

PRESS STATEMENT - Brussels 06 May 2009

EDiMA welcomes the European Commission's 'eYouGuide' and efforts to promote consumer confidence online

The European Digital Media Association (EDiMA) welcomes the European Commission's 'eYouGuide' on users' online rights. EDiMA supports measures aimed at promoting online consumer confidence and applauds the Commission for its initiative in developing this tool to facilitate awareness for European internet users of their rights and obligations.

"Consumer confidence is key to maintaining a vibrant cross-border online market and ensuring that consumers benefit from the diversity of goods and services provided by new media" said EDiMA President Andrew Cecil. "Clarifying and informing users of their online rights and obligations helps build trust and the Commission should be applauded for its initiative." EDiMA trusts that the European Commission will monitor and review the guide regularly as it is essential that the guide remains accurate and up-to-date at all times.

As the Commission has identified in its recent report on cross-border e-Commerce in the EU, the presence of different rules and regulations across Europe hampers cross-border consumer confidence and can be difficult for users to understand and navigate. EDiMA looks forward to working with the European Commission on the eYouGuide and to supporting its important work on raising user awareness and online consumer confidence.

EDITORS NOTE

EDiMA, the European Digital Media Association, is an alliance of new media companies whose members include Amazon, Apple, eBay, Google, Microsoft, Music Choice, Nokia, RealNetworks, Tiscali, Yahoo! Europe, France Telecom/Orange and others. EDiMA's members provide new media platforms offering European consumers a wide range of online services, including e-content, media, E-commerce, communications and information/search services. EDiMA represents the interests of the new media sector in Europe in policymaking.

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