

Contact: Laurens Rutten: press@beuc.eu +32 (0)2 743 15 90
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Dear EU, please make audiovisual content available across borders

Consumers are still frequently and perplexingly unable to access audiovisual content, such as films, sports events or TV shows, from another EU country despite geoblocking having been banned as a practice in 2018. This is due to a carve-out for the audiovisual and creative sectors in the original Geoblocking Regulation.

BEUC is calling for this exemption for the audiovisual and creative sectors to end in the own initiative report to be voted on in the European Parliament on Wednesday. This would send a strong signal ahead of a possible review of the Geoblocking Regulation planned by 2025.

Almost one in ten consumers and one in five younger people have tried to access content from another country but get geoblocked, while almost one in three would be interested in gaining such access.¹ This is overwhelming evidence there is a large market for foreign material in the EU, but artificial and protectionist barriers are still nipping this market in the bud.

Ursula Pachi, Deputy Director General of the European Consumer Organisation (BEUC), said:

“In 2023, and with the EU Single Market in place, it is inexplicable that you are still unable to watch a film, tv show or sporting event from another country because of geoblocking. Contrary to what critics say, the removal of geoblocking would benefit, not harm Europe’s cultural diversity. It would enable consumers to watch movies and tv shows from across the EU’s cultural landscape in the most convenient – and legal – way. Now is the time to send a message to the European Commission that consumers want audiovisual content from other countries and the EU can make it happen.”

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¹ European Commission, Flash Eurobarometer 477b: [‘Cross-border access to content online’](#) (June 2019).