

PRESS RELEASE

European newspaper and magazine publishers welcome EU Commission's proposal on reduced VAT for e-publications

Brussels, 1 December 2016 –

The European Newspaper Publishers' Association (ENPA) and the European Magazine Media Association (EMMA) jointly welcome the European Commission's [proposal](#) for a **Directive as regards rates of value added tax applied to books, newspapers and periodicals** that endorses the possibility for all Member States to choose to apply zero, super reduced, or reduced VAT rates, which are currently applicable to printed newspapers and magazines, to the digital environment.

The proposal, which was released today, states:

"Member States should be enabled to align the VAT rates for electronically supplied publications with lower VAT rates for publications on any means of physical support."

Commission President Jean-Claude Juncker formally initiated the need for this change in a speech in 2015 at the BDZV Congress. In this context, the Commission issued a public consultation, which ran until last September, to which ENPA and EMMA responded, reiterating the urgent need for reducing VAT rates for the press publishing sector in the digital environment.

Reducing VAT rates for e-newspapers and e-periodicals in all formats and on all platforms would allow for more investment in digital innovation and journalistic content, as well as lower the administrative burdens on Europe's press, resulting in positive consequences for the sector's long-term sustainability. It constitutes an essential step in guaranteeing media pluralism and establishes a basis for freedom of opinion and democracy in the digital world

ENPA President Carlo Perrone stated: "This proposal is essential for ensuring press publishers a sustainable future in the digital environment. It contributes to Europe's main's democratic values in promoting access to professional journalistic content, education and media literacy, and many European citizens are accessing their news today via digital platforms."

"Today, member states are able to apply zero, reduced or super-reduced VAT rates to the printed press, but must apply the standard VAT rates to digital content" said Auke Visser, EMMA President. "This situation no longer reflects reality, as citizens consume press content across all existing platforms – paper, the internet, mobile, tablets or social media. We appreciate today's proposal of the European Commission that updates the VAT system to reflect this reality."

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ENPA is an international non-profit organisation representing publishers of newspaper and news media on all platforms. ENPA is working on a number of areas of European policy and legislation which are essential for the effective day-to-day running of operations of local, regional and national newspapers. In a rapidly changing media environment, ENPA supports publishers with the aim of achieving a successful and sustainable future for independent news media in Europe.

EMMA, the European Magazine Media Association, is the unique and complete representation of Europe's magazine media, which is today enjoyed by millions of consumers on various platforms, encompassing both paper and digital formats. EMMA represents 15,000 publishing houses, publishing 50,000 magazine titles across Europe in print and digital.