



**APEK**

Post and Electronic Communications  
Agency of the Republic of Slovenia

# Ljubljana Welcomes BEREC





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# Media in Digital World

## European Perspective



# Digital Agenda for Europe

- Who will make 200+ billion € investment
- Limited ARPU and consumer expectations
- Fragmented markets
- Different Member State conditions
- Regulatory challenges
- Network Neutrality, QoS



**Do we really need DAE Networks soon?**

**Do we have content, attractive services and demanding consumers?**

# Smart Next Generation Networks

- 10 x speed
- 100 x total bandwidth capacity
- Major improvements in Qos and reliability
- Pan European standardisation of network services?
- Harmonisation of fixed and mobile networks
- High quality video will be the main content 90%+



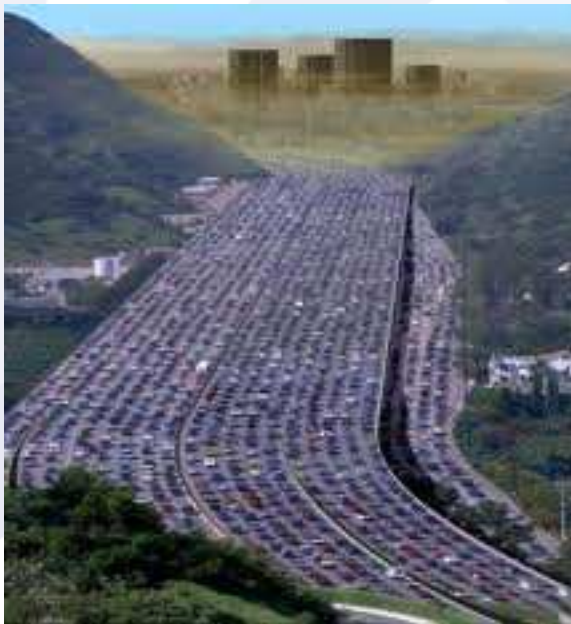




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## Sustainable Next Generation Networks

- Investment, financing and operating costs
- Do not expect too much from “State Aid” - CEF?
- Need for efficiency and careful planning
- Consumers will pay for content not for networks



# Challenges of NGA and Digital Service Platforms

**Outstanding Efficiency  
in Capex and Opex  
Support for  
SmartNetworks for  
Energy, Ecology...**

**Vibrant Competition in  
Consumer Services,  
but also  
eEducation, eHealth,  
eGovernment push**



## ■ Connecting:

- Rural and Urban Areas
- Social Groups
- Generations
- Countries and Regions
- Cultures
- Language Areas
- Special Interest Groups

**Nobody is left behind!**  
**costs a lot of €€€**



# Future Role of Television

- View time has grown 10% in 5 years in spite of alternative content (Social Media, YouTube...
- Up to 300 minutes viewing time per day in Europe
- 100 billion € per year TV related income in Europe and growing
- Fantastic developments in User Experience, Mobile devices, innovative services and Smart TV





# Over The Top TV Time of Convergence

## How can DAE based Next Generation Networks and Digital Platforms assist in European TV future growth?

- Unified “Unicast” QoS based High Performance bidirectional transport of content
- Transmission Cost Savings and enhanced User Experience
- Reach “Beyond Borders”
- Interactivity and Personalisation
- Outstanding scalability and “Long Tail” content



# Media in Digital World

- Is European TV media content industry ready for DAE based Primetime?
- Can European media promote our best in tradition, culture, values in global competition?
- Can Europe become major exporter of Information Society goods providing additional jobs?
- How do we take care for societal needs such as education and inclusivity?
- Do we care for “Long Tail” content?





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