



EUROPEAN COMMISSION

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C(2016) 5793 final*

*Ms Tsetka TSACHEVA
President of the Narodno Sabranie
2 Narodno Sabranie Sq.
BG – 1169 SOFIA*

Dear President,

The Commission would like to thank the Narodno Sabranie for its Opinion on the proposal for a Directive amending Directive 2010/13/EU on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services in view of changing market realities {COM(2016) 287 final}.

This proposal is one of the key initiatives of the Digital Single Market strategy¹ which calls for a modernisation of the Audiovisual Media Services Directive² to reflect market, consumption and technological changes. Viewers are moving from traditional television to the online world, while the regulatory burden is much higher on television. Therefore, the Commission proposes to introduce flexibility when restrictions only applicable to television are no longer justified. At the same time, the proposal would ensure that consumers will be sufficiently protected in the on-demand and internet world. This would be achieved whilst also ensuring that innovation would not be stifled.

The Commission is pleased that the Narodno Sabranie shares the view that action at the EU level as envisaged in the proposal is required to update the Audiovisual Media Services Directive, in line with market, consumption and technological changes.

The Commission equally welcomes the Narodno Sabranie's view that the proposal complies with the principles of subsidiarity and proportionality. The Commission is also pleased that the Narodno Sabranie supports the Commission's efforts on introducing adequate rules for video-sharing platforms.

¹ COM(2015) 192 final.

² OJ L 95, 15.4.2010, pp. 1-24.

As underlined by the Narodno Sabranie, the Commission's proposal also aims at achieving the key objectives of developing competition in the audiovisual sector and improving access to European works.

The points made above are based on the initial proposal presented by the Commission which is currently in the legislative process involving both the European Parliament and the Council, in which the Bulgarian government is represented.

The Commission hopes that these clarifications address the issues raised by the Narodno Sabranie and looks forward to continuing our political dialogue in the future

Yours faithfully,

*Frans Timmermans
First Vice-President*

*Günther Oettinger
Member of the Commission*