

Audio-visual media: what regulation for a new landscape?

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Panel 1 – Substance: back to the fundamentals

- Commission Green Paper and consultation
 - Why now? Shortcomings of 2007 reform
 - Breakdown of technological silos also at content level

- 3 themes today:
 - Country-of-origin principle
 - European content
 - Advertising rules

Country-of-origin principle

- AVMS Directive: advanced implementation of internal market principles

- What if it is technologically unsustainable?
 - Regulation at the source
 - Alternatives: seek bottlenecks
 - At the end-user side: ISPs?
 - Platforms?

European content

- Need for support: collapse of the middle

- Public Service Broadcasters
 - Broadcasters without restrictions
 - Synergies in production of content

- European content rules
 - Meaningful only for broadcasting
 - For non-linear providers: must-list, must-highlight, must-suggest
 - Competitive impairment for broadcasters?

Advertising

- Qualitative regulation: OK, as long as technology-neutral
- Quantitative limits: factor in two-sidedness
- Non-linear providers: privacy as main concern
- Competitive balance between broadcasters and non-linear providers