

- Media policy:
- National regulation is still important (policy, actors, institutional structures)
- Public service broadcasting
- Schemes for subsidizing television programmes

European regulation: EU, CoE

Television without Frontiers Directive (1989)
AVMS Directive (2007)

Jurisdiction

Advertising, protection of children

Quotas

Communication on the application of state aid rules to PSB (2001, 2009)

Protocol to the Amsterdam Treaty regarding PSB and state aid

Proportionality (clear mandate, control conducted by an independent regulator)

Ex ante test of new services

MEDIA programmes (1991-)

MEDIA 2007 (2007-2013)

Preserve and enhance European linguistic and cultural diversity

Increase circulation of European AV productions inside and outside EU

Competitiveness of European AV sector