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*Committee on Culture and Education*

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**2012/2132(INI)**

18.1.2013

# **AMENDMENTS**

## **1 - 126**

**Draft report**  
**Piotr Borys**  
(PE500.577v01-00)

on the Implementation of the Audiovisual Media Services Directive  
(2012/2132(INI))

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PE504.031v01-00

**EN**

*United in diversity*

**EN**

AM\_Com\_NonLegReport

**Amendment 1**  
**Petra Kammerevert**

**Motion for a resolution**  
**Citation 2 a (new)**

*Motion for a resolution*

*Amendment*

*- having regard to the Protocol on the system of public broadcasting in the Member States annexed to the Treaty of Amsterdam amending the Treaty on European Union, the Treaties establishing the European Communities and certain related acts, 11997D/PRO/09, published in the Official Journal of the European Union No C 340 of 10 November 1997, p. 109,*

Or. de

**Amendment 2**  
**Marietje Schaake, Nadja Hirsch**

**Motion for a resolution**  
**Recital A**

*Motion for a resolution*

*Amendment*

A. whereas the Audiovisual Media Services Directive (AVMSD) is the backbone of EU media regulation;

A. whereas the Audiovisual Media Services Directive (AVMSD) is **currently** the backbone of EU media regulation;

Or. en

**Amendment 3**  
**Helga Trüpel**

**Motion for a resolution**  
**Recital A a (new)**

*Motion for a resolution*

*Amendment*

***Aa. whereas audiovisual media services are as much cultural services as they are economic services;***

Or. de

**Amendment 4**  
**Sabine Verheyen**

**Motion for a resolution**  
**Recital B**

*Motion for a resolution*

*Amendment*

B. whereas the AVMSD is based on the principle of technological neutrality and ***thus covers all services with audiovisual content irrespective of the technology used to deliver the content, guaranteeing a level playing field for all audiovisual media service providers;***

B. whereas the AVMSD is based on the principle of technological neutrality and ***guarantees a free flow of audiovisual media services as an internal market instrument, whilst taking into account the nature of these services as cultural goods as well as their special importance to society, democracy, freedom of expression, freedom of information and diversity of opinion;***

Or. de

**Amendment 5**  
**Helga Trüpel**

**Motion for a resolution**  
**Recital C**

*Motion for a resolution*

*Amendment*

C. whereas the AVMSD ***guarantees*** a free flow of audiovisual media services as an internal market instrument ***reflecting*** the right to freedom of expression and information ***and*** protecting public interest ***objectives;***

C. whereas the AVMSD ***aims to ensure*** a free flow of audiovisual media services as an internal market instrument, ***and respects*** the right to freedom of expression and information ***while*** protecting ***the*** public interest ***and authors' rights;***

**Amendment 6**

**Marietje Schaake, Nadja Hirsch, Morten Løkkegaard**

**Motion for a resolution**

**Recital C**

*Motion for a resolution*

C. whereas the AVMSD guarantees a free flow of audiovisual media services as an internal market instrument reflecting the right to freedom of expression and information and protecting public interest objectives;

*Amendment*

C. whereas the AVMSD guarantees a free flow of audiovisual media services as an internal market instrument reflecting the right to freedom of expression and ***access to*** information, and protecting public interest objectives, ***including press and media freedom***;

Or. en

**Amendment 7**

**Ramon Tremosa i Balcells**

**Motion for a resolution**

**Recital C**

*Motion for a resolution*

C. whereas the AVMSD guarantees a free flow of audiovisual media services as an internal market instrument reflecting the right to freedom of expression and information and protecting public interest objectives;

*Amendment*

C. whereas the AVMSD guarantees a free flow of audiovisual media services as an internal market instrument reflecting the right to freedom of expression and information and protecting public interest objectives; ***however, the AVMSD should be reformed to ensure that this freedom of expression is not misused to make statements in favour or in sympathy of totalitarian regimes***;

Or. en

**Amendment 8**  
**Sabine Verheyen**

**Motion for a resolution**  
**Recital D**

*Motion for a resolution*

D. whereas the AVMSD aims to safeguard cultural diversity *by promoting* European audiovisual works;

*Amendment*

D. whereas the AVMSD aims to *preserve independent cultural development in the Member States and* safeguard cultural diversity *in the Union, particularly through minimum harmonisation and the promotion of* European audiovisual works;

Or. de

**Amendment 9**  
**Helga Trüpel**

**Motion for a resolution**  
**Recital D**

*Motion for a resolution*

D. whereas the AVMSD aims to safeguard cultural diversity *by promoting* European audiovisual works;

*Amendment*

D. whereas the AVMSD *both takes into account the cultural nature of audiovisual media services which are of particular importance for society and democracy as vectors of identities and values, and* aims to safeguard cultural diversity *particularly through minimum harmonisation of European media regulation and the promotion of* European audiovisual works;

Or. de

**Amendment 10**  
**Nadja Hirsch, Morten Løkkegaard, Marietje Schaake, Hannu Takkula**

**Motion for a resolution**  
**Recital D a (new)**

*Motion for a resolution*

*Amendment*

***Da. whereas technological convergence means that consumers will in future distinguish less and less between linear and non-linear services;***

Or. de

**Amendment 11**

**Nadja Hirsch, Morten Løkkegaard, Marietje Schaake, Hannu Takkula**

**Motion for a resolution**

**Recital D b (new)**

*Motion for a resolution*

*Amendment*

***Db. whereas the goal should be a level playing field, as the different levels of regulation for linear and non-linear services are no longer recognisable for consumers and this can therefore lead to distortions of competition;***

Or. de

**Amendment 12**

**Nadja Hirsch**

**Motion for a resolution**

**Recital D c (new)**

*Motion for a resolution*

*Amendment*

***Dc. whereas self-commitment measures, especially in the wake of media convergence, can provide more effective protection of consumers and minors within the meaning of the AVMSD than legal measures and they can also serve as an indication of quality for consumers;***

Or. de

**Amendment 13**  
**Nadja Hirsch, Marietje Schaake**

**Motion for a resolution**  
**Recital E**

*Motion for a resolution*

E. whereas *the audiovisual media services markets continue to experience significant changes in technology as well as developments in* business practices and models, *influencing* the way content is delivered and accessed by viewers;

*Amendment*

E. whereas *new technologies and new* business practices and models *will lead to further changes in the audiovisual media services market and* the way content is delivered and accessed by viewers;

Or. de

**Amendment 14**  
**Nadja Hirsch, Marietje Schaake**

**Motion for a resolution**  
**Recital F**

*Motion for a resolution*

F. whereas the accessibility of audiovisual media services is essential for guaranteeing the *right of persons with a disability and of the elderly to participate and be integrated in the* social and cultural life of the EU, in particular *with the development of new* content *delivery* platforms such as IPTV and Connected TV;

*Amendment*

F. whereas the accessibility of audiovisual media services is essential for guaranteeing the *participation of all European citizens, regardless of whether they have a disability,* in social and cultural life *in* the EU, in particular *as regards their access to* content *via* platforms such as IPTV and Connected TV;

Or. de

**Amendment 15**  
**Nadja Hirsch, Morten Løkkegaard, Hannu Takkula**

**Motion for a resolution**  
**Recital H**



*Motion for a resolution*

H. whereas ***the on-going*** technological ***changes have made*** the protection of minors ***an even more pressing and challenging issue***;

*Amendment*

H. whereas technological ***convergence means that controlling*** the protection of minors ***can no longer be guaranteed without the unreasonable curtailment of Internet freedom; relies therefore on players to commit themselves to ensuring a high level of protection for minors, which can also serve as an indication of quality for consumers***;

Or. de

**Amendment 16**  
**Marietje Schaake**

**Motion for a resolution**  
**Recital H**

*Motion for a resolution*

H. whereas the on-going technological changes ***have made*** the protection of minors an even more pressing and challenging issue;

*Amendment*

H. whereas the on-going technological changes ***offer new opportunities and continue to make have*** the protection of minors an even more pressing and challenging issue;

Or. en

**Amendment 17**  
**Nadja Hirsch**

**Motion for a resolution**  
**Recital H a (new)**

*Motion for a resolution*

***Ha. whereas the AVMSD assigns a key role to co-regulatory and self-regulatory instruments in delivering a high level of consumer protection***;

*Amendment*

**Amendment 18**  
**Marietje Schaake, Morten Løkkegaard**

**Motion for a resolution**  
**Recital H a (new)**

*Motion for a resolution*

*Amendment*

***Ha. whereas the fragmentation of intellectual property right in the EU restricts access to audiovisual media services and content;***

**Amendment 19**  
**Nadja Hirsch, Marietje Schaake**

**Motion for a resolution**  
**Recital I**

*Motion for a resolution*

*Amendment*

I. whereas some Member States ***did*** not ***transpose*** the AVMSD in a timely manner, ***and*** have ***still*** not fully ***and*** correctly implemented it;

I. whereas some Member States ***have*** not ***transposed*** the AVMSD in a timely manner ***or*** have not fully ***or*** correctly implemented it;

**Amendment 20**  
**Piotr Borys**

**Motion for a resolution**  
**Recital I a (new)**

*Motion for a resolution*

*Amendment*

***Ia. whereas the transposition of Article 13 of the AVMSD on the promotion of***

*European works by on-demand services is not prescriptive enough in most Member States to meet the cultural diversity objective the directive is entrusted with;*

Or. en

**Amendment 21**  
**Nadja Hirsch, Marietje Schaake**

**Motion for a resolution**  
**Recital J**

*Motion for a resolution*

J. whereas a full assessment of the implementation of the AVMSD as well as a thorough evaluation of its effectiveness cannot therefore *be carried out*;

*Amendment*

J. whereas a full assessment of the implementation of the AVMSD as well as a thorough evaluation of its effectiveness cannot therefore *answer all questions*;

Or. de

**Amendment 22**  
**Marek Henryk Migalski**

**Motion for a resolution**  
**Recital K**

*Motion for a resolution*

K. whereas the expansion of the audiovisual media services markets with the development of hybrid services has amplified concerns over a wide range of issues, such as competition, intellectual property rights, the evolution of existing and the emergence of new forms of audiovisual commercial communications, *and overlay advertising which challenges programme integrity and puts into question the adequacy and effectiveness of the AVMSD, as well as its relationship with other instruments of EU law*;

*Amendment*

K. whereas the expansion of the audiovisual media services markets with the development of hybrid services has amplified concerns over a wide range of issues, such as competition, intellectual property rights, the evolution of existing and the emergence of new forms of audiovisual commercial communications;

**Amendment 23****Lothar Bisky, Marie-Christine Vergiat****Motion for a resolution****Recital K***Motion for a resolution*

K. whereas *the expansion of the* audiovisual media services markets *with the development of* hybrid services *has amplified concerns over* a wide range of issues, such as competition, *intellectual property rights, the evolution of existing and the emergence of* new forms of audiovisual commercial communications, and overlay advertising which challenges programme integrity and puts into question the adequacy and effectiveness of the AVMSD, as well as its relationship with other instruments of EU law;

*Amendment*

K. whereas *technological development and practical use of* audiovisual media services *as well as expansion of AVMS* markets (*e. g. in* hybrid services) *and media market concentration trends illustrate the urgent need to review regulatory practice in* a wide range of issues, such as competition *taking into account its negative impacts on the services, copy right, consumer data protection,* new forms of audiovisual commercial communications, and overlay advertising which challenges programme integrity and puts into question the adequacy and effectiveness of the AVMSD, as well as its relationship with other instruments of EU law;

Or. en

**Amendment 24****Nadja Hirsch, Morten Løkkegaard, Hannu Takkula****Motion for a resolution****Recital K***Motion for a resolution*

K. whereas the expansion of the audiovisual media services markets with the development of hybrid services *has amplified concerns over a wide range of* issues, such as *competition,* intellectual property *rights, the evolution of existing*

*Amendment*

K. whereas the expansion of the audiovisual media services markets with the development of hybrid services *gives cause to review* issues such as *achieving a level playing field, the protection of* intellectual property, new forms of

*and the emergence of* new forms of audiovisual commercial communications, *and overlay advertising which challenges programme integrity and puts into question* the adequacy and effectiveness of the AVMSD, as well as its relationship with other instruments of EU law;

audiovisual commercial communications, *advertising restrictions and the protection of minors*; the adequacy and effectiveness of the AVMSD, as well as its relationship with other instruments of EU law *must be called into question*;

Or. de

**Amendment 25**  
**Marietje Schaake**

**Motion for a resolution**  
**Recital K**

*Motion for a resolution*

K. whereas the expansion of the audiovisual media services markets with the development of hybrid services *has amplified concerns over* a wide range of issues, such as competition, intellectual property rights, the evolution of existing and the emergence of new forms of audiovisual commercial communications, and overlay advertising which challenges programme integrity and puts into question the adequacy and effectiveness of the AVMSD, as well as its relationship with other instruments of EU law;

*Amendment*

K. whereas the expansion of the audiovisual media services markets with the development of hybrid services *presents new challenges with regard to* a wide range of issues, such as competition, intellectual property rights, the evolution of existing and the emergence of new forms of audiovisual commercial communications, and overlay advertising which challenges programme integrity and puts into question the adequacy and effectiveness of the AVMSD, as well as its relationship with other instruments of EU law;

Or. en

**Amendment 26**  
**Piotr Borys**

**Motion for a resolution**  
**Recital K**

*Motion for a resolution*

K. whereas the expansion of the

*Amendment*

K. whereas the expansion of the

audiovisual media services markets with the development of hybrid services has amplified concerns over a wide range of issues, such as competition, intellectual property rights, the evolution of existing and the emergence of new forms of audiovisual commercial communications, and overlay advertising which challenges programme integrity and puts into question the adequacy and effectiveness of the AVMSD, as well as its relationship with other instruments of EU law;

audiovisual media services markets with the development of hybrid services has amplified concerns over a wide range of issues, such as competition, intellectual property rights, the evolution of existing and the emergence of new forms of audiovisual commercial communications, and overlay advertising which challenges programme integrity and puts into question the adequacy and effectiveness of the AVMSD, as well as its relationship with other instruments of EU law *and the needed level playing field between media service providers*;

Or. en

**Amendment 27**  
**Piotr Borys, Santiago Fisas Ayxela**

**Motion for a resolution**  
**Recital K a (new)**

*Motion for a resolution*

*Amendment*

*Ka. whereas the provisions of Article 15 of the AVMSD are the result of a fair balance of the interests of all stakeholders, by respecting the public's right to access information on the one hand, and the right to property and freedom to conduct a business on the other hand;*

Or. en

**Amendment 28**  
**Lothar Bisky, Marie-Christine Vergiat**

**Motion for a resolution**  
**Paragraph 1**

*Motion for a resolution*

1. **Stresses** that the AVMSD **remains the** appropriate **instrument** to govern the EU-wide coordination of national legislation on all audiovisual media;

*Amendment*

1. **Considers** that the AVMSD **seems to be an** appropriate **regulatory basis** to govern the EU-wide coordination of national legislation on all audiovisual media, **but stresses the need to permanently adapt it to technological developments and requirements of an information and media society, including questions of equal access, fair remuneration of authors, the protection of media freedom, cultural diversity, online privacy;**

Or. en

**Amendment 29**

**Helga Trüpel**

**Motion for a resolution**

**Paragraph 1**

*Motion for a resolution*

1. Stresses that the AVMSD remains the appropriate instrument to govern the EU-wide coordination of national legislation on all audiovisual media;

*Amendment*

1. Stresses that the AVMSD remains the appropriate instrument to govern the EU-wide coordination of national legislation on all audiovisual media **and to uphold the principles of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions;**

Or. de

**Amendment 30**

**Nadja Hirsch, Marietje Schaake**

**Motion for a resolution**

**Paragraph 1**

*Motion for a resolution*

1. Stresses that **the AVMSD** remains the

*Amendment*

1. Stresses that **EU legislation** remains the

appropriate instrument to govern the EU-wide coordination of national legislation on all audiovisual media;

appropriate instrument to govern the EU-wide coordination of national legislation on all audiovisual media;

Or. de

**Amendment 31**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 1**

*Motion for a resolution*

1. Stresses that the AVMSD remains the appropriate instrument to govern the EU-wide coordination of national legislation on all audiovisual media;

*Amendment*

1. Stresses that the AVMSD remains the appropriate instrument to govern the EU-wide coordination of national legislation on all audiovisual media ***and notes in particular that the 'Country of Origin' principle, when properly applied, gives broadcasters important clarity and certainty about their operational arrangements;***

Or. en

**Amendment 32**  
**Nadja Hirsch, Marietje Schaake**

**Motion for a resolution**  
**Paragraph 2**

*Motion for a resolution*

2. Notes that the Commission has submitted its application report with a significant delay ***and that the Member States have implemented the AVMSD in a particularly diverse manner;***

*Amendment*

2. Notes that the Commission has submitted its application report with a significant delay;

Or. de



**Amendment 33**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 2 a (new)**

*Motion for a resolution*

*Amendment*

***2a. Regrets that the necessary updated version of the interpretative communication on certain aspects of the provisions on televised advertising has still not been issued, a failure which makes it impossible to use standard means of identification for commercial communications as regards sponsorship, self-production, and product placement, and which enables some Member States to adopt questionable positions and practices without incurring penalties;***

Or. it

**Amendment 34**  
**Piotr Borys**

**Motion for a resolution**  
**Paragraph 3**

*Motion for a resolution*

*Amendment*

3. Observes that the Commission application report ***fails to*** assess the need for a possible adaptation of the AVMSD in view of these findings, as required by Article 33;

3. Observes that the Commission application report ***does not*** assess the need for a possible adaptation of the AVMSD in view of these findings as required by Article 33;

Or. en

**Amendment 35**  
**Lothar Bisky, Marie-Christine Vergiat**

**Motion for a resolution**  
**Paragraph 3**

*Motion for a resolution*

3. **Observes** that the Commission application report fails to assess the need for a possible adaptation of the AVMSD in view of these findings, as required by Article 33;

*Amendment*

3. **Deplores** that the Commission application report fails to assess the need for a possible adaptation of the AVMSD in view of these findings, as required by Article 33;

Or. en

**Amendment 36**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 3 a (new)**

*Motion for a resolution*

*Amendment*

**3a. Calls on the European Commission to encourage the consistent and full implementation of the AVMSD in the Member States and in particular to ensure that all due account is taken of the specific definitions contained in the recitals to this Directive when it is transposed into national law;**

Or. de

**Amendment 37**  
**Piotr Borys, Róza Gräfin von Thun und Hohenstein, Jean-Marie Cavada, Emma McClarkin**

**Motion for a resolution**  
**Paragraph 3 a (new)**

*Motion for a resolution*

*Amendment*

**3a. Notes the Commission's intention to publish shortly a policy document on convergence related to Connected TV and connected devices which will launch a public consultation on all issues arising**

*from these new developments;*

Or. en

**Amendment 38**  
**Helga Trüpel**

**Motion for a resolution**  
**Paragraph 3 a (new)**

*Motion for a resolution*

*Amendment*

***3a. Calls on the Commission to continue to ensure that, given their dual nature as cultural and economic services, audiovisual media services remain excluded from liberalisation under the negotiations on the General Agreement on Trade in Services (GATS);***

Or. de

**Amendment 39**  
**Nadja Hirsch, Marietje Schaake**

**Motion for a resolution**  
**Paragraph 3 a (new)**

*Motion for a resolution*

*Amendment*

***3a. Regrets that the AVMSD has not been implemented fully or in a timely manner in some Member States and encourages these Member States to ensure full implementation immediately;***

Or. de

**Amendment 40**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 3 b (new)**

*Motion for a resolution*

*Amendment*

***3b. Encourages the Commission to examine, in the event of any review of the AVMSD, to what extent uncertainties or inaccuracies in the definitions possibly led to difficulties in implementation in the Member States, so that these can be resolved in the context of this review;***

Or. de

**Amendment 41**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 4**

*Motion for a resolution*

*Amendment*

4. Stresses that the Commission application report fails to address substantively the issue of accessibility as referred to in Article 7 of the AVMSD, and regrets that the effectiveness of the Member States' implementing rules in this regard is not addressed;

4. Stresses that the Commission application report fails to address substantively the issue of accessibility as referred to in Article 7 of the AVMSD, and regrets that the effectiveness of the Member States' implementing rules in this regard is not addressed; ***notes that in many Member States the infrastructure to provide such services does not yet exist and will take time for some Member States to implement these requirements; encourages Member States to address this as soon as possible to allow for practical implementation of Article 7;***

Or. en

**Amendment 42**  
**Piotr Borys, Róza Gräfin von Thun und Hohenstein**

**Motion for a resolution**  
**Paragraph 5**

*Motion for a resolution*

5. Calls on the Commission to address this deficit by providing **an** overview of measures taken by the Member States and an assessment of their efficacy, so as to ensure that audiovisual media services are continually made more accessible;

*Amendment*

5. Calls on the Commission to address this deficit by providing **a regular** overview of measures taken by the Member States and an assessment of their efficacy, so as to ensure that audiovisual media services are continually made more accessible;

Or. en

**Amendment 43**  
**Marietje Schaake, Morten Løkkegaard**

**Motion for a resolution**  
**Paragraph 5**

*Motion for a resolution*

5. Calls on the Commission to address this deficit by providing an overview of measures taken by the Member States and an assessment of their efficacy, so as to ensure that audiovisual media services are continually made more accessible;

*Amendment*

5. Calls on the Commission to address this deficit by providing an overview of measures taken by the Member States and an assessment of their efficacy, so as to ensure that audiovisual media services are continually made more accessible **and act in accordance with fundamental rights**;

Or. en

**Amendment 44**  
**Lothar Bisky, Marie-Christine Vergiat, Cornelis de Jong**

**Motion for a resolution**  
**Paragraph 5 a (new)**

*Motion for a resolution*

*Amendment*

**5a. Highlights the fact that, in an increasingly digital environment, public media services play a crucial role in ensuring that citizens are able to access**

*information online, and acknowledges in this regard that the provision of internet services by public media services contributes directly to their mission;*

Or. en

**Amendment 45**  
**Ramon Tremosa i Balcells**

**Motion for a resolution**  
**Paragraph 5 a (new)**

*Motion for a resolution*

*Amendment*

*5a. Calls Member States to ensure that there are not intra-State political and administrative barriers to audiovisual media services;*

Or. en

**Amendment 46**  
**Lothar Bisky, Marie-Christine Vergiat, Cornelis de Jong**

**Motion for a resolution**  
**Paragraph 5 b (new)**

*Motion for a resolution*

*Amendment*

*5b. Considers that this mission of public services requires specific legal rules, including in terms of financing and state aids;*

Or. en

**Amendment 47**  
**Lothar Bisky, Marie-Christine Vergiat, Cornelis de Jong**

**Motion for a resolution**  
**Paragraph 5 c (new)**

*Motion for a resolution*

*Amendment*

***5c. Considers that concentration of media ownership may undermine freedom of information, and in particular the right to receive information, and therefore requests the Commission to specify the ownership relations existing among the 7 500 broadcasters it has identified in the EU, with the aim of singling out the potential challenges relating to plurality in these media services;***

Or. en

**Amendment 48**

**Petra Kammerevert**

**Motion for a resolution**

**Paragraph 6**

*Motion for a resolution*

*Amendment*

***6. Calls for wider accessibility of programmes, in particular those rendered via on-demand services, through further developments in, inter alia, audio description, audio/spoken subtitles, sign language and menu navigation, notably of electronic programme guides (EPGs);***

***6. Recognises that Member States should encourage media service providers under their jurisdiction to make their services more accessible particularly to persons with physical disabilities;***

Or. de

**Amendment 49**

**Sabine Verheyen**

**Motion for a resolution**

**Paragraph 6**

*Motion for a resolution*

*Amendment*

***6. Calls for wider accessibility of programmes, in particular those rendered***

***6. Recognises that Member States should encourage media service providers under***

*via on-demand services*, through further developments in, *inter alia*, audio description, audio/spoken subtitles, sign language and menu navigation, notably of electronic programme guides (EPGs);

*their jurisdiction to gradually make their services available to the hard of hearing and the visually impaired, for example* through further developments in audio description, audio/spoken subtitles, sign language and menu navigation, notably of electronic programme guides (EPGs);

Or. de

**Amendment 50**  
**Nadja Hirsch**

**Motion for a resolution**  
**Paragraph 6**

*Motion for a resolution*

6. Calls for wider accessibility of programmes, in particular those rendered via on-demand services, through further developments in, *inter alia*, audio description, audio/spoken subtitles, sign language and menu navigation, notably of electronic programme guides (EPGs);

*Amendment*

6. Calls for wider accessibility of programmes, in particular those rendered via on-demand services; *the introduction of a system of incentives for broadcasters can, for example, encourage* further developments in audio description, audio/spoken subtitles, sign language and menu navigation, notably of electronic programme guides (EPGs);

Or. de

**Amendment 51**  
**Marek Henryk Migalski**

**Motion for a resolution**  
**Paragraph 6**

*Motion for a resolution*

6. *Calls* for wider accessibility of programmes, in particular those rendered via on-demand services, through further developments in, *inter alia*, audio description, audio/spoken subtitles, sign language and menu navigation, notably of

*Amendment*

6. *Points to the need* for wider accessibility of programmes, in particular those rendered via on-demand services, through further developments in, *inter alia*, audio description, audio/spoken subtitles, sign language and menu navigation,



electronic programme guides (EPGs);

notably of electronic programme guides (EPGs);

Or. pl

**Amendment 52**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 6**

*Motion for a resolution*

6. Calls for wider accessibility of programmes, in particular those rendered via on-demand services, through further developments in, inter alia, audio description, audio/spoken subtitles, sign language and menu navigation, notably of electronic programme guides (EPGs);

*Amendment*

6. Calls for wider accessibility of programmes, in particular those rendered via on-demand services, through further developments in, inter alia, audio description, audio/spoken subtitles, sign language and menu navigation, notably of electronic programme guides (EPGs); ***stresses, however, that the market for non-linear services is still at a relatively early stage of development and that any new obligations placed on providers must reflect this;***

Or. en

**Amendment 53**  
**Piotr Borys, Jean-Marie Cavada, Emma McClarkin**

**Motion for a resolution**  
**Paragraph 6 a (new)**

*Motion for a resolution*

***6a. Calls on Member States to strengthen efforts to encourage audiovisual media services providers and manufacturers of supporting devices, to pay full recognition to the needs of people with a disability and of the elderly;***

Or. en

**Amendment 54**  
**Nadja Hirsch, Marietje Schaake**

**Motion for a resolution**  
**Paragraph 7**

*Motion for a resolution*

7. Highlights that most Member States comply with the rules relating to the promotion of European works **but** that priority is still given to national works whilst the percentage of independent works on TV is on the decline;

*Amendment*

7. Highlights *the fact* that most Member States comply with the rules relating to the promotion of European works **and that, as expected**, priority is still given to national works whilst the percentage of independent works on TV is on the decline;

Or. de

**Amendment 55**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 7 a (new)**

*Motion for a resolution*

***7a. Calls on the Commission, in the event of a revision of the AVMSD, to examine whether, given the increasing convergence in content distribution, the retention of programme quotas remains an effective means of promoting European productions, or whether, as an alternative, the development and distribution of European productions can be achieved more effectively through a European media fund building on and complementing existing EU support mechanisms;***

Or. de

**Amendment 56**  
**Marietje Schaake, Morten Løkkegaard**

**Motion for a resolution**  
**Paragraph 7 a (new)**

*Motion for a resolution*

*Amendment*

**7a. Calls for the reform and harmonization of IPR laws in the EU to ensure cross border access to audiovisual media services' content, opportunities for independent works, and innovative concepts to be viable;**

Or. en

**Amendment 57**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 7 a (new)**

*Motion for a resolution*

*Amendment*

**7a. Points out that the declining proportion of European independent audiovisual works in the programming of Member States' national television channels has adverse effects in terms both of the promotion and development of European culture and of the vitality and competitiveness of the European audiovisual industry;**

Or. it

**Amendment 58**  
**Marek Henryk Migalski**

**Motion for a resolution**  
**Paragraph 8**

*Motion for a resolution*

*Amendment*

**8. Regrets that the data provided are insufficient to draw any conclusions on the promotion of European works by on-demand services providers;**

*deleted*

Or. pl

**Amendment 59**  
**Marietje Schaake**

**Motion for a resolution**  
**Paragraph 8**

*Motion for a resolution*

*Amendment*

8. Regrets that the data provided **are** insufficient to draw any conclusions on the promotion of European works by on-demand services providers;

8. Regrets that the data provided **is** insufficient to draw any conclusions on the promotion of European works by on-demand services providers;

Or. en

**Amendment 60**  
**Piotr Borys, Jean-Marie Cavada**

**Motion for a resolution**  
**Paragraph 8**

*Motion for a resolution*

*Amendment*

8. Regrets that the data provided are insufficient to draw any conclusions on the promotion of European works by on-demand services providers;

8. Regrets that the data provided are insufficient to draw any conclusions on the promotion of European works by on-demand services providers **and urges the Member States to provide relevant data in that regard;**

Or. en

**Amendment 61**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 8**

*Motion for a resolution*

8. Regrets that the data provided are insufficient to draw any conclusions on the promotion of European works by on-demand services providers;

*Amendment*

8. Regrets that the data provided are insufficient to draw any conclusions on the promotion of European works by on-demand services providers, **and calls, in this regard, for the reporting requirement on European works to include at least a breakdown by category – cinema production, fiction and non-fiction TV production and show-type or entertainment formats – and by means of distribution;**

Or. de

**Amendment 62**  
**Piotr Borys**

**Motion for a resolution**  
**Paragraph 9**

*Motion for a resolution*

9. Stresses the lack of **separate** reporting under Article 13 of the AVMSD on the dual obligation to promote **access to and promotion of** European works in on-demand services, and asks the Commission to clarify this point;

*Amendment*

9. Stresses the lack of **detailed** reporting under Article 13 of the AVMSD on the dual obligation to promote **the production of, and the access to,** European works in on-demand services, and asks the Commission to clarify this point;

Or. en

**Amendment 63**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 9**

*Motion for a resolution*

9. Stresses the lack of separate reporting under Article 13 of the AVMSD on the dual obligation to promote access to and promotion of European works in on-demand services, and asks the Commission to clarify this point;

*Amendment*

9. Stresses the lack of separate reporting under Article 13 of the AVMSD on the dual obligation to promote access to and promotion of European works in on-demand services, and asks the Commission to clarify this point ***while also taking into account that such services are still in their infancy and that drawing conclusions about the effectiveness of promotion criteria applied to on-demand services is difficult***;

Or. en

**Amendment 64**

**Piotr Borys, Jean-Marie Cavada**

**Motion for a resolution**

**Paragraph 9 a (new)**

*Motion for a resolution*

*Amendment*

***9a. Therefore calls on the European Commission and Member States to act urgently to ensure the effective implementation of Article 13 of the Audiovisual Media Services Directive;***

Or. en

**Amendment 65**

**Petra Kammerevert**

**Motion for a resolution**

**Paragraph 10**

*Motion for a resolution*

*Amendment*

10. Calls on the Member States to promote better synergies *amongst* regulatory authorities, audiovisual media services

10. Calls on the Member States to promote better synergies *among* regulatory authorities, audiovisual media services

providers and the Commission, *which enable EU films, to reach a wider audience both domestically and in other Member States;*

providers and the Commission, *so that films produced in the EU can reach a wider audience both within and beyond it;*

Or. de

#### **Amendment 66**

**Piotr Borys, Róza Gräfin von Thun und Hohenstein**

#### **Motion for a resolution**

##### **Paragraph 10**

###### *Motion for a resolution*

10. Calls on the Member States to promote better synergies amongst regulatory authorities, audiovisual media services providers and the Commission, which enable EU films, to reach a wider audience both domestically and in other Member States;

###### *Amendment*

10. Calls on the Member States to *take effective measures to* promote better synergies amongst regulatory authorities, audiovisual media services providers and the Commission, which enable EU films, to reach a wider audience both domestically and in other Member States *both on linear and non linear services;*

Or. en

#### **Amendment 67**

**Petra Kammerevert**

#### **Motion for a resolution**

##### **Paragraph 11**

###### *Motion for a resolution*

11. Takes note of self-regulatory initiatives and codes of conducts designed to limit *children* and minors' exposure to food advertising and marketing, *such as those launched within the framework of the Commission's Platform for Action on Diet, Physical Activity and Health;*

###### *Amendment*

11. Takes note of self-regulatory initiatives and codes of conducts designed to limit *children's* and minors' exposure to food advertising and marketing;

Or. de

**Amendment 68**  
**Nessa Childers**

**Motion for a resolution**  
**Paragraph 11**

*Motion for a resolution*

11. Takes note of self-regulatory initiatives and codes of conducts designed to limit children and minors' exposure to food advertising and marketing, ***such as those launched within the framework of the Commission's Platform for Action on Diet, Physical Activity and Health;***

*Amendment*

11. Takes note of self-regulatory initiatives and codes of conducts designed to limit children and minors' exposure to food advertising and marketing;

Or. en

**Amendment 69**  
**Lothar Bisky, Cornelis de Jong, Marie-Christine Vergiat**

**Motion for a resolution**  
**Paragraph 11**

*Motion for a resolution*

11. Takes note of self-regulatory initiatives and codes of conducts designed to limit children and minors' exposure to food advertising and marketing, such as those launched within the framework of the Commission's Platform for Action on Diet, Physical Activity and Health;

*Amendment*

11. Takes note of self-regulatory initiatives and codes of conducts designed to limit children and minors' exposure to food advertising and marketing, such as those launched within the framework of the Commission's Platform for Action on Diet, Physical Activity and Health, ***but stresses that self-regulatory initiatives may not be sufficiently effective in protecting minors from impacts of alcohol marketing, and therefore calls on the European Commission consider legal initiatives for EU wide regulation of alcohol marketing;***

Or. en



**Amendment 70**  
**Nadja Hirsch**

**Motion for a resolution**  
**Paragraph 11**

*Motion for a resolution*

11. Takes note of self-regulatory initiatives and codes of conducts designed to limit children and minors' exposure to food advertising and marketing, such as those launched within the framework of the Commission's Platform for Action on Diet, Physical Activity and Health;

*Amendment*

*(Does not affect English version)*

Or. de

**Amendment 71**  
**Piotr Borys, Jean-Marie Cavada**

**Motion for a resolution**  
**Paragraph 11 a (new)**

*Motion for a resolution*

*11a. Recognises the efforts made by the advertising industry and members of the EU Pledge, made notably in the context of the EU Platform on Diet, Physical Activity and Health, to respond to the AVMS Directive's call for codes of conduct for commercial communications, accompanying or included in children's programmes, of foods and beverages high in fat, sugar and salt;*

*Amendment*

Or. en

**Amendment 72**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 11 a (new)**

*Motion for a resolution*

*Amendment*

***11a. Notes that the ‘protection of the physical, mental and moral development of minors and human dignity’ in audiovisual media services is not properly guaranteed, especially in view of the fact that minors may be exposed to messages of violence and racism and their sensitivity, inexperience, or credulity is vulnerable to exploitation not just in advertising, but also in programmes, in particular during protected programming times;***

Or. it

**Amendment 73**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 11 b (new)**

*Motion for a resolution*

*Amendment*

***11b. Notes that the implementation review of the directive fails to consider what kinds of measures, and how many measures, have been adopted by broadcasters to promote media literacy, continuing vocational training for teachers and trainers, and the establishment of specifically Internet-related education for children, to teach them how to use the Internet responsibly, with sessions open to parents and the organisation of national campaigns;***

Or. it

**Amendment 74**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 12**

*Motion for a resolution*

12. Stresses that ***although such*** self-regulatory initiatives represent an advance on the prior situation, ***they have not proved to be sufficiently effective and cannot replace legally binding requirements that may be necessary to ensure the effective protection of minors;***

*Amendment*

12. Stresses that ***co-regulatory and*** self-regulatory initiatives represent an advance on the prior situation ***because they offer a means of reacting more swiftly to developments in the rapidly changing world of the media; and calls on the Commission, in the event of a revision of the AVMSD, to give these relatively new regulatory tools a greater role in the protection of young people in the media and in the regulation of advertising, without however entirely eschewing public-authority regulation or supervision;***

Or. de

**Amendment 75**  
**Nadja Hirsch**

**Motion for a resolution**  
**Paragraph 12**

*Motion for a resolution*

12. Stresses that ***although*** such self-regulatory initiatives ***represent an advance on the prior situation, they have not proved to be sufficiently effective and cannot replace legally binding requirements that may be necessary to ensure the effective protection of minors;***

*Amendment*

12. Stresses that such self-regulatory initiatives, ***especially in a context of media convergence, constitute a more effective approach and that, moreover, voluntary commitments on the part of content providers may serve as an indication of quality for consumers, who will in future make increasingly little distinction between linear and non-linear content;***

Or. de

**Amendment 76**  
**Sabine Verheyen**

**Motion for a resolution**  
**Paragraph 12**

*Motion for a resolution*

12. Stresses that although ***such*** self-regulatory ***initiatives represent an advance on the prior situation, they have not proved to be sufficiently effective and*** cannot replace legally binding requirements ***that may be necessary to ensure*** the effective protection of minors;

*Amendment*

12. Stresses that although ***effective*** self-regulatory ***and co-regulatory systems in the Member States*** cannot replace legally binding requirements, ***they may be helpful, particularly in an online context, as a complement to statutory youth-protection provisions, thus improving*** the effective protection of minors;

Or. de

**Amendment 77**  
**Glenis Willmott**

**Motion for a resolution**  
**Paragraph 12**

*Motion for a resolution*

12. Stresses that ***although*** such self-regulatory initiatives ***represent an advance on the prior situation, they have not proved to be sufficiently effective*** and cannot replace legally binding requirements that ***may be*** necessary to ensure the effective protection of minors;

*Amendment*

12. Stresses that such self-regulatory initiatives ***have been ineffective at protecting minors from the negative impact of the marketing of unhealthy products, such as alcohol and foods high in salt, sugar and fat,*** and cannot replace legally binding requirements that ***are*** necessary to ensure the effective protection of minors;

Or. en

**Amendment 78**  
**Helga Trüpel**

**Motion for a resolution**  
**Paragraph 12**

*Motion for a resolution*

12. Stresses that ***although such*** self-regulatory initiatives ***represent an advance on the prior situation, they have not proved to be sufficiently effective and cannot*** replace legally binding requirements ***that may be necessary*** to ensure the effective protection of minors;

*Amendment*

12. Stresses that ***effective*** self-regulatory ***and co-regulatory youth-protection*** initiatives ***represent a useful adjunct to legal provisions in realising the aims of the AVMSD but that they cannot in themselves*** replace legally binding requirements to ensure the effective protection of minors;

Or. de

**Amendment 79**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 12**

*Motion for a resolution*

12. Stresses that although such self-regulatory initiatives represent an advance on the prior situation, they have not proved to be sufficiently effective ***and cannot replace*** legally binding requirements that may be necessary to ensure the effective protection of minors;

*Amendment*

12. Stresses that although such self-regulatory initiatives represent an advance on the prior situation, they have not proved to be sufficiently effective ***in all Member States and need to be regularly monitored to ensure their enforcement alongside future*** legally binding requirements that may be necessary to ensure the effective protection of minors;

Or. en

**Amendment 80**  
**Piotr Borys**

**Motion for a resolution**  
**Paragraph 12**

*Motion for a resolution*

12. Stresses that although such self-regulatory initiatives represent an advance

*Amendment*

12. Stresses that although such self-regulatory initiatives represent an advance

on the prior situation, ***they have not proved to*** be sufficiently effective and cannot replace legally binding requirements that ***may be*** necessary to ensure the effective protection of minors;

on the prior situation, ***they may not always*** be sufficiently effective and ***should therefore be continuously evaluated;*** ***furthermore they*** cannot replace legally binding requirements that ***are*** necessary to ensure the effective protection of minors;

Or. en

**Amendment 81**  
**Marietje Schaake**

**Motion for a resolution**  
**Paragraph 12**

*Motion for a resolution*

12. Stresses that although such self-regulatory initiatives represent an advance on the prior situation, they have not proved to be sufficiently effective and cannot replace legally binding requirements that may be necessary to ensure the effective protection of minors;

*Amendment*

12. Stresses that although such self-regulatory initiatives represent an advance on the prior situation, they have not proved to be sufficiently effective and cannot replace legally binding requirements that may be necessary to ensure the effective protection of minors ***or the safeguarding of democratic oversight;***

Or. en

**Amendment 82**  
**Piotr Borys, Jean-Marie Cavada**

**Motion for a resolution**  
**Paragraph 12 a (new)**

*Motion for a resolution*

***12a. Urges Member States to continue encouraging audiovisual media service providers to develop codes of conduct as regards to inappropriate audiovisual commercial communications in children's programmes;***

Or. en

**Amendment 83**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 12 a (new)**

*Motion for a resolution*

*Amendment*

*12a. Stresses that advertising is a vitally important source of funding for the children's TV sector and we must consider the impact any further regulatory measures may have on the sectors ability to flourish and to create original European children's content;*

Or. en

**Amendment 84**  
**Nessa Childers**

**Motion for a resolution**  
**Paragraph 12 a (new)**

*Motion for a resolution*

*Amendment*

*12a. Stresses that self-regulatory initiatives are not capable of effectively protecting minors from impact of alcohol marketing;*

Or. en

**Amendment 85**  
**Nadja Hirsch, Morten Løkkegaard, Marietje Schaake, Hannu Takkula**

**Motion for a resolution**  
**Paragraph 13**

*Motion for a resolution*

*Amendment*

13. Calls on the Commission to reflect on

13. Calls on the Commission to reflect on

how the basic requirements of the AVMSD applicable to non-linear services can be extended to other online content and services which are currently out of its scope, **and** to present to Parliament the results of its reflections no later than 31 December 2013;

how the basic requirements of the AVMSD applicable to non-linear services can be extended to other online content and services which are currently out of its scope, **or what steps need to be taken to create a level playing field for all operators; calls on the Commission** to present to Parliament the results of its reflections no later than 31 December 2013;

Or. de

#### **Amendment 86**

**Piotr Borys, Jean-Marie Cavada, Emma McClarkin**

#### **Motion for a resolution**

#### **Paragraph 13 a (new)**

*Motion for a resolution*

*Amendment*

***13a. Acknowledges Member States' achievements in protecting against content inciting hatred on the grounds of race, sex, nationality and religion;***

Or. en

#### **Amendment 87**

**Silvia Costa**

#### **Motion for a resolution**

#### **Paragraph 13 a (new)**

*Motion for a resolution*

*Amendment*

***13a. Calls on the Member States to enforce the directive correctly and in full so as to ensure that the depiction of women in audiovisual media services does not offend their dignity, or in any way constitute discrimination or stereotyping, or convey messages conducive to violence or demeaning forms of representation;***



Or. it

**Amendment 88**  
**Nadja Hirsch, Marietje Schaake**

**Motion for a resolution**  
**Paragraph 14**

*Motion for a resolution*

14. Notes that the 12-minute hourly advertising limit has been breached in *a number of* Member States;

*Amendment*

14. Notes that the 12-minute hourly advertising limit has been breached in *certain* Member States;

Or. de

**Amendment 89**  
**Nadja Hirsch, Marietje Schaake**

**Motion for a resolution**  
**Paragraph 15**

*Motion for a resolution*

15. Urges the Member States to implement fully, correctly and without delay the provisions of the AVMSD in this respect;

*Amendment*

15. Urges the Member States *concerned* to implement fully, correctly and without delay the provisions of the AVMSD in this respect;

Or. de

**Amendment 90**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 16**

*Motion for a resolution*

16. Urges the Commission *to continue closely and effectively to monitor compliance with the 12-minute limitation*

*Amendment*

16. Urges the Commission, *as well as monitoring compliance with existing rules, to take account of future challenges*

*in Member States and to initiate infringement procedures where necessary;*

*in terms of the competitiveness and sustainable financing of audiovisual media services and, in the light of these, to review the quantitative stipulations on advertising with an eye to opportunities for introducing flexibility;*

Or. de

**Amendment 91**  
**Sabine Verheyen**

**Motion for a resolution**  
**Paragraph 16**

*Motion for a resolution*

16. Urges the Commission *to continue closely and effectively to monitor compliance with the 12-minute limitation in Member States and to initiate infringement procedures where necessary;*

*Amendment*

16. Urges the Commission, *as well as monitoring compliance with existing rules setting out qualitative and quantitative stipulations on advertising, to have an eye to future challenges, e.g. that of Connected TV, in terms of the competitiveness and the sustainable financing of audiovisual media services;*

Or. de

**Amendment 92**  
**Nadja Hirsch**

**Motion for a resolution**  
**Paragraph 16**

*Motion for a resolution*

16. Urges the Commission to *continue closely and effectively to monitor compliance with the 12-minute limitation in Member States and to initiate infringement procedures* where necessary;

*Amendment*

16. Urges the Commission to monitor *the national regulatory authorities more comprehensively in their task of ensuring compliance with the 12-minute limitation in Member States and to take the requisite steps to that end* where necessary;

Or. de

**Amendment 93**  
**Lothar Bisky, Cornelis de Jong**

**Motion for a resolution**  
**Paragraph 16 a (new)**

*Motion for a resolution*

*Amendment*

***16a. Requests the Commission to examine the real amount of advertising and to consider, in particular, whether there is a need for reducing the limit in view of possible complaints by consumers;***

Or. en

**Amendment 94**  
**Lothar Bisky, Marie-Christine Vergiat, Cornelis de Jong**

**Motion for a resolution**  
**Paragraph 16 b (new)**

*Motion for a resolution*

*Amendment*

***16b. Asks the Commission to submit as soon as possible the clarifications needed in respect of the issues it has identified in the field of commercial communications concerning sponsorship, self-promotion and product placement;***

Or. en

**Amendment 95**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 17**

*Motion for a resolution*

*Amendment*

17. Calls on the Commission to analyse

17. Calls on the Commission to analyse

whether stricter rules are needed as regards advertising aimed at children and minors, ***with particular emphasis on misleading television and online advertising***;

whether stricter rules are needed as regards advertising aimed at children and minors;

Or. de

**Amendment 96**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 17**

*Motion for a resolution*

17. Calls on the Commission to analyse ***whether stricter rules are needed*** as regards advertising aimed at children and minors, ***with particular emphasis on misleading television and online advertising***;

*Amendment*

17. Calls on the Commission to analyse ***the effectiveness of regulations and initiatives in place*** as regards advertising aimed at children and minors;

Or. en

**Amendment 97**  
**Nadja Hirsch, Marietje Schaake**

**Motion for a resolution**  
**Paragraph 17**

*Motion for a resolution*

17. Calls on the Commission to ***analyse whether stricter rules are needed as regards*** advertising aimed at children and minors, with particular emphasis on misleading television and online advertising;

*Amendment*

17. Calls on the Commission to ***continue to monitor compliance with the rules on*** advertising aimed at children and minors, with particular emphasis on misleading television and online advertising;

Or. de

## Amendment 98

Lothar Bisky, Marie-Christine Vergiat, Cornelis de Jong

### Motion for a resolution

#### Paragraph 17

##### *Motion for a resolution*

17. Calls on the Commission to analyse whether stricter rules are needed as regards advertising aimed at children and minors, with particular emphasis on misleading television and online advertising;

##### *Amendment*

17. ***Reaffirms the importance of protecting minors in television broadcasting and*** calls on the Commission to analyse whether stricter rules are needed as regards advertising aimed at children and minors, with particular emphasis on misleading television and online advertising; ***recommends Member States to consider prohibiting any commercial communications in children's programmes, inter alia in order not to exhort minors to buy a product or a service by exploiting their inexperience or credulity;***

Or. en

## Amendment 99

Glenis Willmott, Mary Honeyball

### Motion for a resolution

#### Paragraph 17 a (new)

##### *Motion for a resolution*

##### *Amendment*

***17a. Calls on the European Commission to investigate legislative methods of regulating the marketing of alcohol and foods high in salt, sugar and fat in the European Union, with particular attention given to the protection of minors;***

Or. en

**Amendment 100**  
**Nessa Childers**

**Motion for a resolution**  
**Paragraph 17 a (new)**

*Motion for a resolution*

*Amendment*

***17a. Calls on the European Commission to investigate legislative methods of regulating alcohol marketing in the European Union;***

Or. en

**Amendment 101**  
**Sabine Verheyen**

**Motion for a resolution**  
**Paragraph 18**

*Motion for a resolution*

*Amendment*

18. Welcomes the Commission's intention to update its interpretative communication on certain aspects of the provisions on televised advertising in 2013, ***which could provide indications on how to attain the qualitative minimum standards for all audiovisual commercial communications in Article 9 of the AVMSD;***

18. Welcomes the Commission's intention to update its interpretative communication on certain aspects of the provisions on televised advertising in 2013;

Or. de

**Amendment 102**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 18**

*Motion for a resolution*

*Amendment*

18. Welcomes the Commission's intention to update its interpretative communication

18. Welcomes the Commission's intention to update its interpretative communication

on certain aspects of the provisions on televised advertising in 2013, *which could provide indications on how to attain the qualitative minimum standards for all audiovisual commercial communications in Article 9 of the AVMSD*;

on certain aspects of the provisions on televised advertising in 2013;

Or. de

**Amendment 103**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 18**

*Motion for a resolution*

18. *Welcomes* the Commission's intention to update its interpretative communication on certain aspects of the provisions on televised advertising in 2013, which could provide indications on how to attain the qualitative minimum standards for all audiovisual commercial communications in Article 9 of the AVMSD;

*Amendment*

18. *Notes* the Commission's intention to update its interpretative communication on certain aspects of the provisions on televised advertising in 2013, which could provide indications on how to attain the qualitative minimum standards for all audiovisual commercial communications in Article 9 of the AVMSD; *believes however, that the Commission should focus on ensuring current provisions are properly implemented and stresses that the framework for advertising is already clearly set out in the AVMSD and that that this framework provides Member States with sufficient discretion to ensure these rules reflect individual markets; furthermore, believes consideration about the nature of advertising content should be made in the context of emerging markets, specifically the Connected TV Green Paper*;

Or. en

**Amendment 104**  
**Nadja Hirsch**

**Motion for a resolution**  
**Paragraph 18**

*Motion for a resolution*

18. Welcomes the Commission's intention to update its interpretative communication on certain aspects of the provisions on televised advertising in 2013, which could provide indications on how to attain the qualitative minimum standards for all audiovisual commercial communications in Article 9 of the AVMSD;

*Amendment*

18. Welcomes the Commission's intention to update its interpretative communication on certain aspects of the provisions on televised advertising in 2013, which could provide indications on how to attain the qualitative minimum standards for all audiovisual commercial communications in Article 9 of the AVMSD ***by means of co-regulation and self-regulation***;

Or. de

**Amendment 105**  
**Nadja Hirsch**

**Motion for a resolution**  
**Paragraph 19**

*Motion for a resolution*

19. Calls on the Commission and the Member States to promote media literacy for all EU citizens, in particular children and minors, through initiatives and coordinated actions, in order to increase the critical understanding of audiovisual media services and to stimulate public debate as well as civic participation, whilst encouraging the active participation of all stakeholders, in particular the media industry;

*Amendment*

19. *(Does not affect English version)*

Or. de

**Amendment 106**  
**Lorenzo Fontana**



**Motion for a resolution**  
**Paragraph 19**

*Motion for a resolution*

19. Calls on the Commission and the Member States to promote media literacy for all EU citizens, in particular children and minors, through initiatives and coordinated actions, in order to increase the critical understanding of audiovisual media services and to stimulate public debate as well as civic participation, whilst encouraging the active participation of all stakeholders, in particular the media industry;

*Amendment*

19. Calls on the Commission and the Member States to promote media literacy for all EU citizens, in particular children and minors, through initiatives and coordinated actions, in order to increase the critical understanding of audiovisual media services and to stimulate public debate as well as civic participation, whilst encouraging the active participation of all stakeholders, in particular the media industry; ***considers that particular attention should be focused on expert analysis and debate on the health risk associated with the new technologies;***

Or. it

**Amendment 107**  
**Piotr Borys, Jean-Marie Cavada, Emma McClarkin**

**Motion for a resolution**  
**Paragraph 19 a (new)**

*Motion for a resolution*

*Amendment*

***19a. Takes note of the findings by the Commission with regard to the level of media literacy in the Member States;***

Or. en

**Amendment 108**  
**Marek Henryk Migalski**

**Motion for a resolution**  
**Paragraph 20**

*Motion for a resolution*

*Amendment*

**20. Encourages the Member States to integrate media literacy in their respective school curricula;**

*deleted*

Or. pl

**Amendment 109**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 20**

*Motion for a resolution*

*Amendment*

**20. Encourages the Member States to integrate media literacy in their respective school curricula;**

**20. Notes that access to channels and choice of audiovisual services has increased significantly and stress that further efforts are needed in the Member States in the field of improving media literacy among citizens and consumers;**

Or. en

**Amendment 110**  
**Lorenzo Fontana**

**Motion for a resolution**  
**Paragraph 20**

*Motion for a resolution*

*Amendment*

**20. Encourages the Member States to integrate media literacy in their respective school curricula;**

**20. Encourages the Member States to *work together to develop advanced* media literacy *so as to enable that subject to be integrated* in their respective school curricula;**

Or. it

**Amendment 111**  
**Nadja Hirsch, Marietje Schaake**

**Motion for a resolution**  
**Paragraph 20**

*Motion for a resolution*

20. Encourages the Member States to integrate media literacy *in their respective* school curricula;

*Amendment*

20. Encourages the Member States to integrate media literacy *into* school curricula;

Or. de

**Amendment 112**  
**Sabine Verheyen**

**Motion for a resolution**  
**Paragraph 20**

*Motion for a resolution*

20. Encourages the Member States to integrate media literacy *in* their respective school curricula;

*Amendment*

20. Encourages the Member States to integrate media literacy, *especially in relation to digital media, into* their respective school curricula;

Or. de

**Amendment 113**  
**Marietje Schaake, Nadja Hirsch, Morten Løkkegaard**

**Motion for a resolution**  
**Paragraph 20**

*Motion for a resolution*

20. Encourages the Member States to integrate media literacy *in* their respective school curricula;

*Amendment*

20. Encourages the Member States to integrate media literacy *and e-skills in* their respective school curricula;

Or. en

**Amendment 114**  
**Petru Constantin Luhan**

**Motion for a resolution**  
**Paragraph 21 a (new)**

*Motion for a resolution*

*Amendment*

***21a. Suggests that the Commission should envisage a special regulatory framework for media opinion makers in order to encourage a diverse, objective and professional media.***

Or. en

**Amendment 115**  
**Heinz K. Becker**

**Motion for a resolution**  
**Paragraph 21 a (new)**

*Motion for a resolution*

*Amendment*

***21a. Calls on member states to increase cooperation and coordination in the framework of the contact committee as established under Article 29 of the AVMSD, in order to increase implementation efficiency and coherence;***

Or. en

**Amendment 116**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 21 a (new)**

*Motion for a resolution*

*Amendment*

***21a. Calls on the Commission to take steps as soon as possible with a view to adopting the interpretative***

*communication on the application of the directive, including the definition of advertising;*

Or. it

**Amendment 117**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 21 b (new)**

*Motion for a resolution*

*Amendment*

*21b. Calls on the Commission to closely monitor the development of hybrid services in the EU, in particular connected TV, and to spell out the issues raised in its Green Paper on connected TV; calls on the Commission to promote common European standards and, until such time as the directive has been amended, to make hybrid TV services subject to European rules on privacy, advertising, and the protection of minors, proceeding from the principle that the legislation applicable should be that in force in the home country of the end user as opposed to the home country of the service provider;*

Or. it

**Amendment 118**  
**Nadja Hirsch, Marietje Schaake**

**Motion for a resolution**  
**Paragraph 22**

*Motion for a resolution*

*Amendment*

22. Calls on the Commission to closely monitor the development of hybrid services in the EU, in particular Connected TV, *and to clearly identify* in its Green Paper on

22. Calls on the Commission to closely monitor the development of hybrid services in the EU, in particular Connected TV, to *establish* in its Green Paper on

Connected TV the various issues they raise;

Connected TV the various issues they raise ***and to pursue those issues through public consultation;***

Or. de

**Amendment 119**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 22**

*Motion for a resolution*

22. Calls on the Commission to closely monitor the development of hybrid services in the EU, in particular Connected TV, and to clearly identify in its Green Paper on Connected TV the various issues they raise;

*Amendment*

22. Calls on the Commission to closely monitor the development of hybrid services in the EU, in particular Connected TV, and to clearly identify in its Green Paper on Connected TV the various issues they raise; ***calls on the Commission to resist from simply migrating the old value of a linear media market into the connected TV environment;***

Or. en

**Amendment 120**  
**Piotr Borys, Róza Gräfin von Thun und Hohenstein, Jean-Marie Cavada**

**Motion for a resolution**  
**Paragraph 22 a (new)**

*Motion for a resolution*

***22a. Calls on the Commission to consider whether some basic requirements of the AVMSD should be extended to other online content and services which are currently out of its scope, and to report to the Parliament by 2014;***

Or. en

**Amendment 121**

**Lothar Bisky, Marie-Christine Vergiat, Cornelis de Jong**

**Motion for a resolution**

**Paragraph 22 a (new)**

*Motion for a resolution*

*Amendment*

***22a. Calls on the Commission to generally exclude audiovisual media services from the scope of services covered by EU external trade agreements in order to respect the principle of "cultural exception";***

Or. en

**Amendment 122**

**Petra Kammerevert**

**Motion for a resolution**

**Paragraph 22 a (new)**

*Motion for a resolution*

*Amendment*

***22a. Calls on the Commission to address in particular the uncertainties around use of the term 'on-demand audiovisual media services' and, with an eye both to greater consistency in EU legislation affecting on-demand audiovisual services and to likely developments in media convergence, to establish a clearer definition of the term so that the regulatory aims of the AVMSD can be achieved more effectively;***

Or. de

**Amendment 123**

**Piotr Borys, Santiago Fisas Aixela**

**Motion for a resolution**

**Paragraph 22 b (new)**

*Motion for a resolution*

*Amendment*

***22b. Calls on the European Commission, in its next report on the application of the Audiovisual Media Services Directive, to assess whether Member States have implemented the Directive in a way that preserves the necessary and existing balance between, on the one hand, safeguarding the principle of freedom of access to information, especially on events of high interest to society and, on the other hand, the protection of rights holders;***

Or. en

**Amendment 124**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 22 b (new)**

*Motion for a resolution*

*Amendment*

***22b. Is convinced – given both the market practices of media services providers and platform operators and the developing potential of the relevant technology – that the level of data protection needs to be improved and standardised throughout the EU, while continuing to provide for anonymity in the use of audiovisual media services as the norm;***

Or. de

**Amendment 125**  
**Piotr Borys, Santiago Fisas Aixela**

**Motion for a resolution**  
**Paragraph 22 c (new)**



*Motion for a resolution*

*Amendment*

***22c. Calls on the European Commission to also include in its next report an assessment of the ways Member States have implemented article 15 of the Directive, by looking more particularly at how they ensure that events of high interest to the public which are transmitted on an exclusive basis by a broadcaster under their jurisdiction, are used for the purposes of short news reports in general news programmes;***

Or. en

**Amendment 126**

**Piotr Borys, Santiago Fisas Ayxela**

**Motion for a resolution**

**Paragraph 22 d (new)**

*Motion for a resolution*

*Amendment*

***22d. Hopes that Member States, in their application of article 15 of the Directive, promote a high level of diversity in the number of events of significant public interest that are shown in general news programmes through short news reports;***

Or. en