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The ABA has been shortlisted for the 1998 Carl Bertelsmann Prize for its general co-regulatory approach to broadcasting services, and in particular its use of this model in relation to on-line services.

The ABA has been selected by the German based Bertelsmann Foundation, from more than one hundred possible prize candidates, as one of six organisations from around the world which stand for responsibility on the way into the digital era.

'The ABA is honoured to be nominated for such a prestigious award,' said Professor David Flint, ABA Chairman. 'It is gratifying that the co-regulation model and our work in the online services area has received international recognition in this way.'

The prize will be awarded on 10 September 1998 in Gütersloh, Germany. The theme for the 1998 prize is 'Communications 2000—Innovation and Responsibility in the Information Society'. The keynote address will be given by Roman Herzog, the

President of the Federal Republic of Germany.

In awarding the prize, the Bertelsmann Foundation is seeking to highlight viable models for regulating the media and communications markets in the future. Any future regulation will need to safeguard media freedom, media diversity and media quality within a broader regulatory framework, and further regulate telecommunications and the media in line with general commercial legislation and guidelines.

The Bertelsmann Foundation awards the Carl Bertelsmann Prize in recognition of innovative contributions in key areas of social policy. The goal is to spark and promote public and political debates. The winners are chosen from around the world by a panel of international experts.

The Carl Bertelsmann Prize in 1998 intends to illustrate opportunities and to recognise a major contribution to dealing with the challenges of the emerging digital age. It will be awarded to a political

or entrepreneurial initiative setting an example for balanced order, self-regulation and responsibility in the communication and media markets. The prize itself is worth DM300 000.

The five other nominees are:

- the US Federal Communications Commission;
- the Canadian Radiotelevision and Telecommunications Commission;
- the Recreational Software Advisory Council, a non-profit organisation founded by the US software industry;
- Education Network Australia (EdNA) an Australian government initiative; and
- Bayern Online, a trend-setting project launched by the Bavarian State Government.

The shortlist was produced following an international selection process. A commission made up of experts from the media and communications field, politicians and media entrepreneurs compiled a catalogue of criteria based on the white paper *Communications Coordinates 2000*, which the Bertelsmann Foundation presented at the

start of 1997. The countries were selected according to specific requirements of their infrastructure, legislation and method of market regulation. These included:

- safeguarding the freedom of media and information;
- competition-oriented regulation of the market;
- limitation of state intervention in programming to ensuring social compatibility;
- politically independent, efficient monitoring of the market;
- agreement on quality standards and the fundamental principle of self-regulation;
- acceptance of the freedom of publishing and corresponding responsibility for programming structure, quality and content;
- promotion of media competence; and
- facilitation of access to the information media.

The award will be presented on 10 September 1998 live on the Bertelsmann Foundation web site, <<http://preis.stiftung.bertelsmann.de>>.