



AUTORITÀ PER LE  
GARANZIE NELLE  
COMUNICAZIONI

## **Revised list of Italian events of major importance to society**

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# Summary

## 1. List revision's methodology

- The public consultation
- The main changes to the previous list

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- The application of the four criteria in the old list
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# From the 1999 list to the 2012 list

- Previous list of events approved with decision n. 8/99. Positive Contact Committee opinion in the 11 June 1999 meeting
- Public consultation launched in July 2010 with decision no. 302/10/CONS according to the amended AVMS Code implementing the AVMSD
- Sport federations did not answer to the public consultation and were individually contacted in December 2010
- Preliminary approval by Agcom's Board with decision no. 425/11/CONS
- Favourable opinion of the Contact Committee on December 2011
- Decision of the EU Commission C/2011/9488 of 21 December 2011
- Entry into force in September 2012
- No effects on contracts already concluded

# The main changes from 1999 to 2012

## OLD LIST (1999)

1. Qualified broadcasters must reach 90% of population (analogue tv requirements)
2. Mainly football
3. Two lists :
  - 1° List: live or deferred
  - 2° List: includable events
4. Just one cultural event

## NEW LIST (2012)

1. Qualified broadcasters must reach 80% of population (DTT requirements)
2. Also other sports
3. One list with new entries :
  - semi-finals of existing events
  - new disciplines
4. Two more cultural events

# Public consultation

The following subjects answered with written documents and hearings



**1. RAI Radiotelevisione Italiana S.p.a.**  
(the public service broadcaster)



**2. Reti Televisive Italiane S.p.a.**  
(the main terrestrial player)



**3. SKY Italia S.r.l.**  
(the main satellite and pay tv player)



**4. Telecom Italia Media S.p.a.**  
(owned by the incumbent TLC operator)



**5. AERANTI CORALLO**  
(the association for local radio and tv)

# Feedback from consulted sport federations



Federazione Italiana  
Nuoto (waterpolo)



Federazione Italiana  
Pallavolo (volley)



Federazione Italiana  
Pallacanestro  
(basket)



Federazione Italiana  
Tennis



International Tennis  
Federation



Dorna



Six Nations Rugby Ltd



International Cycling  
Union



Fédération  
Internationale de  
Natation



# The application of the four criteria

**Submission evidence: events that meet at least two of the following four conditions:**

**A)**

The event and its outcomes have particular and widespread resonance within Italy **and** are of interest to people other than those who normally follow this type of event.

**B)**

The event is widely recognized by the population **and** bears particular cultural importance **and** acts as a catalyst for the Italian cultural identity.

**C)**

The event involves the national team of a specified sporting discipline in an international tournament of major importance.

**D)**

The event has traditionally been broadcast on free-to-air television **and** has gained a broad audience base in Italy.

# Criteria satisfied by the 1999 list

EVENTS	A) SPECIAL RESONANCE	B) CULTURAL IMPORTANCE	C) NATIONAL TEAM	D) LARGE AUDIENCE ON FREE TV
<b>1° list (live or deferred coverage)</b>				
Summer and winter olympics games	✓		✓	✓
The final of the FIFA world cup and all matches played by the italian national team (LIVE)	✓		✓	✓
The final of the UEFA european cup and all the matches played by the italian national team (LIVE)	✓		✓	✓
All matches played by the italian football national team in the official competitions	✓		✓	✓
The semi-final and the final of UEFA champion's league and UEFA cup (Europa league) if played by an italian team	✓			✓
Cycle Italian tour (Giro d'Italia)	✓	✓		✓
The italian formula one Grand Prix	✓		✓	✓
The Italian music festival in Sanremo	✓	✓		✓
<b>2° list (events that may be included in the list)</b>				
Basket, volley and waterpolo world championship finals played by the italian national team				
The Davis cup final if played by the italian national team				
The Road Cycling World Championships				



# Criteria satisfied by the 2011 list

EVENTS	A) SPECIAL RESONANCE	B) CULTURAL IMPORTANCE	C) NATIONAL TEAM	D) LARGE AUDIENCE ON FREE TV
Italian MOTO GP Grand Prix - motorcycling	✓		(✓)	✓
The final and semi-finals of the World Volleyball-Basketball-Waterpolo Championships when they feature the Italian national team	✓		✓	✓
The final and semi-finals of the Rugby World Cup when they feature the Italian national team	✓		✓	
Six Nations rugby matches played by the Italian national team	✓		✓	✓
The final and semi-finals of the Davis Cup when they feature the Italian national team	✓		✓	
The final and semi-finals of the Fed Cup when they feature the Italian national team	✓		✓	
The final and semi-finals of the Internazionali d'Italia tennis tournament when they feature Italian tennis players	✓		✓	(✓)
The Road Cycling World Championships	✓		(✓)	✓
First performance of the opera season at the La Scala Theatre in Milan	✓	✓		
New Year's Concert broadcast from the La Fenice Theatre in Venice	✓	✓		✓

## Focus of new list of events

EVENT	A) SPECIAL RESONANCE	B) CULTURAL IMPORTANCE	C) NATIONAL TEAM	D) LARGE AUDIENCE ON FREE TV
Italian <b><u>MOTO GP</u></b> Grand Prix - motorcycling	✓		(✓)	✓



- MotoGP satisfies the same rationale that underlies the inclusion of the Formula 1 GP in the old list
- Traditional participation of Italian teams and riders can satisfy C)
- FTA audience share satisfies A) and D)

Grand Prix	Date	Broadcaster	Form	Viewers	Share
Mugello	06/06/2010	RTI	Live	4,800,000	34%
Mugello	31/05/2009	RTI	Live	6,792,000	39%
Mugello	01/06/2008	RTI	Live	7,154,000	44%
Mugello	03/06/2007	RTI	Live	8,000,000	46%

## Focus of new list of events

EVENT	A) SPECIAL RESONANCE	B) CULTURAL IMPORTANCE	C) NATIONAL TEAM	D) LARGE AUDIENCE ON FREE TV
The final and <b><u>semi-finals</u></b> of the World volleyball-basketball-waterpolo Championships when they feature the Italian national team	✓		✓	✓

- National team satisfies C)
- FTA audience share satisfies A) and D)

Basketball World Championships					
Match	Date	Broadcaster	Form	Viewers	Share
– (group stage)	18/08/2006	RAI	Live	1,941,000	13%
Volleyball World Championships					
Match	Date	Broadcaster	Form	Viewers	Share
Italy-Brazil semi-final	09/10/2010	RAI	Live	3,500,000	14%
Water Polo World Championships					
Match	Date	Broadcaster	Form	Viewers	Share
Italy-USA quarter-final	26/07/2009	RAI	Live	1,143,000	7%

EVENT	A) SPECIAL RESONANCE	B) CULTURAL IMPORTANCE	C) NATIONAL TEAM	D) LARGE AUDIENCE ON FREE TV
The final and semi-finals of the <b><u>Rugby World Cup</u></b> when they feature the Italian National Team	v		v	

- Since the 1999 list, rugby has become as popular as basket-volley-waterpolo, even when not performing the national team and thus satisfies A) and C)
- Never on FTA but high audience on the main pay-TV player over the past two editions (2007 and 2011)

Match	Edition	Broadcaster	Form	Viewers	Contacts
Italy - Scotland	2007 (group stage)	SKY	Live	320.000	1.000.000
New Zealand - France	2011 (final)	SKY	Live	240.000	800.000

EVENT	A) SPECIAL RESONANCE	B) CULTURAL IMPORTANCE	C) NATIONAL TEAM	D) LARGE AUDIENCE ON FREE TV
<b><u>Six Nations rugby</u></b> matches played by the Italian national team	✓		✓	✓

- Rugby is not an olympic discipline as volley, basket and waterpolo, but the 6 Nations has similar relevance
- Special resonance for the Italian participation satisfies A)
- The relevance of the tournament satisfies C)
- FTA audience share satisfies A) and D)

Match	Date	Broadcaster	Form	Viewers	Share
Italy-Ireland	05/02/2011	Sky	Live/Pay	200,200	2%
Italy-Ireland	05/02/2011	La7	Deferred	455,000	3%
Ireland-Italy	11/02/2010	Sky	Live/Pay	122,000	1%
Ireland-Italy	11/02/2010	La7	Deferred	590,000	4%
Italy-Wales	14/03/2009	La7	Live	710,000	7%
Ireland-Italy	02/02/2008	La7	Live	1,408,000	10%
Scotland-Italy	24/02/2007	La7	Live	1,126,000	10%
England-Italy	10/03/2003	Rai 1	Live	982,000	9%

## Focus of new list of events

EVENT	A) SPECIAL RESONANCE	B) CULTURAL IMPORTANCE	C) NATIONAL TEAM	D) LARGE AUDIENCE ON FREE TV
The final and <b><u>semi-finals</u></b> of the Davis Cup when they feature the Italian National Team	✓		✓	
The final and semi-finals of the <b><u>Fed Cup</u></b> when they feature the Italian National Team	✓		✓	
The final and semi-finals of the <b>Internazionali d'Italia</b> tennis tournament when they feature Italian tennis players	✓		✓	(v)

- Traditional special resonance for Davis Cup and Internazionali d'Italia (the only “pure” Italian event) and for recent Italian team victories in Fed Cup satisfies A)
- The participation of national teams and athletes satisfies C)
- Viewing figures of FTA broadcasting of tennis show increasing interest and can satisfy D)

Focus of new  
list of events

EVENT	A) SPECIAL RESONANCE	B) CULTURAL IMPORTANCE	C) NATIONAL TEAM	D) LARGE AUDIENCE ON FREE TV
The Road <b>Cycling</b> World Championships	✓		(✓)	✓

- Traditional resonance for cycling in Italy satisfies A)
- Traditional participation of Italian teams can satisfy C)
- FTA audience share satisfies A) and D)

Event	Date	Broadcaster	Form	Viewers	Share
Elite Road World Championships	29/10/2010	RAI	Live	1,999,000	15%
Elite Road World Championships	28/09/2008	RAI	Live	1,700,000	13%
Elite Road World Championships	30/09/2007	RAI	Live	1,990,000	15%

## Focus of new list of events

EVENT	A) SPECIAL RESONANCE	B) CULTURAL IMPORTANCE	C) NATIONAL TEAM	D) LARGE AUDIENCE ON FREE TV
First performance of the opera season at the La Scala Theatre in Milan	✓	✓		
New Year's Concert broadcast from the La Fenice Theatre in Venice	✓	✓		✓

- Great tradition of cultural events satisfies A)
- Cultural importance of lyric music satisfies B)
- FTA audience share satisfies A) and D)

Event	Date	Broadcaster	Form	Viewers	Share
New Year's Concert at La Fenice Theatre	01/01/2011	RAI	Live	4,265,000	27%
New Year's Concert at La Fenice Theatre	01/01/2010	RAI	Live	4,451,000	28%
New Year's Concert at La Fenice Theatre	01/01/2009	RAI	Live	4,540,000	29%
New Year's Concert at La Fenice Theatre	01/01/2008	RAI	Live	4,221,000	27%
New Year's Concert at La Fenice Theatre	01/01/2007	RAI	Live	4,390,000	28%



## Additional remedies and dispute resolutions

### NON-QUALIFIED BROADCASTER (NQB) ACQUIRES RIGHTS

NQB shall **publish** a  
resale offer on its  
website reasonably in  
advance

NQB shall **notify** to  
Agcom a proposal to  
resell the rights at FND  
mkt conditions

Only if no qualified broadcaster  
makes an offer or the offer is not  
made at FND mkt conditions, the  
non-qualified broadcaster is  
entitled to exercise them

- Agcom may be asked (by both parties) to resolve disputes between broadcasters regarding:
  - the transmission of an event included in the list
  - the definition of the technical broadcasting modalities
  - the payment of a fair compensation for the sub-licensing of exclusive broadcasting rights



Thank you!

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