



*We are building today the cultural diversity of tomorrow*

## **Press Release**

**09-12-2016**

### **Draft report on the Audiovisual Media Services directive: an ambitious and welcome proposal**

The European Coalitions for Cultural Diversity congratulate the co-rapporteurs Sabine Verheyen and Petra Kammerevert, from the Committee on Culture and Education at the European Parliament, for their [draft report on the Audiovisual Media Services directive](#). The text shows ambition in wishing to truly promote the European works and to reinforce the responsibility of video sharing platforms.

In particular, the ECCD are pleased with the proposal of the two MEPs to rise to 30%, as opposed to 20% in the text of the European Commission, the rate of European works in the catalogues of Video-on-demand providers. It is right to recommend this increased proportion of European works, which is now set at a level close to the current reality of the audiovisual market.

However, the ECCD suggest progressively increasing this threshold to 40% 3 years after the implementation of the directive, in order to ensure a level playing field with TV channels (whose rate is set at 50%), while giving some time to the stakeholders to adapt.

In addition the rapporteurs' draft report goes beyond what the EC has proposed for the regulation of video sharing platforms and proposes to put an end to the nearly complete lack of responsibility currently ensured by the 2000 E-commerce directive. The ECCD encourage MEPs to question the responsibility of these new providers towards creation, cultural works, and their diversity, as part of the revision of the AVMS directive.

In order to strengthen these positive dynamics, the ECCD recommends improving other points of the text: to avoid any abusive bypassing of the rules on promotion of European creation, the article 13 in particular should be clarified with respect to the prominence of European works as well as to the exemptions for thematic services and those services with low revenues.

Finally, the European Coalitions wish to emphasise that films directed by women still lack visibility and need far more support, in particular in the digital environment, as highlighted in a recent report by EWA on gender equality<sup>1</sup>. The revision of the AVSM directive should also carry

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<sup>1</sup> ["Where are the women directors in European films? Gender equality report on female directors \(2006-2013\) with best practice and policy recommendations"](#), European Women's Audiovisual network

a positive commitment in favour of the representation of women and the works that they create in the audiovisual field.

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