

	Matters Arising	
	EACO Member States are encouraged to hold meetings with commercial advertisers to get their views on issues pertaining advertisement in media.	<p>-Handled at country level</p> <p>- Questionnaire was circulated</p>
	<p>The EACO Secretariat is requested to organise a regional workshop that will address the following issues:</p> <ul style="list-style-type: none"> • Local content development and challenges faced by the independent content producers and TV broadcasters. • Sustainability business model for FTA TV broadcasters taking into account rapidly changing environments in the broadcasting sector. 	<p>A workshop was held focusing on:</p> <ul style="list-style-type: none"> - Content Management - Trends in broadcasting - Digital Sound Broadcasting