

## Defending the industry's interests

**Atresmedia** considers one of its obligations to be the defense of the audiovisual sector and, accordingly, maintains a proactive attitude to the legislative evolutions and trends of the industry, participating in numerous forums and associations in which it debates and influences positively in the implementation of public policies.

Noteworthy among the main associations in the audiovisual industry in which **Atresmedia** participates are as follows:

<b>UTECA</b> (Unión de Televisión Comerciales Asociadas)	Through UTECA, <b>Atresmedia Televisión</b> participates actively in the preparation of laws and regulations of the audiovisual, advertising and intellectual property industry, among others. <a href="http://www.uteca.com">http://www.uteca.com</a>
<b>ACT</b> (Association of Commercial Television in Europe)	<b>Atresmedia Televisión</b> forms part of the ACT, an association constituted by the main European private television groups to defend their rights vis-à-vis the competent EU bodies. <a href="http://www.acte.be">http://www.acte.be</a>
<b>CATSI</b> (Advisory Board for Telecommunications and for the Information Society)	As a member of CATSI, <b>Atresmedia Televisión</b> participates in the reports of this body's Permanent Committee. These reports are compulsory in the processing of regulations which affect the telecommunications and audiovisual communication industry. <a href="http://www.mityc.es">http://www.mityc.es</a>
<b>AERC</b> (Spanish Commercial Radio Association)	Through AERC, <b>Atresmedia Radio</b> participates actively in the preparation of laws and regulations regarding the audiovisual and advertising industry, the organization and management of the radio spectrum and intellectual property, among other areas.
<b>ACR</b> (Catalonian Radio Association)	<b>Atresmedia Radio</b> is a member of the Catalonian Radio Association (ACR), with an intense activity and collaboration in the radio sphere in Catalonia.

In the area of **self-regulation in advertising matters**, **Antena 3** boosted the creation of the Association for the Self-regulation of Commercial Communication (**Autocontrol**). Accordingly, it is an active member of the body with which it collaborates for enhanced compliance with advertising and competition regulations, and for the extension of advertiser guarantees, of the television channels and, above all, of the consumers. <http://www.autocontrol.es>

Likewise, once the new gaming law had been approved in Spain in 2012, **Atresmedia Televisión** signed the **Code of Conduct on Commercial Communications of Gaming Activities** and **Atresmedia Radio** boosted the creation of a **Code of Advertising Conduct** for the **radio** area, similar to that already applied in the television industry, through Autocontrol.

Also noteworthy is **Atresmedia Televisión's** commitment to the **Code of Self-regulation on Television Contents and Infancy**. In 2004, the Code's bodies performed ongoing work to adapt television content to the youngest audience in the time slots envisaged therefor. <http://www.tvinfancia.es>.

[ Atresmedia Radio boosted the creation of a Code of Advertising Conduct for the radio area. ]

**Antena 3** also signed the **PAOS Code** for **food protection especially for youngsters**.

In 2012, **Atresmedia** participated in the implementation of public policies and other significant matters for the audiovisual industry, including most notably the following:

<p><b>Process of freeing up the spectrum for the digital dividend.</b> <b>High Definition Television</b></p>	<p>In January 2011 the process of freeing up the spectrum for the awarding of the “digital dividend” began. <b>Atresmedia Televisión</b> has participated very actively, both directly and through UTECA, so that both during the process and on its completion, the public can continue to enjoy the current television service.</p>
<p><b>General Audiovisual Communication Law</b></p>	<p>Following the entry into force of the General Audiovisual Communication Law on 1 May 2010, <b>Atresmedia</b> participates actively in the preparation of its enactment regulations; accordingly, the legal security of operators and users is increased.</p>
<p><b>Support for Spanish cinema</b></p>	<p>The television channels are opposed to the obligatory nature of the “investment quota” to finance the production of cinema films. The industry asserts that it is the very activity of the television channels that strengthens the country’s cinema industry, without the need to impose this exclusive tax levy for this economic activity. Consequently, <b>Atresmedia</b> is confident that the Constitutional Court will hand down a favorable ruling on the theory of the private operators, after the Supreme Court consulted it on the constitutionality of this quota. Likewise, <b>Antena 3</b> achieved that the promotions in a channel of the feature films produced with financing of the television company itself are not considered to be advertising, effectively boosting Spanish cinema. <b>Atresmedia Televisión</b> currently participates in the Commission for the study of a new cinematography financing model, recently formed through an initiative of the Ministry of Culture.</p>
<p><b>Public television financing</b></p>	<p><b>Atresmedia</b> has always considered that public television must obtain its credibility and strength via the public service and not from the sale of commercial slots, making television for people and not for advertisers. Accordingly, it firmly supported Financing Law 8/2009 of the RTVE Corporation which prohibits the obtainment of income through the broadcasting of commercial communication. <b>Antena 3</b> maintains its activity, both individually and in its capacity as a member of UTECA, in order to obtain a true streamlining of the public television industry as a whole.</p>
<p><b>Reforms relating to collective rights management</b></p>	<p><b>Atresmedia</b> is working to obtain regulatory reforms which require transparency from the collective intellectual property rights management entities. In this way, it pledges to establish objective, fair and adequate criteria for the application of the prices which those entities may demand for the use of the rights managed. Accordingly, it has the support of the Report on the collective management of the intellectual property rights in Spain, published by the National Competition Commission, which shows its full agreement with <b>Atresmedia</b>’s theory, the recent Case Law of the Supreme Court, and the criteria made public by the Economic and Social Board and the State Board. With the same objective, its observations, comments and pleadings to the drafts which the <a href="#">General Cultural Policy and Industries and Book Department</a> is preparing in order to undertake, over the coming months, a partial reform of the Intellectual Property Law, were transferred to the Ministry of Culture and to the Secretary of State for Telecommunications and for the Information Society (SETSI).</p>