



7. December 2016,

Dear MEP Verheyen and MEP Kammerevert,

We represent internet users, online services, manufacturers and video-on-demand providers that have a strong stake in a vibrant audiovisual media environment.

The Audiovisual Media Services Directive (“AVMSD”) is key to ensure a thriving media sector that best serves European consumers. However, and as demonstrated by the over 1,000 amendments submitted by Members of the European Parliament in the Culture and Education Committee, the revision of the AVMS Directive deals with extremely relevant, complex and impactful issues falling also in the scope of other Parliamentary Committees. Among those crucially important to us are protections for consumers, harmonization of rules across EU markets, contributions to European works and the independence of media regulators in Member states.

Such a crucial piece of legislation requires a democratic and transparent debate. A vote in a Plenary session is absolutely necessary, to secure the strongest possible mandate to start the triologue negotiations. The best way to achieve an updated Directive that best supports the further

growth of the audiovisual sector in Europe is, precisely, by allowing for a broad and representative range of opinions to be considered in the process. We trust you will provide the opportunity for these issues to be debated in the open forum they deserve.

We hope that you will pay close attention to our arguments, and we remain committed to working with you on this issue.

Sincerely,

CCIA – the Computer and Communications Industry Association

CDT – the Center for Democracy and Technology

Digital Europe

EDiMA – the European Digital Media Association

EGBA – the European Gaming and Betting Association

IAB Europe – the Interactive Advertising Bureau