

EN

P-004472/2019

Answer given by Mr Breton
on behalf of the European Commission
(14.2.2020)

The audiovisual and media sectors are going through a convergence trend between content and online services. Video is now an integral part of the offerings of major online platforms, and audiovisual works will account for 80% of all Internet traffic by 2022.

Therefore, the Commission recognises the need for a holistic approach for the sector, that encompasses the regulatory framework and financial instruments, including the MEDIA programme. In this regard, the Commission aims to present an action plan on the competitiveness and the wealth pluralism of the audio-visual sector and the media.

In particular, the Commission intends to focus on the implementation of the amended Audiovisual Media Services Directive (AVMSD) and a smart use of EU financial programmes and instruments to support the media and audiovisual sectors as they embrace the digital transformation. Additionally, with the Digital Services Act, the Commission will complement the progress already made to tackle specific types of illegal content, in order to establish a coherent regulatory framework around the provision of digital services.