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EDiMA launches White Paper on the future of Internet policy

The European Digital Media Association (EDiMA) today launches its *White Paper on policy strategy for the development of new media services 2009-2014*.

The White Paper sets the benchmark for the future development of EU Internet policy and will act as a guide for EU policymakers as they set priorities for the new 5 years. The launch coincides with the election of a new European Parliament and the forthcoming appointment of a new European Commission.

The EDiMA White Paper calls on policymakers to focus efforts on:

- Completing the Internal Market for consumers and new media services – the “digital single market”;
- Promoting consumer confidence in the online environment;
- Coordinating policy formation for the new media sector;
- Ensuring better implementation of EU law; and
- Fostering a copyright licensing regime fit for the digital age;

EDiMA believes that the new media sector can be a major driver for economic recovery in Europe and is vital for ensuring competitiveness and cultural diversity. EDiMA calls on EU policy-makers to put in place a policy and regulatory framework that acts as a catalyst for continued development and growth in the new media sector.

“Looking forward into the next EU legislative term, it is vital for Europe’s economic recovery that policymakers give the necessary political attention to the new media sector, and in particular act to make the digital single market a reality for consumers,” said EDiMA President Andrew Cecil.

A copy of the recently launched EDiMA White Paper can be found on the EDiMA website at the following link: <http://www.europeandigitalmedia.org/>

EDITORS NOTE

EDiMA, the European Digital Media Association, is an alliance of new media companies whose members include Amazon-EU, 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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