



Electronic Retailing Association Europe
The Association for the European Home Shopping Industry

FOR IMMEDIATE RELEASE

THE FUTURE OF HOME SHOPPING

First Multichannel Money Stream (mcms) conference in Barcelona

Brussels, 27th of July 2015, The Electronic Retailing Association (ERA), the Association for the European Home Shopping Industry, examined the issues of counterfeiting, piracy and new revenue models in retail on the occasion of the mcms conference. The conference was held on the second day of the Electronic HomeShopping Conference (www.e-homeshopping.org) in Barcelona, and was designed to provide attendees education on methods to counteract counterfeiting, piracy, and the convergence of winning clients and new models for the new media world in the home shopping industry. In addition to counterfeiting and piracy, revenue growth was a major topic of all speakers and how this can be generated by e-commerce in all forms.

At the close of the session there was a eur§reg panel discussion focusing on the emerging new regulatory European framework for audio and visual services. Earlier this year National and European Commission regulators developed a first draft document, which will be the platform for the global competitiveness of European media players. Since audio and visual content has become vitally important for publishers, a new Audio-Visual Media Service Directive, AVMSD, will be issued by the European Commission in the near future.

Dr. Julian Oberndoerfer, Executive Director of ERA Europe, has stated that: “this demonstrates the interest and issues facing our industry today, and how we are actively addressing these issues, looking at the future of the home shopping industry. We are confident our industry will continue to grow, and our new mcms conference was designed to become an annual event that will assist and educate our members”.

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ERA Europe, The Association for the European Home Shopping Industry, is the trade association for companies involved in retailing products and services directly to the consumer via audiovisual communication and content on television, internet and other electronic media, according to a recognized code of ethics. Currently ERA Europe represents the Interests of 71 European Members for which the turnover in the four core markets of France, Germany, Italy and the UK was 4 Billion €. 14.000 employees work in these specific markets in the industry.

CONTACT INFORMATION: If you would like more information, or to schedule an interview please contact Meike Pelow at Global Focus, mpeelow@thinkglobal or +49 (89) 23 23 2650

SAVE THE DATE, Electronic HomeShopping Conference Barcelona 14 – 16 June 2016

