

NEWS MEDIA EUROPE

SPEECH OF FERNANDO DE YARZA

Brussels, 26 January 2016

Good afternoon, my friends, and welcome to the launch of News Media Europe. Thank you all for coming. It is great to see so many people here.

My name is Fernando de Yarza. In Spain, by day, I publish newspapers and websites in the fantastic City of Zaragoza. But here in Brussels I have the honour to be the first President of News Media Europe.

News Media Europe is a new and exciting organisation which will represent and promote the interests of the modern news media in the EU. We look to a bright future for our industry.

Our members come from 12 countries making us the biggest newspaper association in the EU. We stretch from Ireland in the west to Estonia in the east. From Norway in the north to Cyprus in the Mediterranean.

Between us we represent publishers worth over €12 billion and more than 2,100 news media titles. 4 out of 5 people in the EU access news media every week making us global leaders in this industry. We are at the heart of the creative economy of Europe.

Our aims are simple. To uphold and enhance the freedom to publish. And to champion the news brands - in print and on line - that are powering the creative industries of the EU. In that task we want to work in close partnership with all those organisations which believe in the key principles which are vital to us all.

- * Protecting the freedom of the press.
- * Championing the digital future of our industry.
- * And ensuring that the value of content is properly protected.

We are of course an industry experiencing great change as a result of the digital revolution. We have unlimited new ways to publish news and reach new readers. But throughout all that change, those principles are timeless. And for News Media Europe they will be the guiding stars.

And so our task now will be to promote our values and our industry throughout the institutions of the EU. To tell decision makers about the changes in our industry and what that means for Europe and its electors. To ensure everyone understands the reality of the competition we face. And the jobs and prosperity we generate.

And above all to make sure that they never forget the vital importance of press freedom - one of the rocks on which our Union is built.

Ours will be the reasonable, professional, constructive voice of publishers in Europe. Putting the positive case for our freedoms and fighting our corner with passion when we need to. We look forward to working with you and keeping closely in touch as our new organisation develops and grows.

I would now like to hand over to one of the Vice Presidents of News Media Europe, Guy Black, who is going to say more about our vital work on press freedom.

Thank you!