

# Green paper on convergence

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ARTHUR

About values in the AVMSD  
and vision on the future

LANCELOT

- ➔ Access to platforms?
- ➔ Linear/non-linear?
- ➔ AVMS provider: definition, scope?
- ➔ Link with e-commerce directive?
- ➔ Appropriate rules for protecting minors?

- ➔ Threat on pluralism, human dignity, democracy?
- ➔ Promotion of European works?
- ➔ Consumers' choice?
- ➔ Competition? Non-discrimination?

- Who cares?
- ➔ Overall, a majority of respondents cares to some extent.
- ➔ Positions diverge depending on the vision on usages development
- ➔ Values are not dead!

## *Debates – mainstream*

- When and how access obligations should be imposed? (not “whether”, according to a majority).
- When frontier between linear and non-linear is/will be blurring? Today or tomorrow?
- How to make sure that all players will be governed by the same rules?
- COO vs. COD principles – an harmonization and cultural issue.
- E-commerce directive vs AVMSD; a big bang and a proliferation of services with allegedly no editorial responsibility for so called non-profit organisations...



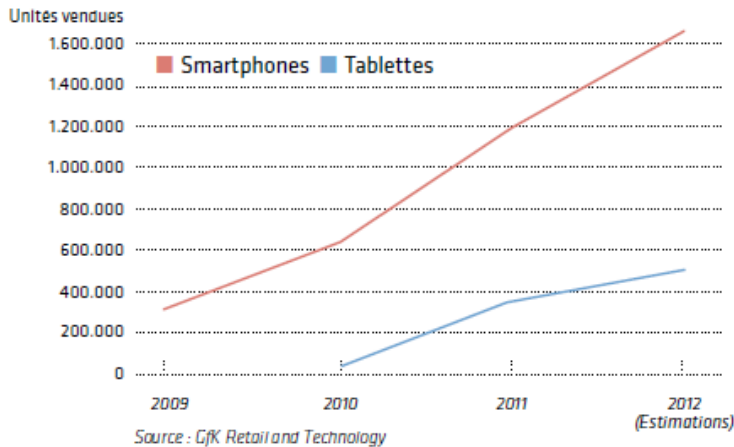
# What means: “short term” and “medium term”? In the audiovisual and telecoms sector?

Use of catch-up and VoD services: **200%** increase during the years 2010-2012 in Bel.

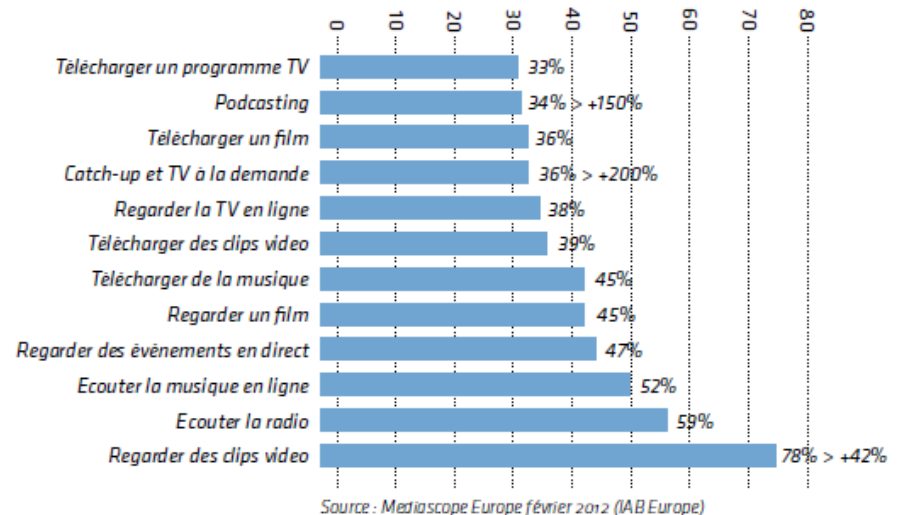
Sales of tablets skyrocketing: **350%** increase in 2012 in Bel.  
**40%** of internet traffic from tablets is generated by video

180 million tablets sold in 2013 worldwide  
Apples' revenues from smartphones and tablets doubled in 2011-12  
Samsungs' incomes from smartphone and tablets rose by 110% in 2012-2013 - ref. IDATE

**VENTES DE TABLETTES ET SMARTPHONES EN BELGIQUE (2009-12)**



**ACTIVITES DÉJÀ RÉALISÉES SUR LE NET PAR LES INTERNAUTES BELGES (2012+ÉCART 2010)**



New medias report, CSA - 10 January 2013:  
<http://www.csa.be/documents/1962>

# Convergence is already a reality today



New players including all connected devices tend to have a gate-keeper position => empower NRAs to act if necessary through Art. 5.1. b) Access directive




Terminals offer equivalent viewing experience => Harmonize both linear and non-linear regimes to create a level playing field




Look for a coherent and non discriminatory approach in protecting minors on line


# Distribution platforms: open your eyes !



Create a new category of distributors which would include all players distributing AMS through any platform: e.g. a portal, an application store, etc . Explore the concept of virtual head office



COO principle - Aim at better harmonizing the applicable rules throughout the EU



Major hosting platforms can not be assimilated to non-profit organizations...(the exception provided in recital 21 AVMSD is not applicable). Their editorial responsibility should be acknowledged when they actively promote (user generated) content, derive advertising revenues from the views, make recommendations based on their customer preferences or hold the right to modify these contents.