

EPRA Meeting

The Future of Content Regulation

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Introduction and Summary

This presentation will cover

- The long term relationship between content regulation, and media literacy
- Key aspects of the changing environment
 - The internet
 - The proliferation of new services
 - Boundaries between regulatory domains, and overlapping regulators
- The expanding role of media literacy in content regulation

Agenda

- Content regulation and media literacy today
- The changing environment – more services, more regulators
- The growing significance of media literacy

What are the goals of broadcast regulation?

Ofcom's content regulatory purposes

- Ensuring a wide range of TV and radio services of high quality and wide appeal
- Maintaining plurality in the provision of broadcasting



Quality Content

- Applying adequate protection for audiences against offensive or harmful material
- Applying adequate protection for members of the public against unfairness or the infringement of privacy



Consumer Protection

The principal focus of this presentation is consumer protection – the minimum standards set out in the AVMS

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Consumer Protection

The AVMS Directive sets out *consumer protection* goals for audiovisual services

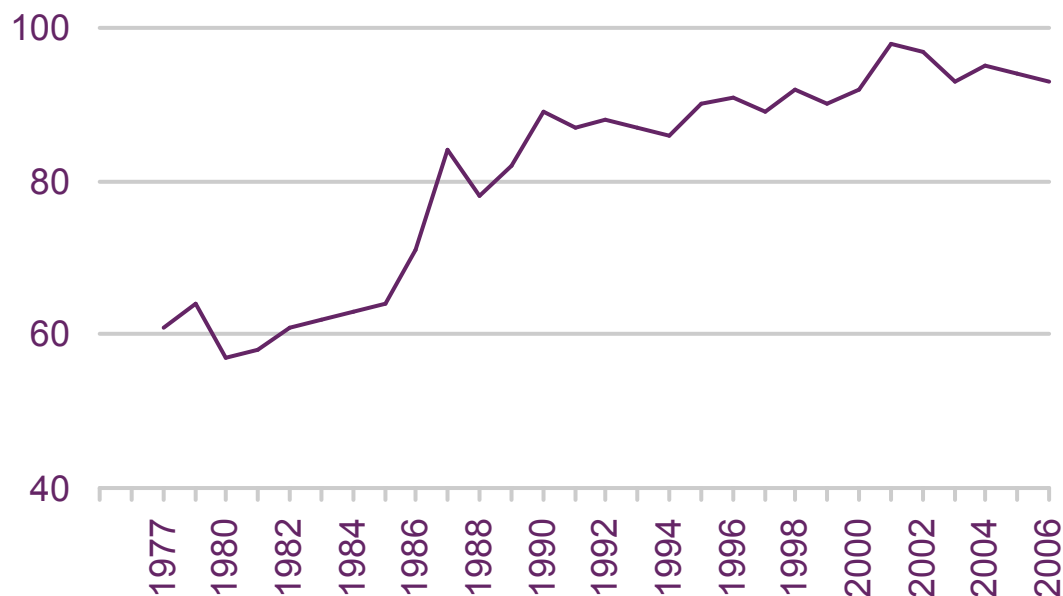
- Ensuring the protection of minors from content which might seriously impair their physical, mental or moral development
- Prohibiting content which contains incitement to hatred based on race, sex, religion or nationality
- Prohibiting surreptitious advertising and the use of subliminal techniques

The Directive offers support to co- and self-regulatory means, complemented with support for media literacy

- *“co- and self-regulation instruments...can play an important role in delivering a high level of consumer protection ”*
- *“Media-literate people will be better able to protect themselves and their families from harmful or offensive material”*










Media literacy has always been central to regulation: the watershed depends on audience awareness

Awareness among UK Adults of the Watershed (% of population)



- The 9pm watershed was established publicly in 1977
- 60% of viewers were aware of it 10 years later
- However, it took a major publicity campaign in 1986 to achieve more universal awareness

New services and technologies allow more flexible content standards, but also require greater media literacy

<u>Service</u>	<u>Highest Rated Film that can be shown at:</u>		
	6pm	8pm	Post-Watershed
Free-to-Air Channel			
Encrypted, Subscription Channel			
PIN Protected Services (Pay-per-view or VOD)			

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The internet: different types of video content services

From today's television,
more widely available...



Sky Anytime
Your Sky. On demand

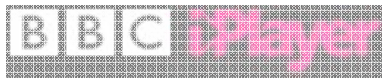


...to completely new kinds
of audiovisual services



The internet: different types of video content services

From today's television,
more widely available...



Sky Anytime
Your Sky. On demand



**With some
services in the
middle**



...to completely new kinds
of audiovisual services



The AVMS proposes a limited extension of traditional regulation - but clear boundaries will be critical

From today's television,
more widely available...



Sky Anytime
Your Sky. On demand



Subject to
regulatory oversight

...to new kinds of audiovisual services



There are a range of audiovisual media regulators, at least in the UK, with newly overlapping responsibilities



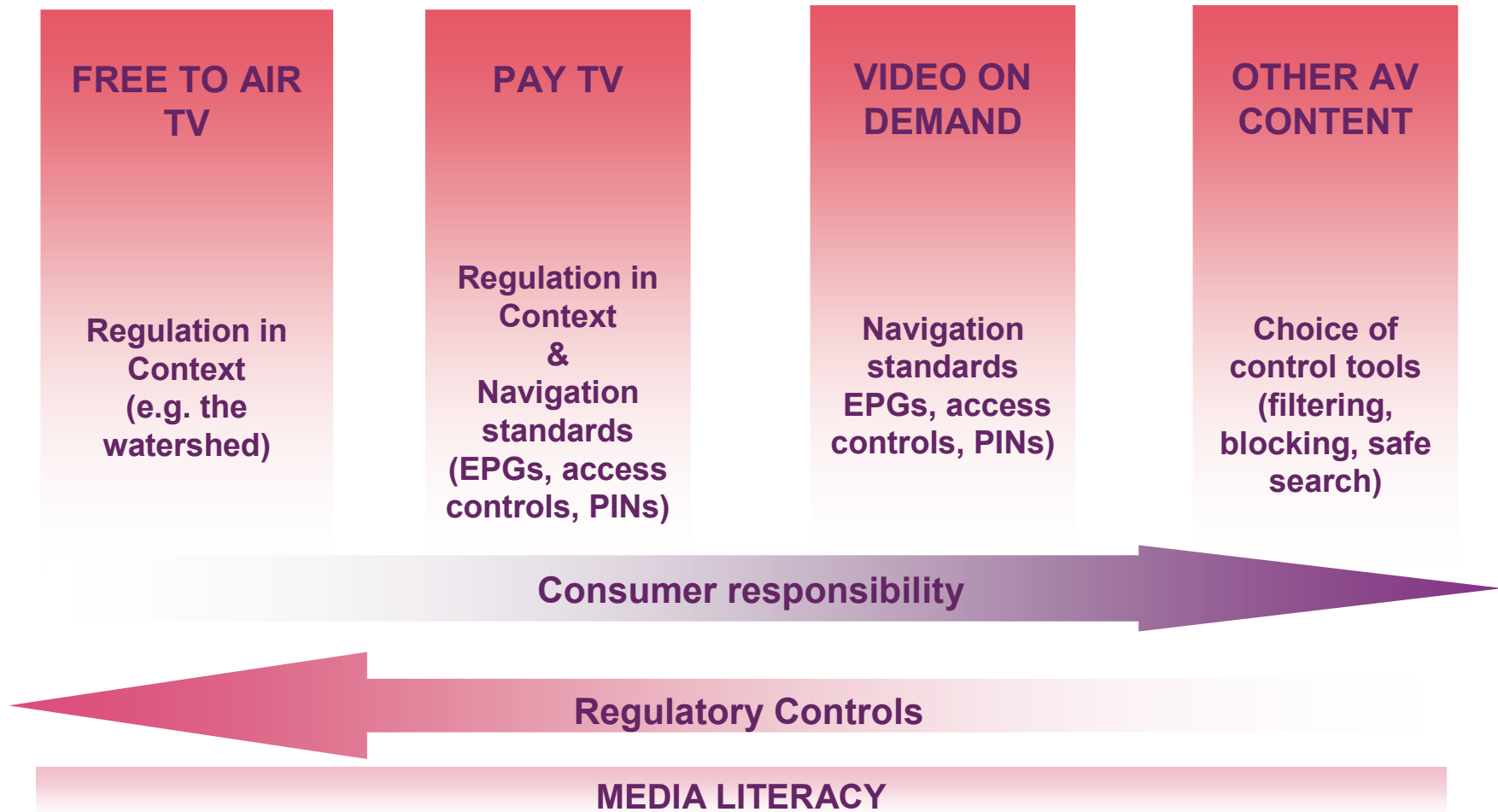
The boundaries of regulatory institutions' domains of responsibility are becoming less clear



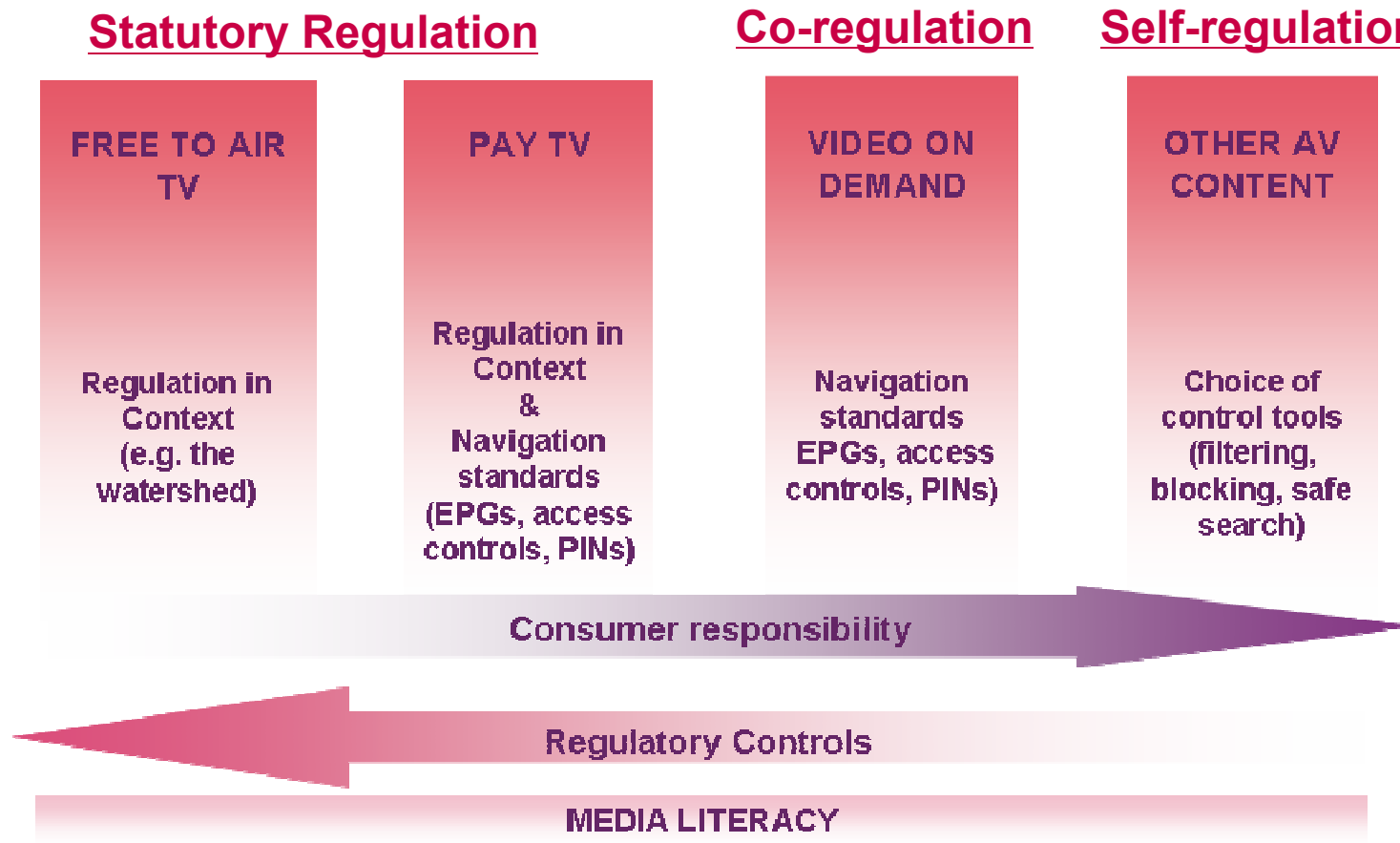
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A spectrum of regulations and consumer responsibilities



A spectrum potentially with distinct regulatory models and regulators



There are two critical trends which regulators must address through a focus on media literacy

- Firstly, the digital environment offers audiences new opportunities for wider **choice** and better **control** of content (and content standards)
- This allows regulation to shift from enforcing standards on behalf of consumers to empowering them to choose
- Secondly, the expansion of audiovisual media beyond television means there are more regulators – from the traditional statutory bodies through to stand-alone self-regulating institutions like YouTube
- Both of these trends rely on media literacy: consumers must
 - Know what regulatory environment they are in and what protections they can expect
 - Have the skills and willingness to take responsibility where it is needed – whether this means awareness of the watershed or how to configure an internet filter