



Valdo Lehari jr., ENPA President

*"They educate and influence;
they entertain and delight;
they provoke and inspire"*



Valtteri Niiranen, ENPA Director

*"Newspapers help us decide
how we should be governed
and furnish us with
fundamental information to
shape the future of our
societies and our lives"*

WHO ARE ENPA?



The European Newspaper Publishers' Association (ENPA) is the main advocate of the interests of European newspaper publishing industry towards the European institutions.

ENPA represents over 5,200 national, regional and local newspaper titles, published in 23 European Union Member States, as well as Norway and Switzerland. More than 150 million newspapers are sold and read by over 300 million Europeans every day, in addition to the millions of unique daily visits to online newspapers websites.

ENPA has several objectives:

- to enable European newspaper publishers to speak with one voice towards the European institutions and influence policy in publishers' common interests;
- to represent and defend the interests of the press as far as any legislative or policy issue that might have an influence on the freedom or the economic role of newspapers in Europe;
- to preserve and promote fundamental rights and in particular press freedom as a cornerstone of democracy, as well as commercial freedom as the precondition for economic viability;
- to act as an early warning system for pending legislation or regulation, primarily from the European Union and Council of Europe, for the newspaper publishing industry;
- to provide services to members and their publishers, which are closely aligned to its lobbying mandate such as the transmission of information on the current state of legislative initiatives and its likely impact, and
- to favour pluralism and diversity of media content.

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ENPA
EUROPEAN NEWSPAPER PUBLISHERS' ASSOCIATION

NEWSPAPERS IN EUROPE

A OVERVIEW OF ENPA KEY ISSUES
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SIX OF OUR KEY ISSUES

ADVERTISING



Publishers are extremely sensitive to the fluctuations in their advertising volumes – unsurprising since these often account for more than half of newspapers' revenues.

ENPA believes that advertising restrictions contravene the fundamental right of freedom of expression, which applies for commercial speech as much as for editorial speech. Without a free and flourishing advertising market, the diversity of the press and quality journalism will be endangered, thus weakening a fundamental pillar of democratic societies.

ENPA opposes the introduction of further advertising restrictions and urges policymakers to consider the cumulative effect of existing and potential advertising bans and restrictions. It should be noted that the vast majority of online newspapers are almost 100 percent financed by advertising.

ENPA supports advertising self-regulation at the national level, which has proven to be an excellent alternative to detailed legislation, offering consumers an efficient means of having their complaints handled, as well being flexible enough to adapt to changing societal views and advertising techniques.

PRESS FREEDOM



Newspapers play a vital role in upholding true freedom of expression in Europe because of their editorial independence from governmental or other influences.

Freedom of expression and specifically the freedom of the press, which is statutorily guaranteed by the European Convention on Human Rights, should be taken into account in the development of all policies at the European level or legislation relating to defamation or combating of terrorism.

ENPA calls on the European Union and the Council of Europe to consult newspaper publishers on all future policy planning and draft texts which may have an impact on the freedom of the press. Monitoring existing policy implementation should ensure respect for freedom of expression.

ENPA believes that editorial codes of conduct developed by the industry alone, are the backbone to an independent and free press, an absolutely crucial element in our European democracies.

COPYRIGHT



The respect for copyright and the reward for investment in creating valuable creative content is an essential component to the business models of publishers across Europe.

ENPA calls for the respect of copyright on newspapers' content (articles, photos etc.) in both paper and electronic forms. Any third party willing to use newspaper material for commercial purposes should obtain the publishers' prior authorisation and pay the publisher for its use.

ENPA calls on policymakers to recognise that in certain EU countries publishers, as employers, need a presumption of copyright transfer for publishing the content produced by their employees, in order to ease copyright management within the publishing company. Such a presumption enables publishers to meet market demands and hence remain competitive in the knowledge-based economy.

ENPA believes that publishers should be free to decide how to manage rights pertaining to their own content, especially in the digital environment. Collective management of rights should therefore always remain voluntary and not compulsory.

MEDIA PLURALISM



In today's diverse media landscape, newspapers are the best equipped medium to provide diverse, interactive and creative content to their readers through their printed and online editions.

ENPA seeks to ensure that policymakers are able to distinguish between media pluralism and changes in ownership structures of newspaper publishing companies. Publishers need to be able to develop their businesses in order to evolve and innovate without unnecessary restrictions which stifle competitive business.

ENPA reminds policymakers that media is predominantly a national product, that there is no lack of media pluralism at the European level, and that in line with the core principle of subsidiarity, there is no competence for the EU to act.

ENPA believes that media literacy initiatives enhance understanding amongst citizens of all ages, of the fundamental role that newspapers play in democratic societies. Media literacy also contributes to the development of critical analysis skills which can help citizens to understand media pluralism.

ENVIRONMENT



As active participants in society, newspaper publishers are aware of the role that their newspapers play in enhancing awareness of environmental problems and are actively involved in reducing their environmental footprints.

Newspapers have long been printed on recovered paper and source their paper exclusively from sustainably managed forests. In many countries the newspaper industry has been at the forefront of campaigns to encourage recycling.

ENPA, as a signatory to the European Declaration on Paper Recycling, supports effective, industry-led recycling initiatives. With this in mind, ENPA sees no need for interventionist action by the European institutions, arguing against attempts to set target collection rates or to impose requirements on the percentage of recycled paper to be used in newsprint.

ENPA welcomes and further urges manufacturers of paper and inks to continue research into more environmentally sustainable products.

TAXATION



Newspapers are unique products and as such, should benefit from favourable VAT rates which reflect their role in fostering democratic debate and promoting press freedom.

ENPA reiterates its commitment to supporting a zero-rate VAT on newspapers' sales in all EU countries. Newspapers encourage reading, improve knowledge, increase literacy and develop active participants in civil society. Without zero or favourable VAT rates, more expensive newspapers would mean fewer readers, declining advertising revenues and ultimately decreasing tax revenues for Member States.

ENPA calls for equal treatment as regards VAT reduced rates between the different media (whether paper or digital) within the newspaper industry.

ENPA believes that since newspapers are generally sold and consumed in their national markets, there is no need for a European harmonised VAT as there are neither distortions of competition nor administrative burdens which should be removed.