Television broadcasting activities. 'Television without frontiers'

1995/0074(COD) - 15/07/1996 - Commission communication on Council's position

The Commission noted that the Member States and the Commission had demonstrated flexibility in reaching a common position which represented a compromise between highly divergent starting positions, especially with regard to the question of the promotion of European productions. On this point, the Commission preferred its initial proposal, which was closer to Parliament's opinion at first reading that the common position. However, a compromise was needed in order to allow the decision-making process to continue and the necessary amendments to be made to other provisions of the text relating in particular to: advertising, sponsorship and teleshopping, the protection of minors and the right of reply. On these points, the Commission considered that the result incorporated a significant number of improvements over the 1989 text and that these improvements took account of Parliament's concerns.