Meeting with Bonnier Broadcasting, 10 May 2016

Participants: [Redacted] (Bonnier Broadcasting), [Redacted] (CONNECT G1)

Main topics discussed:

- Bonnier Group is a media group in the Nordic countries (TV and print media), and Bonnier Broadcasting owns the commercial broadcasters MTV Oy in Finland and TV4 in Sweden. It also owns a pay-TV channel and is developing OTT services. It also cooperates with Norwegian and Danish broadcasters.

- Bonnier Broadcasting presented the specificities of the Nordic market, which is developing quickly (linear viewing is decreasing in all age groups, there are many Internet services and YouTube is the main used service to watch audiovisual content online).

  - In particular, the following provisions could be made more flexible: interruption rules, switch to a daily limit (instead of an hourly limit which doesn’t allow broadcasters to place a few seconds of advertising where it is most convenient), sponsorship and product placement (whose requirements should be limited to identifying these commercial practices). This would allow national markets to develop their own approach and would allow broadcasters to test what works best with their viewers. This is not expected to have an impact on the print sector where advertising is declining in any case.

- As regards alcohol advertising, the rules in Nordic countries are already much stricter than the AVMSD. More restrictions on HFSS advertising would be damaging – it is best left to self-regulation and broadcasters’ choices.

- On the Satellite and Cable Directive, Bonnier’s view is that the Directive should not be opened.

Of interest to: [Redacted]