

*PRESS STATEMENT – Brussels, 1 October 2009*

## **EDiMA calls for Digital Single Market in Europe**

*Initiative welcomed by MEP Malcolm Harbour and Commissioner for Information Society & Media, Viviane Reding at EDiMA White Paper launch in European Parliament*

The European Digital Media Association (EDiMA) joined by MEP and IMCO Committee Chairman Malcolm Harbour and with a speech from Commissioner for Information Society & Media, Viviane Reding, launches today its *White Paper on policy strategy for the development of new media services 2009-2014* to members of the European Parliament.

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.

"Europe's global competitiveness will be underpinned by a thriving digital economy. EDiMA's paper, produced by experts who are already successful in the digital space - is a wake-up call to policy makers. We must ensure that the new Parliament and Commission act on its findings," said MEP Malcolm Harbour.

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.

“As the Commission and the European Parliament begin the new EU legislative term, it is important for policymakers to be aware of the significant economic and cultural benefits that further development of the new media and Internet sectors would bring,” said EDiMA President James Waterworth. “Making the Digital Single Market a reality for consumers has tremendous importance for not only Europe’s cultural diversity, but also its global competitiveness and economic recovery.”

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

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### **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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