



**ATVOD**

THE AUTHORITY FOR TELEVISION **ON DEMAND**

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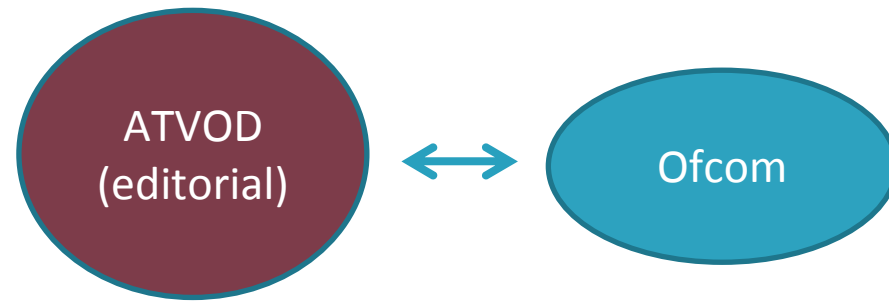
**Cathy Taylor**  
**Authority for Television On**  
**Demand**

**ATVOD's Year**

# UK co-regulation



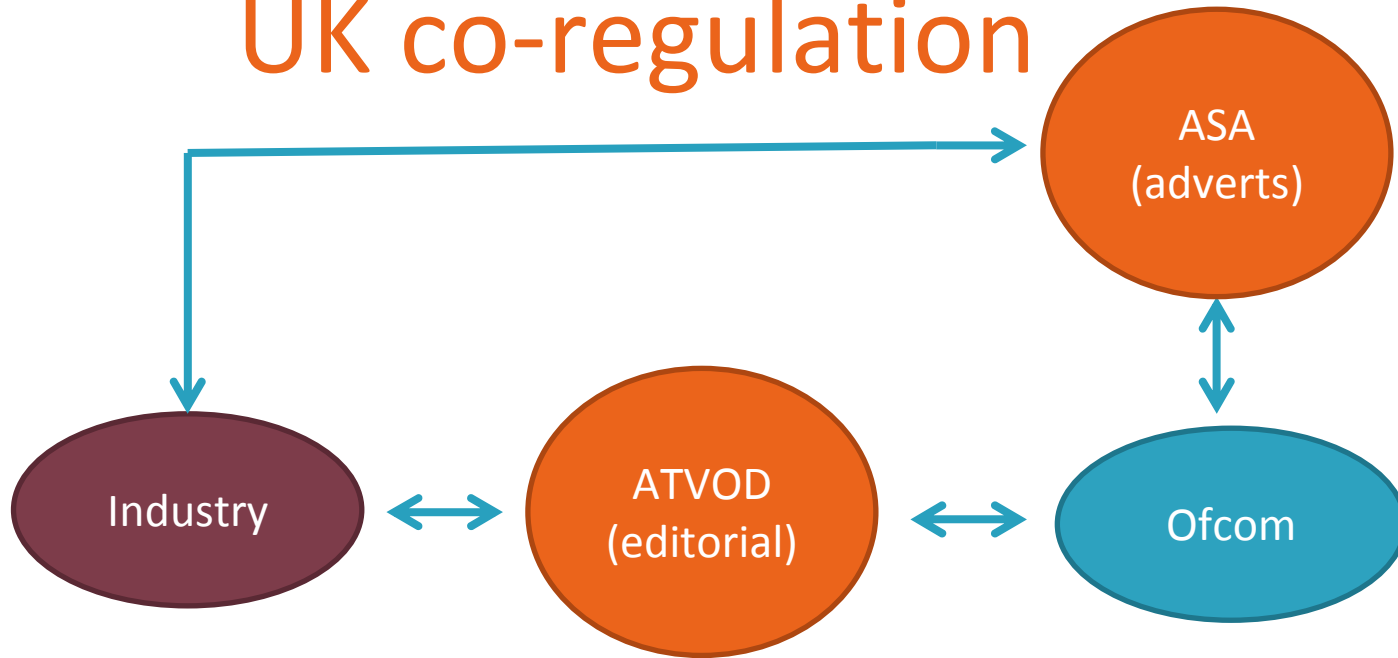
# UK co-regulation



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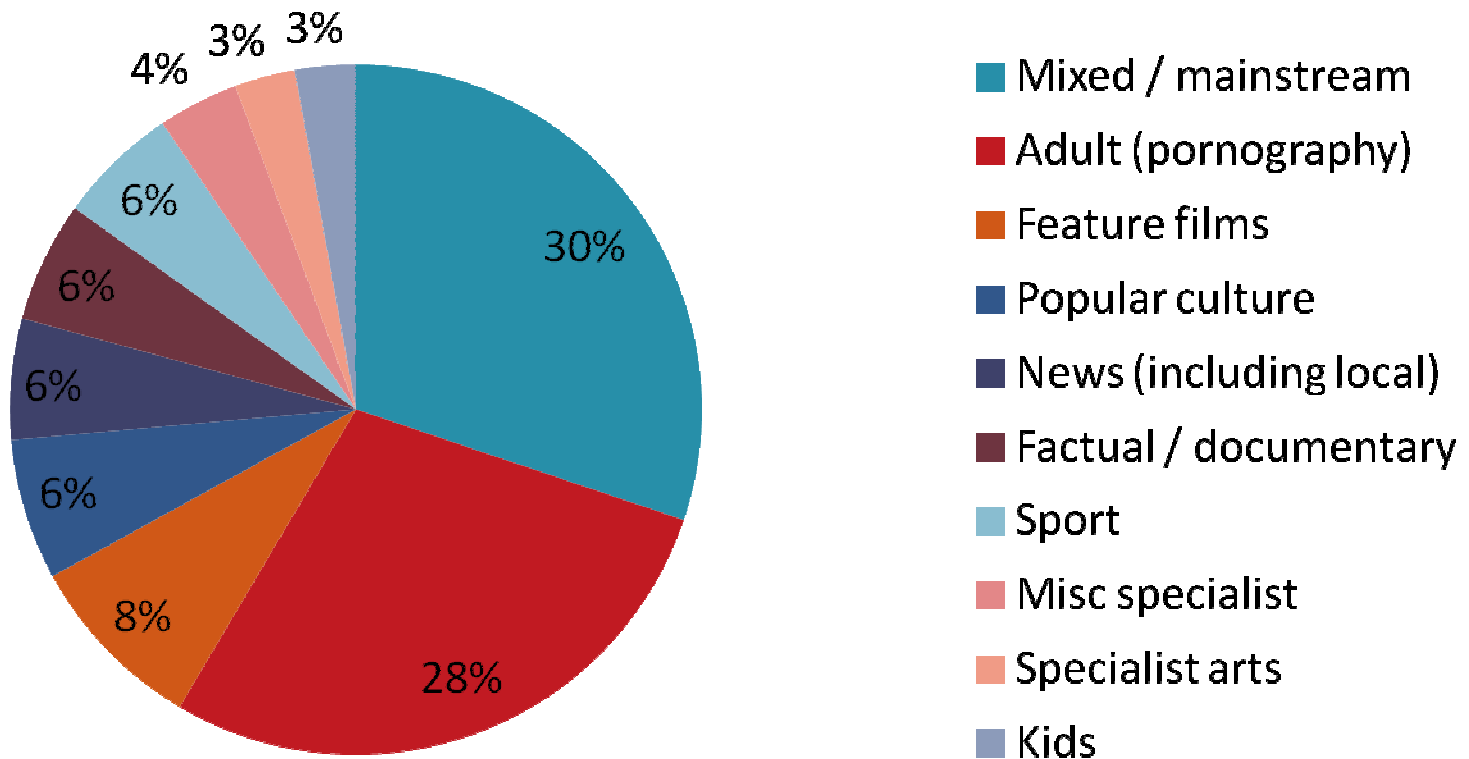


# UK co-regulation



# The story so far...

September 2013 - 106 notifications to ATVOD



# Spontaneous notification

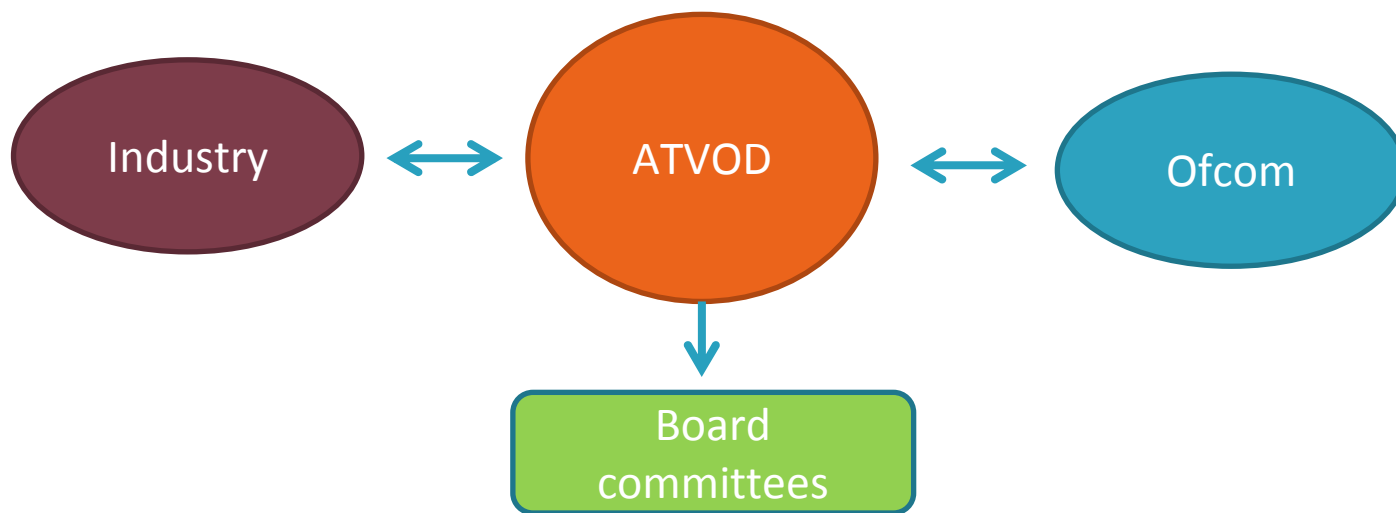
- What does it take for the 'right' people to know they need to notify?
  - 1) Awareness
  - 2) Information
  - 3) Sanctions

# Communication

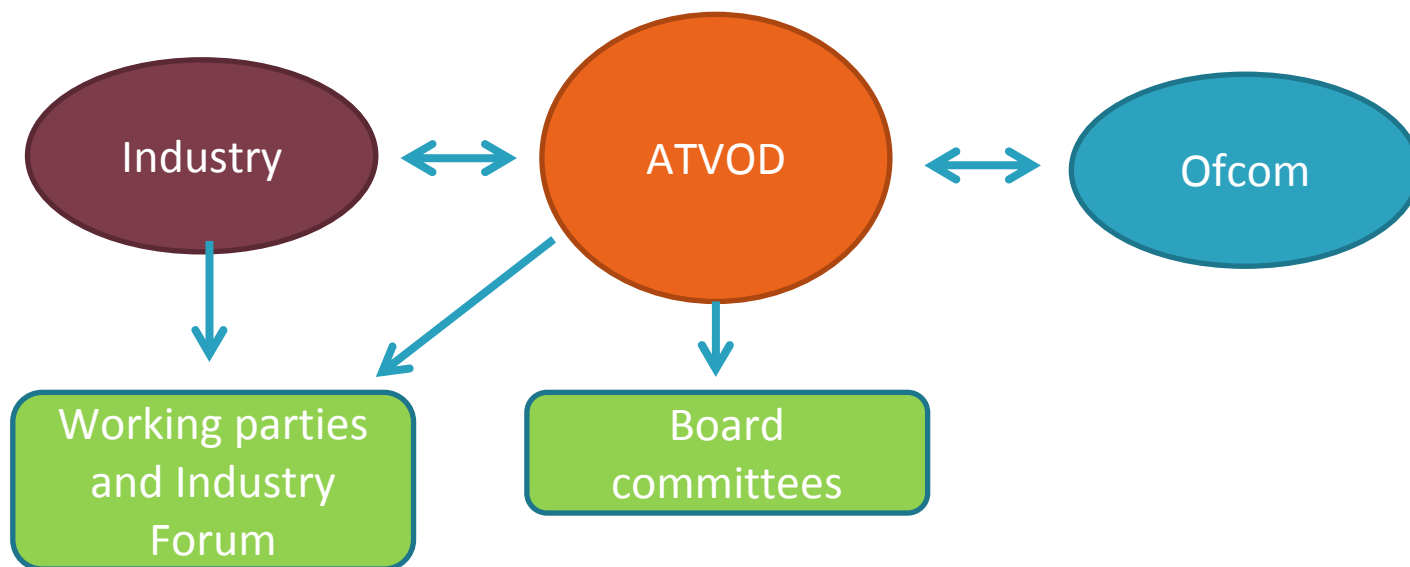




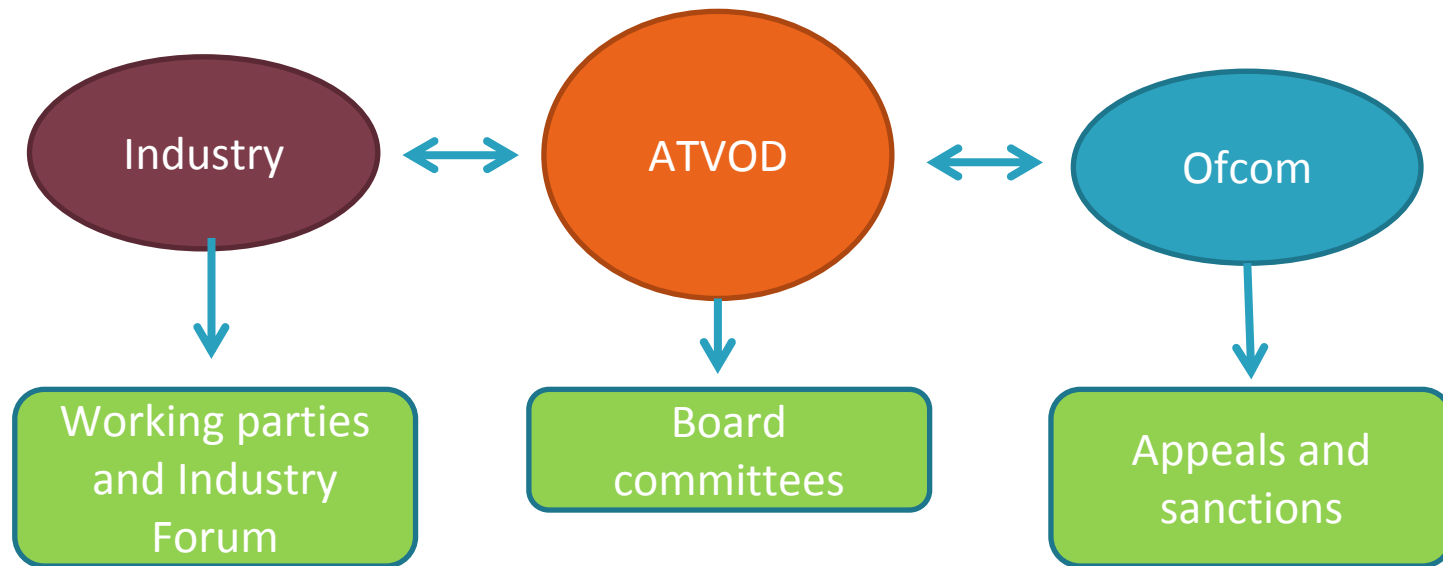
# Communication



# Communication



# Communication



# Investigating services

- Reactive:
  - Complaints
  - High profile launches
- Proactive:
  - New broadcast services
  - Adult services (higher chance of breach)
  - Mavise database

## Gathering evidence

- Gather evidence at each stage, anticipating information that might be needed in appeals or sanctions
- Evidence relating to scope, child protection, cooperation.

# Who's in, who's out

- Appeals decisions since Julia Hornle's last EPRA presentation:
  - Last year, appeal decisions had largely focussed on 'principal purpose' (for example, the newspapers' websites)
  - This year, the focus was on what is 'TV-like'

# Channel Flip

- [VIDEO DELETED]

# Business Channel

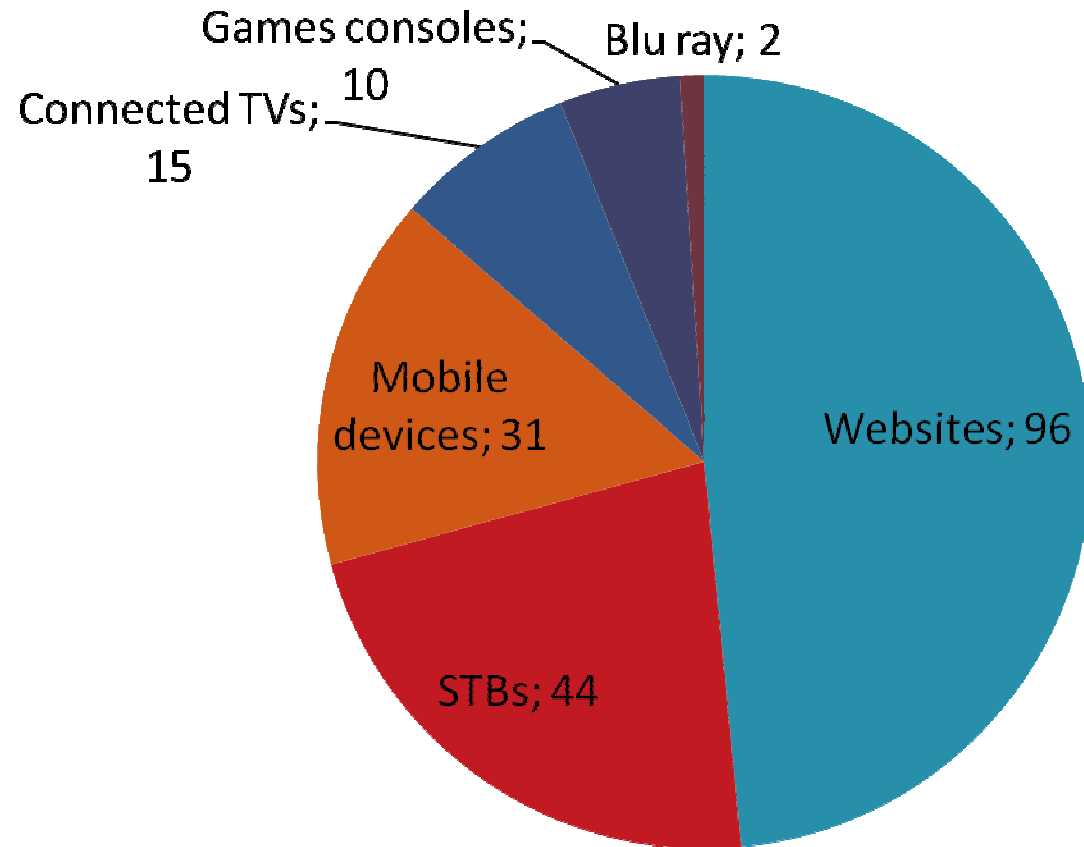
- [VIDEO DELETED]



# Making notification easier

- Online notification and data submission facility
  - But what information do we need?
- The balancing act:
  - Enough info for effective regulation.
  - Limiting the administrative burden

# Services on multiple outlets



## Multiple Services – our solution

- One notification for each service provider
- Fee structure reflects multiple outlets
- We still need to identify outlets for records and for data collection

# Sanctions

- Enforcement notification
- Civil action (eg. non-payment of fees)
- Referral to Ofcom for consideration of sanction

## In Reality

- Ofcom has imposed financial penalties in relation to adult services:
  - Playboy TV: £35,000
  - Demand Adult: £65,000
  - Strictly Broadband: £60,000

# Child Protection

- AVMSD Article 12 – Child protection
- ATVOD's 'Rule 11': If the service contains material which might “seriously impair” the development of children, they should not normally be able to access it.
- Hardcore pornography should be behind an effective Content Access Control system eg. credit cards only

# Evading regulation

- Adult website operators are moving their operations away from the UK, sometimes to Member States, to evade UK regulations.
- We need to communicate with other EU Member States with regard to these specific cases.

## The future

- Banks blocking payments?
- Pan-EU consensus on online child protection?



## For more detail...

- [www.atvod.co.uk](http://www.atvod.co.uk)
- <http://stakeholders.ofcom.org.uk/enforcement/video-on-demand-services/>

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