



Television Regulation: The Final Frontier?

Michael Ridley

“BC” Era

Television Without Frontiers Directive

- **Free internal market for television services**
- **Country of origin principle for jurisdiction of services**
- **Detailed regulations on amount and positioning of advertisements**
- **Detailed provisions on products and services that cannot be advertised**
- **Quotas for European and independent production**
- **Right of reply**
- **Access to events of national interest**
- **Protection of minors**

“AD” Era Audio Visual Content Services Directive Proposals

Linear and Non-Linear Services	Linear Services Only
<ul style="list-style-type: none">• Country of origin principle• Protection of minors and human dignity• Identification of advertisements• Some advertising restrictions• Right of reply• Identification of content provider	<ul style="list-style-type: none">• Quotas on EU content and independent production• More detailed advertising restrictions• Access to events of national importance

Questions and Issues

- **Should TVWF Directive be extended to cover all audio-visual content services?**
- **Does the linear/non-linear distinction work?**
- **If not, is there a better way of categorising service categories/types?**
- **Will co-regulation work and what is it?**



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