

# ANNUAL REVIEW 2009



# INTRODUCING ENPA



The **European Newspaper Publishers' Association** (ENPA) is an international non-profit association, advocating the interests of the European newspaper publishing sector towards different European and international organisations and institutions. Newspaper companies are linked to ENPA through its 29 member associations.

- ENPA represents over 5.200 national, regional and local newspaper titles.
- These daily, weekly and Sunday titles are published in 23 European Union Member States as well as in Norway and Switzerland.
- Every day more than 150 million national, regional and local newspapers are sold or distributed, and read by over 300 million Europeans.
- There are tens of millions of unique daily visits to the websites of over 2200 online newspapers.

ENPA has its headquarters in Brussels, Belgium and the Secretariat employed eight persons in 2009. Valtteri Niiranen, Sophie Scrive, Hannah McCausland, Simon Summers and Carolin Wehrhahn formed the core team which was directly involved in all of ENPA's activities and operations.

Despite seismic changes in the media landscape, newspapers **continue to be an integral part of the daily lives** of Europeans. Newspapers educate and influence; they entertain and delight; they provoke and inspire debate. They help us make informed decisions on how we should be governed and provide us with the fundamental information to shape the future of our society and our lives.

ENPA publishes and disseminates a Monthly Review, to which you are welcome to subscribe, and regularly updates its website at [www.enpa.be](http://www.enpa.be).

### RAISING NEWSPAPERS' PROFILE AND ISSUES AMONGST POLICYMAKERS

During the terms of office of both the European Commission and the European Parliament (2004-2009), ENPA was able to ensure that no single piece of legislation was adopted which would have affected the press in a negative way. There have been many attempts to regulate the press (content-wise) as well as introduce more obligations and burdens (business-wise). ENPA as an association and its members can consider this as a major and significant achievement.

Every year, ENPA follows and influences a wide range of legislative and policy issues at the European level. In 2009 proposed information requirements in advertising in the context of labelling directives, public broadcasters and state aid in the context of revision of the Broadcasting Communication 2001, press freedom issues in various countries as well as copyright issues related to some major companies all required close attention. The following pages expand on these key areas.

# KEY ACHIEVEMENTS

### STRENGTHENING OUR VISIBILITY, INFLUENCE AND WORKFORCE

In 2009 ENPA welcomed the European Business Press (EBP) as an associate member. A new, clearer and more comprehensive website was launched in the middle of the year. In addition to this, the ENPA Secretariat introduced a digital, weekly internal newsletter (eWeekly) to guarantee that the members receive EU-related information almost as soon as the information is available. Caroline Quintero was hired as Communications Officer to manage ENPA's various communication and information tools. Our move to new offices, completed in 2009, was a significant step to enhance our ongoing cooperation with the European Federation of Magazine Publishers (FAEP).



THE YEAR 2009 WAS AN INTERESTING, INTENSIVE AND IMPORTANT ONE IN MANY RESPECTS INCLUDING SEVERAL KEY INTERNAL AND EXTERNAL MEETINGS WHICH I ATTENDED ON BEHALF OF ENPA. 2009 WAS MY THIRD YEAR AS THE ENPA PRESIDENT AND I WAS VERY IMPRESSED HOW ACTIVE MANY OF THE MEMBERS OF ENPA WERE IN DEFENDING THE INTERESTS OF THE NEWSPAPER SECTOR. OUR CENTRAL ROLE IN LOBBY AND PUBLIC POLICY WORK ON BEHALF OF THE NEWSPAPER PUBLISHING SECTOR WAS YET AGAIN EFFECTIVE BOTH AT EUROPEAN AND NATIONAL LEVELS. THIS ANNUAL REVIEW 2009 EXPLAINS OUR KEY ACHIEVEMENTS.

# PRESIDENT'S REVIEW



The EU Parliamentary elections took place in June simultaneously in all of the 27 European Union member states. The turnout was low (43 %) in particular among the young and/or unemployed voters. The new Parliament started to work effectively after summer although the small number of legislative proposals in autumn 2009 from the Commission resulted in that the Parliament did not have a great deal of work. From the point of view of ENPA this meant on the one hand that the EU Institutions had to some extent failed to make better use of media, including newspapers to inform citizens about the importance of the European Union to their daily lives.

On the other hand there was a lack of legislative proposals and the Parliament occupied itself for example with a draft resolution which called for a directive to regulate media ownership. As a result of ENPA's hard lobbying, the vote in the Parliament turned the majority of the MEPs against such a directive.

The EU Commission was to some extent a victim of the national ratification process of the Lisbon Treaty. What I mean by this is that as the Treaty's entry into force was unclear throughout most of the year, the Commission had to concentrate much of its efforts on ensuring that the institutional framework would be in place for the new Commission. In autumn 2009 the Commission assumed a caretaker role as its mandate came to an end.

The Lisbon Treaty came into effect on 1 December, 2009. Without going into the details I should mention that the increased powers of the Parliament as well as new areas of competence, and the Charter of Fundamental Rights as well as the role of the national parliaments of the EU member states all need to be taken into consideration in all EU policy and law-making. These changes will transform the Brussels' political and legal landscape during the coming years and ENPA's role will clearly not diminish. I would like to use this opportunity to thank all ENPA members for their active support, trust and involvement in 2009. Meetings for example in Tallinn, Brussels, Vienna, Stoc-

kholm, Luxembourg, London, Paris and Seville have all demonstrated the importance of sharing experiences with colleagues, taking coordinated actions and speaking with one unified and strong voice for newspaper publishers across Europe. I can note an increasing awareness of ENPA in Europe, of our issues and concerns in the European Union institutions as well as in the national parliaments and governments of our member associations. I am also happy to see growing solidarity, friendship and collegiality within our newspaper industry. I would therefore like to thank personally ENPA members, the ENPA staff as well as other colleagues in our sector for your continuous support.

Valdo Lehari jr.  
President

A handwritten signature in black ink, reading "V. Lehari jr." in a cursive script.

**I**N 2009, EUROPE'S NEWSPAPER INDUSTRY WAS FACED WITH MANY CHALLENGES INCLUDING THE SPREAD OF DIGITAL MEDIA TECHNOLOGIES, SHIFTS IN ADVERTISING MARKETS AND THE AFTER-EFFECTS OF THE GLOBAL FINANCIAL CRISIS. TAKEN TOGETHER, THESE PHENOMENA AFFECT THE TRADITIONAL BUSINESS MODEL THAT SUSTAINED OUR INDUSTRY IN PREVIOUS CENTURIES. IN THIS CONTEXT, ENPA HAS BEEN FINDING MORE EFFICIENT WAYS OF WORKING, COMMUNICATING MORE EFFECTIVELY WITH ITS MEMBERS, AND COOPERATING MORE CLOSELY WITH ITS PARTNERS AT EUROPEAN LEVEL.

The long planned move from the old ENPA office was completed at the beginning of 2009. The involvement and commitment of ENPA and FAEP Presidents was extremely important in order to get the final push for this move. In addition to the daily office life under the same roof, we started to see better coordination and collaboration between ENPA and FAEP in our lobby actions already from the early months of the year. Our joint office warming party in March was a huge success as well as our Media Moment events in which we invited outside speakers to share their views on topical issues. Together with FAEP and other print media associations we organised a very successful event in September at the European Parliament.

In my opinion it is only natural that when two associations start working much closer together there are some hiccups at the beginning and need for a lot of coordination between the executive directors of the associations. New working methods need to be learned and team work embraced. The timing of the move into the same office and closer cooperation between our two associations representing the press in Europe could well prove to be one of the best organisational decisions taken in many years.

Another important decision was taken in 2009 to follow the policy activities of the European Commission and other EU institutions with regard to the EU's Digital Agenda.

## DIRECTOR'S REVIEW

ENPA opted to establish a new internal forum: the Digital Task Force. The work of this Task Force was already in full swing during the last months of 2009 with a lot of support and enthusiasm from the members.

In sum, the year was eventful both in terms of the lobby and policy work and managing ENPA as the industry's main representative. As this has been my last full year at the service of ENPA, since I have taken the decision to leave Brussels in the summer of 2010, I wish to thank all of my colleagues wholeheartedly both at ENPA's member associations and at the ENPA Secretariat for their commitment and enthusiasm for our endeavours during these past six years.

Valtteri Niiranen  
Executive Director




**D**URING THE TERMS OF OFFICE OF BOTH THE EUROPEAN COMMISSION AND THE EUROPEAN PARLIAMENT (2004-2009), ENPA WAS ABLE TO ENSURE THAT NO SINGLE PIECE OF LEGISLATION WAS ADOPTED WHICH WOULD HAVE AFFECTED THE PRESS IN A NEGATIVE WAY. THERE WERE MANY ATTEMPTS TO REGULATE THE PRESS (CONTENT-WISE) AS WELL AS INTRODUCE MORE OBLIGATIONS AND BURDENS (BUSINESS-WISE). ENPA AS AN ASSOCIATION AND ITS MEMBERS CAN CONSIDER THIS AS A MAJOR AND SIGNIFICANT ACHIEVEMENT

Every year, ENPA follows and influences a wide range of legislative and policy issues at the European level. In 2009 proposed labelling requirements in advertising, public service broadcasters and state aid in the context of revision of the Broadcasting Communication 2001, press freedom issues at national level, copyright issues related to some major internet advertising and news aggregator companies, as well as sports rights issues required plenty of close attention from ENPA and its members.

#### ADVERTISING

In 2009 several advertising related legislative and policy issues were on the agenda, including but not limited to the following:

- **Energy labelling** (recasting the existing Energy Labelling Directive): despite intensive lobbying by ENPA, during the first reading the European Parliament insisted on including mandatory information requirements in commercial communications when products that use energy are being advertised or promoted.



# RAISING NEWSPAPER AND ISSUES AMONG

- **Tyre labelling** (EU Regulation of Tyre Labelling): as a result of our lobbying ENPA was able to ensure that information about tyres is only required in technical promotional literature, but not when they are advertised in media.

- **Equal treatment directive** (revision of the directive): ENPA successfully influenced the opinion of the European Parliament on the proposal for the equal treatment directive so that the Parliament is in favour of excluding the media from the scope of the directive.

- **OBA** (online behavioural advertising): discussions among different industry stakeholders on effective self-regulation started already in 2009 with the aim of being prepared to demonstrate that self-regulation works without the need to introduce legislation either at EU or national level.

#### PUBLIC SERVICE BROADCASTING AND STATE AID

ENPA contributed and in effect was able to influence the revised Broadcasting Communication (2009) on public broadcasting together with other media associations and organisations. Our main concerns were that (i) there should be a much clearer definition of broadcasters' remit – especially in the online environment where their offerings often directly compete with the services provided by newspapers; (ii) there should be a fair and transparent playing field for all media industries operating at national level; (iii) the public broadcasters' online operations should be subject to a public value test before they are launched. These concerns were all reflected in the Communication, which sets out a series of guidelines to be taken into consideration by each of the Member States.

# APERS PROFILE ONGST POLICYMAKERS

## COPYRIGHT

Even though policy and legislative work by the European Union institutions was almost non-existent in the field of copyright and related rights, the daily work of the Secretariat as well as with ENPA members remained at a very active level. In May ENPA adopted a resolution on search engines and news aggregators. Particular attention and emphasis was put on the activities and business practices of one single company, Google, which dominates Internet advertising in many European markets. In Italy ENPA's member association FIEG started a competition case against Google's alleged unfair business practices, and some other ENPA members considered similar actions. Most of the ENPA members were also concerned about the fact that Google is using newspapers' online content in its value-added service Google News; this was reflected in our submissions and presentations throughout the year.

## NATIONAL PRESS AND SIMILAR LAWS

A dangerous precedent was established in the Czech Republic in spring when an amendment to the Czech Penal Code entered into force, making it a criminal offence to use information obtained from police wiretapping for journalistic purposes. ENPA supported its Czech member association which lobbied hard in the Czech Republic not to have the amended law passed. We also raised the awareness of the members of the European Parliament on this fundamental press freedom issue. Similar attempts to change national legislation were also seen in other countries including but not limited to Italy and Lithuania. Working on these types of issues is of great importance to ENPA and therefore we devoted a quite significant amount of time to assist our member associations.



**I**N 2009 ENPA WELCOMED THE EUROPEAN BUSINESS PRESS (EBP) AS ASSOCIATE MEMBER. THE DECISION OF OUR GERMAN MEMBER ASSOCIATION (BDZV) TO KEEP A LEGAL ADVISOR AT THE ENPA OFFICES TO MONITOR EUROPEAN AFFAIRS, AS WELL AS SPECIFIC ISSUES FOR ALL ENPA MEMBERS, HAS CONTINUOUSLY ENHANCED OUR CAPACITY TO MONITOR RELEVANT POLICY ISSUES IN DEPTH. ENPA ESTABLISHED A DIGITAL TASK FORCE TO TACKLE THE EU'S DIGITAL AGENDA. OUR MOVE TO NEW OFFICES, SHARED WITH FAEP, WAS COMPLETED IN 2009.

# STRENGTHENING OUR VISIBILITY, INFLUENCE AND RESOURCES

## DIGITAL TASK FORCE

At the autumn ENPA General Assembly in Seville the decision was taken to respond to the planned "Digital Agenda" of the EU Commission by establishing a new Digital Task Force. Our more vibrant engagement in this field should demonstrate to European policy makers that newspapers are an integral part of Europe's digital landscape, and that their views should be considered alongside those of other creative industries.



## MEMBERSHIP

At the ENPA General Assembly in May the decision was taken to admit the European Business Press as an associate member. The EBP is the most representative trade association for European business newspapers and news magazines. The ENPA Secretariat continued discussions with the OPA Europe (Online Publishers' Association) as well as with some other similar associations on possible associate membership of ENPA

## CHANGES AT THE ENPA SECRETARIAT

Carolyn Wehrhahn joined ENPA staff already in 2008 as a Legal Advisor under a special arrangement, funded by ENPA's member association BDZV (Germany) and continued to give invaluable input to the daily monitoring and lobbying on various dossiers. Simon Summers was retained to monitor specific policy issues and enhance our communications until May 2009. Hannah McCausland decided to move on with her career and she left the ENPA Secretariat in December. Also in December 2009 ENPA's Executive Director Valtteri Niiranen gave notice of his decision to leave ENPA in the summer of 2010 after a six-month notice period.

## ENHANCING COMMUNICATIONS AND AWARENESS

In 2009 ENPA continued to overhaul its corporate image and both internal and external communications. We introduced a new layout for our widely-read Monthly Review, launched an internal weekly newsletter "e-Weekly" which is sent electronically to ENPA members with the latest updates. A new website open to the public was opened in summer 2009 and the member area of the new website was under construction during the second half of the year. The Annual Review 2008 and our Internal Policy Issues File 2009 were presented to ENPA members at the Stockholm General Assembly meeting in May. In addition, updates on the most important issues and topics were distributed to the members at the Seville General Assembly in November.

## MOVING OFFICES

The long planned move from the ENPA office of over ten years was finalised at the beginning of 2009, as the Secretariat moved into offices shared with the European Federation of Magazine Publishers (FAEP) in the heart of the European quarter. The increased efficiency and synergies derived from this new arrangement started to take shape in various forms throughout the year.

ENPA's structure allows the establishment and operation of various working groups to address topical issues with experts from our different member associations. In addition to the Executive Committee meetings (which set the political orientation), Directors Round Table and Legal and Social Affairs Committee, in 2009 the ENPA Secretariat organised various working group meetings in Brussels as well as around Europe.

Here follows an overview of our internal meetings in 2009:

#### **Executive Committee**

- March and October in Brussels at the ENPA office
- May in Stockholm at the time of the Spring General Assembly
- November in Seville at the time of the Autumn General Assembly

#### **Directors' Round Table**

- February in Tallinn in partnership with ENPA's member association EALL
- October in Brussels

#### **Legal and Social Affairs Committee**

- February in Tallinn in partnership with ENPA's member association EALL
- September in Brussels

#### **Copyright Working Group**

- Twice in Brussels at the ENPA office

# PARTICIPATING AND SHARING INFORMATION

#### **Markets Information Network Committee (joint Committee together with WAN-IFRA)**

- Once at WAN-IFRA's office in Paris

#### **Newsprint and Environment Working Group**

- April in Vienna in partnership with ENPA's member association VÖZ
- October in London hosted by Associated Newspapers Ltd and the Chairman of the Group Rick Stunt

#### **Media Literacy Working Group**

- June in Luxembourg hosted by Tageblatt and the Chairwoman of the Group Danièle Fonck
- October in Brussels

#### **Digital Task Force**

- December at the ENPA office



**S**TOCKHOLM, SWEDEN ORGANISED TOGETHER WITH ENPA MEMBER TU  
4-5 MAY 2009

As statutory matters the Board and the General Assembly nominated new Board members, confirmed the accounts from 2008 and were presented the Annual Review 2008. In addition, an extensive tour de table among the delegates was carried out in order to hear the latest developments in their national media markets.

THE STOCKHOLM RESOLUTION WAS  
ADOPTED ON 5 MAY

### Freedom of Expression, the Press and Information

In light of the current economic crisis, recalls that newspapers across Europe provide citizens with reliable, comprehensive, easily accessible, quality information in order to better understand the global financial situation; Recalling that this Resolution is adopted in Sweden - the first State to guarantee press freedom through the principle of openness "Offentlighetsgrundsatsen", thereby setting an example of an important contribution to democracy to the rest of Europe; Considering the recent amendments to laws in Central Europe, notably Act 52 of 5 February 2009 which amends Act No. 141/1961 in the Czech Republic, whose consequence has been to stifle investigative journalism; Considering that guarantees of freedom of expression in law have made an invaluable contribution to the emergence of democracy;

1) Declares that newspaper publishers across Europe count on policymakers not to over-regulate or burden their businesses, but instead to work together on creating conditions that permit the free, independent printed press to flourish and continue to act as a guardian of democracy in the 21st century;



# GENERAL ASSEMBLY

2) Calls on policymakers not to support any initiatives that threaten press freedom or may infringe upon editorial independence; furthermore calls on policymakers at national and EU level to assess the impact of all anti-terrorism legislation on freedom of the press;

3) Welcomes the decision of the European Parliament to exclude media and advertising from the scope of the proposal for a directive on implementing the principle of equal treatment between persons irrespective of religion or belief, disability, age or sexual orientation, in their opinion, in order to prevent unjustified violations of press freedom; calls on the Commission and Council to follow the European Parliament and accept this exclusion in order to guarantee that newspapers cannot be forced to publish advertisements incompatible with their orientation.

### Advertising

Recognising that advertising, as an essential source of financing for independent newspapers in print and online, funds quality editorial content which plays a key role in raising awareness in society about issues such as climate change, as well as enlightening consumers on the effects of products for the environment and health;

Considering that the newspaper industry must remain financially viable;

1) Urges policymakers to bear in mind that advertising bans and restrictions are a significant threat to the viability the newspaper industry, as well as contravening the freedom of commercial speech;

2) Calls on the European institutions not to propose or extend any mandatory information requirements on advertising, may it be for energy consuming products, cars or any other product group, which would simply dis

courage advertisers from advertising in newspapers should their products not have the most efficient output and to find other ways to market their products; the free press would lose vital revenue and citizens would lose rich editorial information.

### Public Service Broadcasting

Recalling the ongoing discussions regarding the scope of public service broadcasters' activities at both the European (revision of the 2001 Broadcasting Communication) and national levels;

1) Reminds Member States that they should set a clear remit for public service media, in particular regarding the use of new communication services, within a clear legal framework for public service media's development, subject to regular independent review; further reminds that a clear public service remit is essential for guaranteeing a sound basis for creativity and innovation in the private sector;

2) Calls on Member States in light of a fast converging media landscape, to establish a market impact test for significant new public service media, including qualifying pilot projects, which is subject to timely open public consultation and administered by an independent external body to the public service broadcaster at national level;

3) Calls on Member States to create independent, external bodies from public service broadcasters for the objective treatment of complaints, with the power to administer proportionate sanctions;

4) Calls on Member States to ensure that public service broadcasters enact a strict separation of accounts between their commercial and non-commercial activities in all cases and a transparent management of reserves; reminding that cross-subsidisation must be prohibited.

**S**EVILLE, SPAIN ORGANISED TOGETHER WITH ENPA MEMBER AEDE  
5-6 NOVEMBER 2009

The Board and the General Assembly agreed on the Action Plan and Budget for 2010 as well as other administrative affairs. On 5 November a special seminar was organised by ENPA in cooperation with PriceWaterhouseCoopers on the topical issue of “Moving into multiple business models”.

# EMBLIES

## SEVILLE RESOLUTION

Newspaper publishers in Europe call for better conditions for a free and independent press

In light of the newly-elected European Parliament and in view of the appointment of the new European Commission, it is important to highlight that newspapers on all platforms of delivery – print and digital - across Europe provide reliable, comprehensive, easy accessible, quality information to citizens on political, economic and environmental developments and their impact on their daily lives. They provide the necessary content to inform citizens and foster democratic debate.

It must not be forgotten that in order to continue meeting this demand and furnishing citizens with accurate and constructive information, the newspaper industry itself must remain financially viable. The press sector today faces many challenges because of the existing difficult economic times and because of the current changes in the print and online media landscape. The future of the newspaper publishing industry needs to be taken into consideration by the EU Institutions when drafting new legislation.

With reference to the debate of the European Parliament on the Freedom of Information in Italy and the European Union, ENPA appreciates the importance that the European Union institutions place on the freedom of the press and share the views that to guarantee freedom of expression, no interference or pressure by public authorities is conceivable beyond constitutional obligation of ensuring these fundamental principles. However, ENPA believes that a Directive on media pluralism and concentration in Europe risks destroying the freedom of the press.

The media is called the fourth pillar of democracy. As central players in the media sector, the press offers a huge array of content, covering every sector and interest, thus playing a vital role in ensuring a diverse and plural information society.

Newspaper publishers across Europe are calling on the new European Parliament and Commission and the other European Union Institutions not to regulate their business but instead to ensure the necessary conditions for a free and independent press by:

- Preventing restrictions on freedom of expression in any legislation or initiative proposed by EU decision-makers.
- Preventing advertising bans or restrictions, as advertising revenues are an essential source of financing for independent newspapers in print and online and fund quality editorial content.
- Supporting a strong copyright regime that protects and promotes newspapers' creativity and valuable investment in their content, and providing proper conditions for new business models in the digital environment.

- Supporting fair competition in the on-line environment between newspaper publishers and other players, in particular public service broadcasters.
- Supporting a zero-VAT rate applied to newspapers as newspapers should not be taxed in a democratic society.
- Preventing obstacles for the freedom of the press through rejecting calls for a directive on media pluralism and concentration in Europe, as it could easily equate to regulation and restriction of content and the freedom to publish.
- Supporting independence from governmental intervention in editorial, in particular in the reporting on the fight against terrorism and in protection of journalistic sources.
- Supporting the journalists' access to information.
- Supporting efforts to improve media literacy to develop citizens' awareness of the role of the press in a healthy democratic society.



# ENPA MEMBERS



Verband Österreichischer  
Zeitungen (VÖZ)  
Austria - [www.voetz.at](http://www.voetz.at)



Association des Journaux  
Francophones Belges (JFB)  
Belgium - [www.jfb.be](http://www.jfb.be)



Vlaamse Dagbladpers  
(VDP)  
Belgium - [www.dagbladpers.org](http://www.dagbladpers.org)



Union of Publishers in Bulgaria  
(SIB)  
Bulgaria - [www.sib.bg](http://www.sib.bg)



Cyprus Newspaper & Magazine  
Publishers Association  
Cyprus



Czech Publishers Association  
(UVDT)  
Czech Republic - [www.uvdt.cz](http://www.uvdt.cz)



Danske Dagblades Forening  
(DDF)  
Denmark - [www.pressenshus.dk](http://www.pressenshus.dk)



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(EALL)  
Estonia - [www.eall.ee](http://www.eall.ee)



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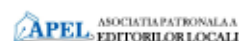
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The Newspaper Publishers  
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## ASSOCIATED MEMBERS



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EUROPEAN NEWSPAPER PUBLISHERS' ASSOCIATION

## European Newspaper Publishers' Association

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