

PROPOSED AMENDMENTS – ERA EUROPE

AMENDMENT NUMBER ONE

Paragraph 44 of the preamble:

....Therefore the daily limit on Audiovisual Commercial Communication spots (advertising or Teleshopping spots) should be maintained.) For the specific format of Audiovisual Commercial Communication windows , (i.e Teleshopping windows) a significant increase of daily limits is desirable for fostering a higher contribution of this format to the financing of programs, as a way of balancing the decline of spot advertising revenues. After a period not shorter than 3 years and not longer than 5 years, an impact analysis will be conducted and this daily limit maintained, amended or deleted.

Rest of the paragraph unchanged

AMENDMENT NUMBER TWO&THREE

Article 1 :

After paragraph f (defining Audiovisual Commercial Communication)

Insert paragraph f-1 :

Definition of an Audiovisual Commercial Communication Spot (advertising or teleshopping)

Text to be drafted by Advertising / advertisers groups and MEP's :

Insert paragraph f-2 :

An “Audiovisual Commercial Communication windows” means an “uninterrupted segment of Commercial Communication” of 15 minutes minimum duration, inserted between programs

AMENDMENT NUMBER FOUR

The article 18-a is not deleted but amended as follows:

1. Windows devoted to Audiovisual Commercial Communication broadcast by a channel not exclusively devoted to audiovisual Commercial Communication shall be of a minimum uninterrupted duration of 15 minutes.

They must be clearly identified as teleshopping windows by optical and acoustic means.

2. Their overall duration shall not exceed six hours per day.

Respectfully submitted : July 2d, 2006

ERA EUROPE