EU Policy Officer, ACT – jb@acte.be**

ABOUT THE ASSOCIATION OF EUROPEAN RADIOS (AER)

The Association of European Radios (AER) is a Europe-wide trade body representing the interests of over 4,500 private/commercial radio stations across the EU28 and in Switzerland. AER's main objective is to develop and improve the most suitable framework for private commercial radio activity. AER constantly follows EU actions in the fields of media, telecommunications and private radio transmission, in order to contribute, to enrich and develop the radio sector. **For further enquiries please consult our website www.aereurope.org and/or contact Marie-Pierre Moalic, Policy Officer, AER – marie-pierre.moalic@aereurope.org**

ABOUT THE EUROPEAN BROADCASTING UNION (EBU)

The European Broadcasting Union (EBU) is the world's leading alliance of public service media (PSM). We have 117 member organizations in 56 countries and have an additional 34 Associates in Asia, Africa, Australasia and the Americas. Our Members operate over 2,000 television, radio and online channels and services, and offer a wealth of content across other platforms. Together they reach an audience of more than one billion people around the world, broadcasting in more than 160 languages. The EBU operates Eurovision and Euroradio services. **For more information please consult www.ebu.ch and/or contact Wouter Gekiere, Head of EU Regulatory Policy, EBU Legal & Policy – gekiere@ebu.ch**

ABOUT THE ASSOCIATION OF TV & RADIO SALES HOUSES (egta)

egta is the Brussels-based trade body for television and radio advertising, representing over 140 companies in Europe and beyond. egta members come from both public and private sectors and cover respectively 75% and 50% of the total TV and radio ad spend in Europe, thus playing a fundamental role in the sustainable funding of the European audiovisual and radio industries. **For further enquiries please consult our website www.egta.com and/or contact Conor Murray, Director Regulatory and Public Affairs, egta – conor.murray@egta.com**

ABOUT VAUNET – VERBAND PRIVATER MEDIEN

VAUNET is the leading organisation for audiovisual media in Germany. Formerly named VPRT (Association of Commercial Broadcasters and Audiovisual Services), with its headquarters in Berlin and an office in Brussels, it has been operating under the name VAUNET – German Media Association since 21 May 2018. The fields of business in which its 150 member companies operate are highly varied, ranging from TV and radio to internet and streaming offerings. VAUNET represents the interests of the commercial audiovisual industry, which is one of the largest business sectors in Germany. **For further enquiries please consult our website <https://www.vau.net> and/or contact Anne Peigné, European Affairs Manager, VAUNET – peigne@vau.net**