



Summary of Working group 3: Spotlight on audiovisual platforms

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OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL
EUROPEAN AUDIOVISUAL OBSERVATORY
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSTELLE

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Setting the scene



Head of Legal Dep
(Europ. Aud. Obs)

- **The ongoing developments in the audiovisual market**
- **The regulatory responses to the market developments**
 - Current definitions (intermediaries, online platforms, OTT)
 - The revision proposal of the AVMSD:
 - Towards a legal definition of VSP and their role
 - Empowerment of users
 - Role of regulators and member states
- **Practical examples from selected VSP (YouTube, Dailymotion, Vimeo, Vine, Twitch, LiveLeak)**

The German experience



Thomas Fuchs

Director, MA HSH;
coordinator, DLM
Expert Committee on
Networks, Technology
& Convergence
(Germany)

« Digitisation »

→ http://www.die-medienanstalten.de/fileadmin/Download/Publikationen/Digitalisierungsbericht/2016/Digitalisierungsbericht_2016_englisch.pdf

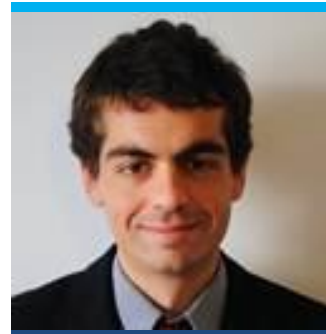
- **Traditional TV still dominates audiovisual media consumption in Germany**
 - But: potential and usage of non-linear services and online video platforms are growing
- **YouTube and catch-up services are in front**
 - But: Amazon, Netflix & Co. are catching up
- **Regular online video consumers tend to favour already VOD instead of traditional TV**
 - But: many use different streaming services

The French experience

« Plateformes et accès aux contenus audiovisuels »

→ <http://www.csa.fr/Etudes-et-publications/Les-etudes-thematiques-et-les-etudes-d-impact/Les-etudes-du-CSA/Plateformes-et-acces-aux-contenus-audiovisuels>

- What is a platform (definition)?
- What role is played by the platforms concerning audiovisual contents? (market...)?
- How do platforms affect the value chain of AV media and monetise AV contents?
- How is the platform market shaped?
- What are the upcoming challenges as regards to regulation? (10 challenges in the shape of a question)



Vianney Baudeu

European and
international affairs
CSA (France)

Outcome of the debate

- **Different level of engagement and experience of regulators with online platform providers**
- **Diversity of tools employed by video-sharing platforms and different levels of effectiveness**
- **Need to follow the industry closely and learn more from what they are doing**
- **Importance of creating awareness among users through media literacy**