

**Question for written answer E-001468/2015  
to the Commission**

Rule 130

**Marielle de Sarnez (ALDE)**

Subject: Access to VoD platforms on the internal market and Member States' policies on financing and promoting cultural diversity

The laws on cultural diversity and the promotion of creativity in Europe differ greatly from one Member State to another. In France, video on demand (VoD) platforms are legally obliged to finance and promote domestic works. In Germany and Spain, VoD catalogues may only promote European works. In the Czech Republic, it is up to individual platforms to decide how to approach this issue, and in Latvia, although VoD providers must include European works in their catalogues, there is no minimum quota.

The Audiovisual Media Services (AMS) Directive lays down minimum requirements for content broadcasters as regards the promotion and financing of audiovisual media in Europe. These rules are based on the country-of-origin principle. VoD operators can thus set themselves up in Member States whose laws are less restrictive and then distribute their content in other Member States.

1. How will the Commission ensure that the rules governing the internal market for audiovisual material are not at odds with Member States' policies on the promotion of culture?
2. Does it intend to take the 'country of destination' of the VoD service into account when imposing requirements as regards the financing and promotion of cultural diversity?