



Thursday, May 3, 2012

EPRA – Cullen International Workshop

Policy and regulatory challenges of connected TV



WORKSHOP

Agenda



Thursday, May 3, 2012

EPRA – Cullen International Workshop Policy and regulatory challenges of connected TV WORKSHOP

Agenda

This workshop will bring together EU decision makers, national media regulators, the audiovisual industry, online content providers and TV sets manufacturers to discuss the development of connected TV. Participants will share views on the policy and regulatory challenges raised by connected TV and will try to assess whether the existing regulatory environment is adequate to face these challenges and if not, how it should be adapted.

9:00 - 9:30

Registration and welcome coffee - Demos of hybrid TV projects by IRT, Tivù On! and France Télévisions

9:30 - 09:45

Welcome addresses by:

Dr. Angelika Schlunck, [Director of the Representation of the Free State of Bavaria to the European Union](#)

Jean-François Furnémont, [Chairman of EPRA](#)

09:45 - 11:15

SESSION 1

State of play and forecasts

This session will provide a state of play on connected TV: the different solutions, the current take-up, the forecasts, the business models, the impact on the existing media value chain.

Richard Lindsay-Davies, [Director General, Digital TV Group](#)

Klaus Merkel, [Senior Engineer of Platforms for Broadcast Services, IRT](#)

Lisa Di Felicianantonio, [Head of Regulatory Policy & EU Affairs, Fastweb](#)

Chris Buma, [Senior Director Standardization, TP Vision Holding](#)

11:15 – 13:00

SESSION 2

Which content regulation for connected TV?

Connected TV will for the first time bring together on the same screen regulated audiovisual media content and non regulated internet content.

This session will discuss whether the existing content regulation is adequate in a connected TV environment:

Does connected TV put into question the regulation of audiovisual media services? If so, how can it be ensured the rules are not bypassed? Is there a need to review the rules of the Audiovisual Media Services Directive on the protection of minors, the support of European productions and advertising that apply to non linear audiovisual media services? Is there a need for similar rules for currently unregulated internet content? Which rules apply to connected TV service providers? How can a level playing field be ensured between European market players and non European market players that are not subject to the European rules? Is there a risk of fragmentation of the internal market?

Introductory presentation: Laura Sboarina, [Senior Analyst, Cullen International](#)

Panel discussion

Detlef Eckert, [Director, Policy Coordination and Strategy, Directorate General Information Society and Media, European Commission](#)

Olivier Japiot, [Director General of the France's Media Authority, CSA](#)

Monica Arino, [Director of International Affairs, Ofcom](#)

Carolina Lorenzon, [Director, International Affairs, Mediaset Spa](#)

Niklas Brambring, [Chief Executive Officer, Zattoo](#)

Moderator: Jean-François Furnémont, [Chairman, EPRA](#)



Thursday, May 3, 2012

EPRA – Cullen International Workshop Policy and regulatory challenges of connected TV

WORKSHOP

Agenda

13:00 - 14:00

Lunch time - Demos of hybrid TV projects by IRT, Tivù On! and France Télévisions

14:00 -16:00

SESSION 3

Access, competition and transmission issues

This session will explore the access, competition and transmission issues linked to connected TV. Which market players could potentially act as gatekeepers? Which forms could gate keeping take in a connected environment? To what extent is regulation required or could competition law address restrictions of access? In particular, should public service television benefit from a 'must-carry' privilege? Is there a need for must-offer obligations? What's the legal status of connected TV sets manufacturers? How to avoid interoperability problems? Should new business models be possible, for example, could broadcasters' signals and programmes be altered so as to allow specific advertisement or the presentation of different content?

Introductory presentation: Christian Hocepiéd, [Principal Expert, Directorate General Competition, European Commission](#)

Panel discussion

Marc Janssen, [President, Belgian Media Authority CSA](#)

Fabio Del Alisal Sánchez, [Director of International Department, CMT](#)

Rudolf Eyberg, [Director AVC Development Center, Panasonic](#)

Michael Wagner, [Head of Media and Communication Law, EBU](#)

Hugo Lindsay, [Director of Competition and Regulatory Affairs, Virgin Media](#)

Eric Scherer, [Director of Future Media, France Télévisions](#)

Moderator: Philippe Defraigne, [Director, Cullen International](#)

End 16:00

Closing remarks

by Philippe Defraigne, [Director, Cullen International](#)

WORKSHOP



Thursday, May 3, 2012

EPRA – Cullen International Workshop
Policy and regulatory challenges of connected TV

WORKSHOP

Agenda

Practical information

Venue

Representation of the Free State of Bavaria to the European Union, Rue Wiertz 77, 1000 Brussels, Belgium
(next to the European Parliament)

Schedule

9:00 – 16:00

THE WORKSHOP IS FREE OF CHARGE

For questions on information and registration,
please contact events@cullen-international.com

About EPRA

Against the backdrop of globalisation and convergence, the need for increased co-operation between European regulatory authorities has been highlighted repeatedly. Set up in April 1995 in Malta, the European Platform of Regulatory Authorities aims at providing a forum for:

- informal discussion and exchange of views between regulatory authorities in the broadcasting field;
- exchange of information about common issues of national and European broadcasting regulation;
- discussion of practical solutions to legal problems regarding the interpretation and application of broadcasting regulation.

Rather than pursuing national directives or acting as a tribune of common declarations, EPRA provides an open platform for discussions on a wide variety of relevant topics to regulators.

Up to now, 53 regulatory authorities in Europe have become members of the EPRA. The European Commission, the Council of Europe, the European Audiovisual Observatory and the Office of the OSCE Representative on Freedom of the Media are standing observers of the Platform. The Secretariat of the EPRA is currently based in Strasbourg (France) and is hosted by the European Audiovisual Observatory. For further information see www.epra.org.

About Cullen International

For over twenty-five years, Cullen International has been tracking, reporting on and benchmarking developments in telecommunications, media, electronic commerce and smart energy regulation across Europe and beyond. We provide comprehensive, neutral, unbiased, timely information that is used by the whole industry. We are widely recognised as the leading regulatory support service provider in the field. For further information see www.cullen-international.com.