European Commission: Study on the Future of Media and Advertising

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DG XIII of the European Commission has released the Executive Summary of the Study on the Future of Media and Advertising (ADMEDIA). This study was undertaken under leadership of the European Association of Advertising Agencies (EAAA) by the International Electronic Publishing Research Centre (IEPRC), the Federation of European Direct Marketing (FEDIM) and the European Publishers' Council (EPC) between November 1994 and December 1995. The purpose of the study is to provide a strategic framework for the Commission and for those using or providing advertising in the context of changes in the marketplace brought about by the introduction of new media as potential channels for advertising. The study indicates that advertising trends in traditional media (print and commercial television) do not suggest a short-term significant shift in advertising revenue streams caused by new media. The study finds that one of the major drivers of change in the media and in advertising will be the need for new media services to gain a share of the advertising spend. The report makes 14 recommendations for action by the private and public sectors, the European Commission and the Governments of the Member States of the European Union. (Marcel Dellebeke, Institute for Information Law at the University of Amsterdam)

Study on the Future of Media and Advertising (Executive Summary).

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