



### WHAT IS HAPPENING?



The EU's Audiovisual Media Services Directive (AVMSD) provides a European-wide regulatory framework for the broadcasting industry via the Country Of Origin principle (COO)

### WHY IS COO IMPORTANT?

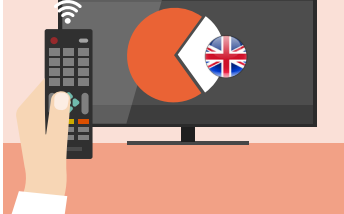
A provider only has to register and abide by the legislation of one Member State to be able to broadcast across the whole EU




The UK is home to almost a third of all licensed TV providers in the EU



Broadcasters include linear and non-linear providers of TV, radio, online and video on demand services



Brexit could have an immediate impact on the broadcasting industry if negotiations leave the UK outside of AVMSD

 Brexit could lead to an exodus of broadcasters from the UK, along with ancillary services such as production, post-production, advertising, and creative skills.

### WHAT SHOULD YOU DO?



Brexit could restrict your ability to broadcast into the EU. It is vital the broadcasting industry's voice is heard to safeguard your business interests – supporting jobs, investment and nurturing talent.

**+3,500**  
channels in the EU

**1,400**  
channels licensed in the UK

COO lowers **trade barriers**

COO promotes **cultural diversity**

COO leads to **increased consumer choice**

COO means **media plurality**

Cross-border market has grown **18.5%** annually since 1989

**94%** of today's channels were not available in 1989