

## STATEMENT ON REVIEW OF MARKET DEFINITION NOTICE

The Association of Commercial Television in Europe welcomes the Consultation on the EC Communication of 9 December 1997 and its intended review of the definition of the relevant market for the purposes of Community competition law (hereinafter “the Market Definition Notice”). This timely initiative complements the other proposed pillars of the Commission’s approach to deliver a pro-competitive landscape.

As expressed in the [ACT Blueprint for Media Policy](#):

*European broadcasters must be able to build scale and create pan-EU offers to ensure effective competition against global online platforms which have grown and consolidated unchecked. However, the continued application of historic market definitions makes such consolidation challenging and risky.*

*Accordingly, there is a compelling need for a more forward looking and dynamic approach to assessing the competitive environment in merger cases, which also takes into account the importance of the public interest benefits delivered from European commercial broadcasters.*

*The Commission should indicate clearly, via guidance relevant to our sector, that the conditions of competition are changing rapidly as markets converge, and that broadcasting needs to be strengthened and preserved for wider, societal reasons. The aim should be to create more space for consolidation and collaboration between EU media players.*

The ACT supports the review process of the market definition notice to better comprehend the digital competitive environment and enable EU media players to continue to play a significant role in the long term.

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### ABOUT THE ASSOCIATION OF COMMERCIAL TELEVISION IN EUROPE (ACT)

The ACT represents the interests of leading commercial broadcasters in Europe. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that the healthy and sustainable commercial broadcasting sector has an important role to play in Europe’s economy, society and cultures.



For further enquiries please consult our website [www.acte.be](http://www.acte.be) and/or contact Greg Polad, ACT Director General, [gp@acte.be](mailto:gp@acte.be)