

## Digital Agenda for Europe Interest – Consultation June 2010

<http://ec.europa.eu/yourvoice/ipm/forms/dispatch?form=DigitalAgenda>

### ARD – ZDF Reply

#### **My main interest in DAE is**

Digital Single Market

#### **Current action that support the DAE, beyond my core business**

ARD and ZDF decisively contribute to the fulfilment of the ambitious goals of the DAE for the German market. We invest hundred of millions of Euros in digitisation, in new innovative services and universal availability of content. By these investments ARD and ZDF are also contributing to the development of other players in the value chain: producers, creative industries, cable operators, mobile phone operators, receiver equipment manufactures etc. **Broadcasters are a vital factor for the digital economy.**

ARD and ZDF are important drivers of technological development: Without the digitisation of terrestrial television there would have been no digital dividend. ARD and ZDF already switched completely to digital terrestrial TV. In Germany more than 26 million DVB-T receivers have been sold so far. DVB-T is a booming industry and compassing fixed, portable and mobile services not only for TV sets but also for small portable devices. This proves the overall attractiveness of the services. **Beside its obvious economic impact, terrestrial TV also generates important social, cultural and political benefits.**

ARD and ZDF constantly develop the quality of existing offers and undertake substantial investments in **innovative services and new viewing experiences** (i.e. HDTV, 3DTV etc.). Inter alia, ARD and ZDF invest more than 400 Mio € in the development of HDTV.

European Public service broadcasters offer high quality, innovative and culturally diverse content. For new films and audiovisual material commissioned by independent producer, ARD and ZDF invest each 500 Mio € p.a. In addition to these investments in independent production, ARD and ZDF of course invest significant sums in in-house productions (fiction, news, entertainment etc.). **Original European content is the beef on the bone of any DAE.** In addition, the European public service broadcaster's archives contain more than 28 million hours of radio and television productions which, in principle, could be made available to their audiences. **We actively support the modernisation of European copyright legislation by introducing concrete and practical solutions to the current European debate for facilitation of copyright**

**licensing** (The EBU White Paper documents (Policy Paper and Legal Analysis) can be found at: <http://www.ebu.ch/copyright>).

ARD and ZDF consider on-demand-platforms to be an indispensable tool for the access to and transfer of knowledge. Their online services offer - according to their individual needs - users and citizens the possibility to deepen their knowledge of complex issues on society, economy, politics, science etc, including the functioning of the European Institutions. **Hence these services alongside with our quality linear services are a highly valuable tool for the progress of the knowledge society.**

ARD and ZDF since many years are very active in the development of **standards in the field of broadcasting**, for example regarding the DVB-family and we will continue supporting open and interoperable standards thereby contributing to the aims of the Digital Agenda. In general the question of **indiscriminate access to platforms and content** (including e.g. the question of Net Neutrality) is of major importance to us and we will assist to help to secure this access in order for the citizens to have the widest possible access to content and information.

**ARD and ZDF attach the utmost importance to media literacy.** By our main channels, and particularly children's channel 'KIKA' ([www.kika.de](http://www.kika.de)) not only intends to entertain children and young viewers but also to educate them, with regard to digital skills and the use of new technologies. This includes also awareness raising in connection with the many problematic aspects of new technologies like privacy and the protection of the private sphere. **ARD and ZDF guarantee safe harbours for children and young viewers navigating through the net.** In addition we consider it is our responsibility to teach young viewers the legal implications of accessing content and to foster their responsible behaviour. Our efforts regarding media literacy are, however, not limited to children and teenagers but include all age groups e.g. parents, teachers and other educators.

***I intend to work to ally my organisation with other DAE actors  
If yes, please state***

Mainly European Broadcasting Union and its Members as well as regularly cooperation with all relevant stakeholders in the respective areas.

***In 2011, in relation with the Digital Agenda for Europe, I could envisage doing:***

- ARD and ZDF will further contribute to the elaboration of comprehensive European and national DA strategy according to the Commissioner's isosceles triangular approach;
- ARD and ZDF will continue to invest in new European cultural content;
- ARD and ZDF will do their utmost to make this European content legally available for the European consumer;
- ARD and ZDF will invest in new innovative services as well as further improvements of quality and new viewing experience;

- ARD and ZDF will further contribute to the efficient use of scarce resources;
- ARD and ZDF will continue to develop and support open standards;
- ARD and ZDF will continue their engagement for media literacy.