



[26.09.24] **PRESS RELEASE**

VISIBILITY OF PUBLIC-INTEREST AUDIOVISUAL SERVICES ON CONNECTED DEVICES: A GROUND-BREAKING DECISION IN EUROPE

The broadcast media groups France Télévisions, TF1, M6 and RMC BFM welcome the final adoption by Arcom (the French broadcasting authority) of two major deliberations relating to the visibility of public-interest audiovisual services on connected devices, in application of the European Audiovisual Media Services Directive (AVMSD).

In a sector facing rapid change in consumer behaviour and strong competition from video streaming platforms, particularly from outside Europe, this decision recognises the key role played by public and private Digital Terrestrial Television (DTT) channels in ensuring balanced news coverage and views as well as cultural diversity in France.

Arcom's decision addresses three major objectives: to ensure optimum exposure for the services and content of national broadcast media groups that stimulate democratic debate and creativity; to boost use by the public by facilitating access to this content on a range of devices; and to simplify interfaces on connected devices.

This decision by Arcom, which the France Télévisions, TF1, M6 and RMC BFM groups will act upon very quickly, means that France is a trail-blazer in Europe in terms of the visibility and therefore future of the national broadcast media sector.

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