

EPRA ANNUAL WORK PROGRAMME FOR 2012

February 2012

CONTENTS

A. Introduction	1
B. Plenary Themes	1
C. Working Groups	2
D. At a glance: EPRA Annual Work Programme For 2012	4

A. Introduction

EPRA's annual work programme aims to enhance transparency for members and external stakeholders of EPRA's priorities and anticipated work for 2012.

The EPRA Board approved the final programme during its Executive Board meeting which took place on 6 February 2012 in Zagreb. The final programme reflects the views expressed by members during the consultation phase (November – January), all of which were broadly supportive of the proposals. Permanent Observers were also asked to provide their views.

The 2012 work programme remains built around the current EPRA meetings structure, maintaining a format that has been functioning well in the last years:

- Two plenary themes. These cover areas of relevance to all members, for discussion in both the May and October meetings. The specific topics will be decided ahead of each meeting and the format would normally be that of a panel of regulators.
- Three working groups. The format may vary from a roundtable discussion, a presentation by an external speaker or individual presentations by members.

B. Plenary Themes for 2012

1. New Media and Regulation: Towards a Paradigm Shift?

This is a continuation of last year's major theme entitled "Content regulation and New Media". The aim was to reflect on the significant challenges that content regulators face as a result of technological developments and the increasing integration of editorial, advertising, commercial and non-television content, including user generated content. The plenary session in May (Ohrid) explored regulatory boundaries between traditional and new media, with a specific focus on on-demand media services ("What constitutes an *on-demand audiovisual media service*?") while the plenary session in October (Brussels) focused on the issue of jurisdiction over on-demand media services ("Which member state has jurisdiction over an *on-demand media service*?"). An industry round table in Brussels also addressed the issue of the protection of minors in new media.

Considering the high number of suggestions received from members revolving around issues of new media and regulation, it is obvious that the two sessions in 2011 have not exhausted the potential for debate. In addition, full transposition of the AVMS Directive is now achieved; several regulators are still in the process of publishing guidelines for implementation, or about to resolve interesting first cases. For these reasons, EPRA will continue and deepen the discussions started last year.

More specifically, we will look at questions relating to the scope of regulation at the spring meeting (e.g. through discussions of the guidelines adopted by several members and through presentation of practical cases), while the autumn meeting will address content issues which are currently at the core of the debate between regulators and the industry (OTT services, connected TV, level-playing field between all AVMS both nationally and internationally, production and protection of content, protection of minors).

2. The Future of Commercial Communication: Market & Regulatory Developments

The exchanges which took place in the yearly working group on Product Placement were very helpful to look at the boundaries of this new practice; they also highlighted that the introduction of product placement had an impact on the definition and the regulation of other aspects of commercial communication such as sponsoring. During 2012, EPRA will expand its analysis to look at broader issues relating to commercial communications.

The spring meeting will consider, together with the industry, market developments and the future of audiovisual commercial communications, particularly as converged and IP based media services continue to develop. Based on a practical cases approach, it will also identify issues that merit regulatory attention in the future (such as the development of product placement, new forms of sponsoring and self-promotion, new advertising techniques, etc.), both in the context of future EPRA work and other initiatives on the same topic (e.g. the review of Commission's interpretative communication expected during 2013). The autumn meeting will identify the regulatory approaches and/or key principles that members have developed or subscribe to. EPRA will also consider the publication of a report on this issue.

The Working Group on Product Placement will carry on as a permanent (operating via email only for 2012) expert group in the meantime and may get a specific mandate for 2013 depending on the progress of the Commission's Communication and the continuous interest of its participants.

C. Working Groups for 2011

EPRA will keep the format of two yearly working groups and one ad-hoc group per meeting. For the two yearly groups, the work will be led by one regulatory authority, which will coordinate the work during the year (primarily via email) and chair the relevant session during EPRA meetings. The scope, timeline and outputs or deliverables will vary depending on the issue and on the interests and input from the working group members. Members of the Board will sponsor the work of the individual working groups to oversee progress and support the lead RA.

The scope and approach suggested by the Board with regard to WGs met with widespread acceptance from EPRA members.

WG1: Jurisdiction (yearly WG: i.e. convening twice – with parallel email group)

- Purpose: The debates that took place during the plenary session in Brussels revealed the complexity of issues revolving around regulatory competence over media services and highlighted some of the challenges that regulators are currently facing and/or are about to face. This yearly group will enable participants to exchange information and discuss approaches for both TV and on-demand audiovisual services, cooperation, case studies and new scenarios, and the implications of the AVMS Directive.
- RA lead: Ofcom, UK
- Board Sponsor: Maja Cappello, EPRA Vice-Chairperson

Envisaged outputs: To be discussed with the members of the group. This could range from the development of new mechanisms for informal cooperation and exchange, and the production of a report identifying challenges, highlighting interesting cases and best practices.

WG2: Local & Community Media (yearly WG: i.e. convening twice – with parallel email group)

- Purpose: Echoing some topics addressed by working groups that took place in Barcelona (2010 and 2001) and Stockholm (2004), the group will promote the exchange of best practices with regard to licensing local, non-profit and community media (covering TV and radio), assessing/monitoring content requirements, analysing necessary prerequisites for a sustainable sector, not to forget issues raised by digital transition.
- RA lead: CSA, Belgium
- Board Sponsor: Jean-François Furnémont, EPRA Chairman

Envisaged outputs: development of an informal network of experts and peer regulatory officers in charge of local and community media across EPRA members, comparative paper on how regulatory frameworks deal with local and community media, paper about the value and importance of adequate regulation of these media, practical guide on best practices regarding regulation of local and community media.

WG3: Ad-hoc Working Group: (i.e. two groups convening just once – NO parallel email group)

The third working group will address ad-hoc themes on the occasion of the EPRA meetings in Portorož (31 May-1 June 2012) and Jerusalem (25-26 October 2012). This type of group provides an opportunity to discuss topical subjects and requires less involvement and lighter preparation work for the RA lead than a yearly group.

- The working group in Portorož will address **Regulatory Approaches to News and Current Affairs Programmes**. The group will look at current definitions and rules, and discuss implementation through consideration of practical cases.
- RA Lead: tbc.
- Board Sponsor: Damir Hajduk, EPRA Vice-Chairperson.

- The working group in Jerusalem will deal either with **PSB remit and financing** or **access to AVMS by the disabled**, depending on market developments and interest and availability to contribute from the members. This topic will be chosen at the latest at the spring meeting.
- RA Lead and Board Sponsor: tbc.

AT A GLANCE: EPRA ANNUAL WORK PROGRAMME FOR 2012

On the basis of the 27 answers received from EPRA members during the consultation which took place from November 2011 until 15 January 2012, the EPRA Board has adopted the following work programme for 2012.

SPRING MEETING 2012:

Portorož, 31 May – 1 June

At the invitation of the Slovenian APEK

PLENARY SESSION I:

New Media and Regulation: Towards a Paradigm Shift?

New Services and Scope: What's in, What's out Revisited

PLENARY SESSION II:

The Future of Commercial Communication: Market & Regulatory Developments

The Future of Commercial Communications in a Connected Environment

WORKING GROUP 1:

Jurisdiction

WORKING GROUP 2:

Local and Community Media

WORKING GROUP 3:

Regulatory Approaches to News and Current Affairs Programmes

AUTUMN MEETING 2012:

Jerusalem, 25-26 October

At the invitation of the Second Authority for Radio and Broadcasting, Israel

PLENARY SESSION I:

New Media and Regulation: Towards a Paradigm Shift?

Content Issues 2.0 in a Connected Environment

PLENARY SESSION II:

The Future of Commercial Communication: Market & Regulatory Developments

The Future of Commercial Communications in a Connected Environment (II): Regulatory Challenges

WORKING GROUP 1:

Jurisdiction

WORKING GROUP 2:

Local and Community Media

WORKING GROUP 3:

Ad-hoc theme (tbc.)

For comments and offers of contribution as a speaker, panellist, content producer, etc., please contact: machet@epira.org