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Which content regulation for connected TV



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Outline

- Potential and challenges
- The AVMS directive: key principles
- How connected TV challenges existing rules?



The industry: potential

- For existing players:
 - Transmedia and multiscreen
 - Attract new audience
 - Allows engagement
 - Enhanced content
 - New advertising possibilities
- For new players:
 - Occasion to enter the living room
 - Establish direct relation with TV viewers
 - Replicate their business model on the TV screen



The industry: challenges



For existing players:

- Further audience fragmentation
- More competition and globalisation
- Investment efforts
- Online piracy on the TV screen
- Risk of intermediate relation with viewers
- Cannibalisation of ad revenues and audience



For new players:

- On the regulatory spot light
- Quality content to attract viewers



Media regulators: potential



Opportunity to meet users' demand for:

- More content offer
- More control
- Participation and sharing
- TV everywhere and anytime
- Simultaneous usage



Opportunity to boost EU audiovisual content and cross-border distribution

Media regulators: challenges

- Challenge to the existing paradigm, based on:
 - Territoriality
 - Licensing
 - Position in the value chain/distribution platform
- Need to enhance fight against online piracy
- Guarantee quality of EU content
- Split competences among different regulators

AVMS directive

Widened scope

Technological
neutrality

Push - Pull

TV broadcast

VOD

A few novelties

New minimum rules

AVMS

“TV-like services”

- Competing for same audience
- Users expect protection

Audiovisual

Mass Media

Economic Nature

Editorial responsibility

Provision of programmes

Received in the EU

AVMS	Not AVMS
Analogue and digital TV	Radio
Interactive TV	Private correspondence
Live streaming	Personal websites
Webcasting/IPTV	Remote video content on websites
Mobile TV	Online computer games
VOD	Gambling services
Advertising/teleshopping broadcast	Pure UGC
UGC or similar where editorial responsibility	
<p>Online newspapers/magazines with video elements</p> <p>EPG/subtitling services</p> <p>Other users 'contributed' content platforms</p>	

AVMS providers

“Editorial responsibility”

- To exclude transmission of content controlled by others



Effective control of both:

Selection: choice of content

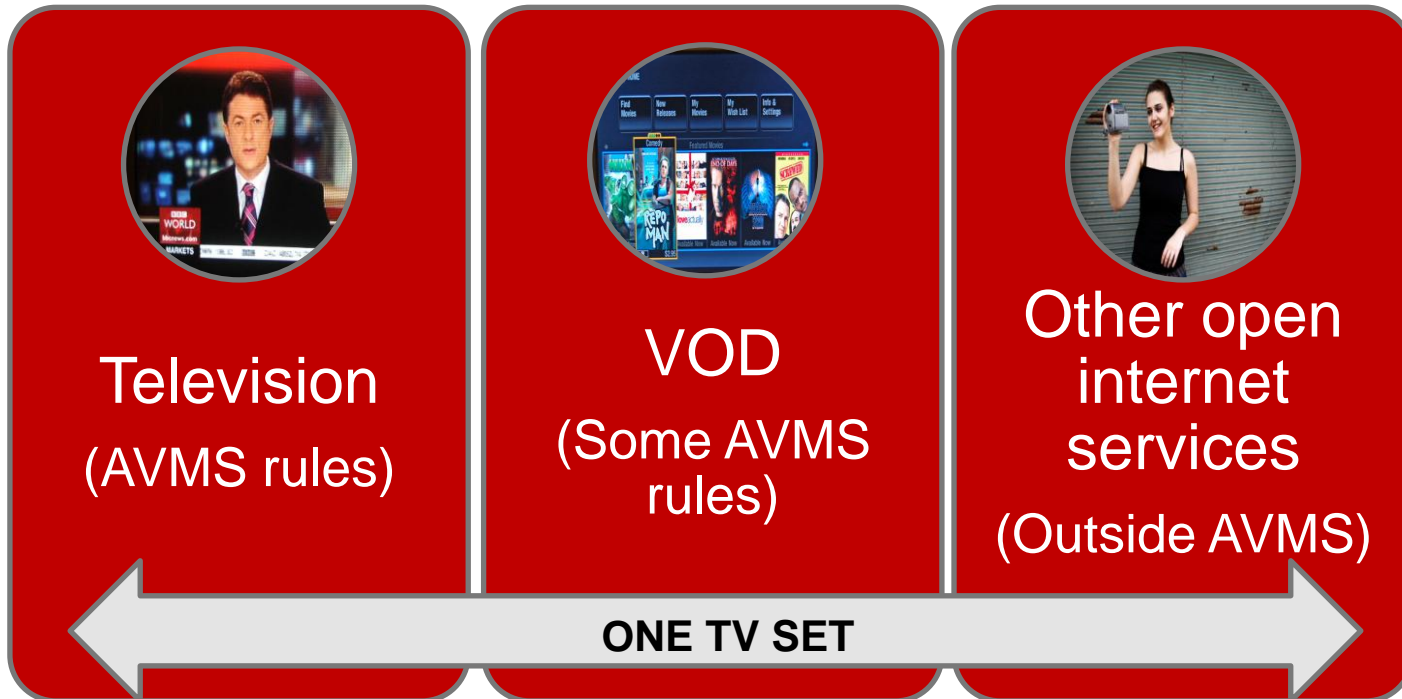
Manner: organisation of content

Neelie Kroes, January 24, 2012

“How will our traditional rules on advertising, protection of minors and promotion of EU works apply to connected TV”?



Different levels of intervention



- Risk of unfair competition
- Viewers unaware of protection level

Connected TV providers & services



Broadcasters
Manufacturers
ISPs
Internet players
Telecom operators

Provision or
Aggregation

Search engines
Portals/user interface
EPGs

TV channels
VOD services
Other OTT
services
Apps

Need to rethink existing definitions?

➔ What's a 'TV-like' service in a connected TV environment?

➔ Where do new gatekeepers fit in?

Broadcasters ✓

TV channels ✓

VOD services ✓

STB manufacturers

Telecom operators

UGC type platforms

EPGs

TV sets manufacturers

News service providers

ISPs

Apps

App developer

Web content

Internet commerce



Need to rethink existing rules?

Some rules may lose their rationale in a non-linear world

- Advertising limit
- Ad insertion rules

Others may become more relevant

- Protection of minors
- Promotion of EU works

And new rules may be needed

- Illegal content from non EU players
- Attribution of content/information to viewers
- Advertising on EPGs and portals





THANK YOU

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