

# Licensing and Authorisation Procedures

## Lessons from the MAVISE task force

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# Background

- **MAVISE task force -> identification of differences in practical approaches**
- **Enlarge the discussion to exchange on experiences and best practices on licensing and authorisation processes.**
  - What are the different approaches ?
  - Does it matter ?
- **Only linear services addressed today**

# Content

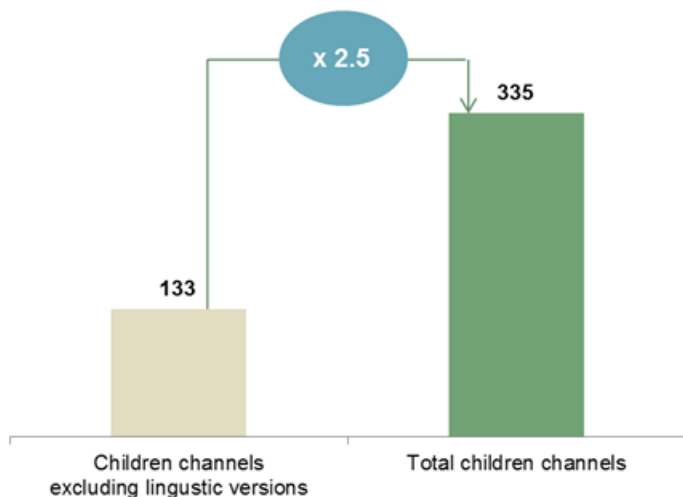
- **Identification of national (linguistic) versions of channels**
- **Active/inactive channels**
- **Simulcast linear TV channels and live streaming**
- **Defining local and regional channels**
- **Multiple licences**

# Identification of national (linguistic) versions of channels

## ■ Background

- Significant number of linguistic versions
- Different linguistic versions of the same channel established in different countries.

Children channels in Europe



Country of establishment of Disney Channel versions

Country of establishment	Language version
CZ	BG, HU, RO, SI, CZ, SK
FR	FR
DE	DE
GR	GR
IT	IT
NL	BE, NL
ES	ES
TR	TR
GB	GB, HR, "Middle East", "Version in Arabic", PT, DK, FI, NO, SE

# Identification of national (linguistic) versions of channels

## ▪ Different approaches in NRAs registries

- No reference to (other) languages. (e.g. A&E Spain, licensed in Spain has a Portuguese version. Viasat Action, licensed in SE without specified language: covers SE, DK, NO, FI, RU?)
- Reference to countries or group of countries: e.g. “Disney Channel Scandinavia”, “TLC Balkans””
- Reference to languages, but unclear whether all languages are concerned: Nickelodeon: licensed in CZ (Polish, English). Are Hungarian, Romanian, Bulgarian and Czech versions covered?

**Q: Is a linguistic version considered as a specific channel?**

### ***In MAVISE***

*Identification of linguistic versions through the line-ups*

*Matching with licences*

*One channel = one linguistic version*

*Main criteria for targeting= linguistic version*

# Active/inactive channels

- **Background: channels licensed are not necessarily actually broadcasting**
  - Channels licensed may have stopped broadcasting
    - TV Channel HD+ (CZ) included in the registry but ceased broadcasting (*Example from MAVISE 2016 update*)
  - Channels licensed may not have started broadcasting yet.
    - TV channel Festival (CZ) included in the registry before they actually started broadcasting was licensed but was to start broadcasting at the latest in January 2017 (*Example from MAVISE 2016 update*)
  - NRAs registries may not be updated in real time
    - (ES) Be Mad TV, TEN, included in the registry only after the beginning of broadcasting (*Example from MAVISE 2016 update*)

Is the information on whether a channel is active or not relevant ?

In MAVISE  
Analysis of about 180 main line-ups

# Simulcast linear TV channels and live streaming

- **Background: several categories of linear online TV channels**
  - Online simulcast of TV channels
  - Filmed radio
  - Web-only occasional or permanent live webcasting
  - Etc.

**Q: Do NRAs keep track of simulcast? Of Web-only live streaming?**

In MAVISE  
Not integrated

# Defining local and regional channels

## ▪ Background

- **Local and regional channels account for 50% of TV channels in Europe**
- **Definitions may vary**
  - Local (regional) coverage
    - But the content may not be specifically local. Example: Local teleshopping channels in Italy.
  - Local (regional) content
    - But the coverage can be wider; Example ETB Sat (ES).

**Q: What is the definition of a local/regional channel ? Are they supervised on the same basis than national channels?**

In MAVISE

No systematic tracking of local channels

Local= local content

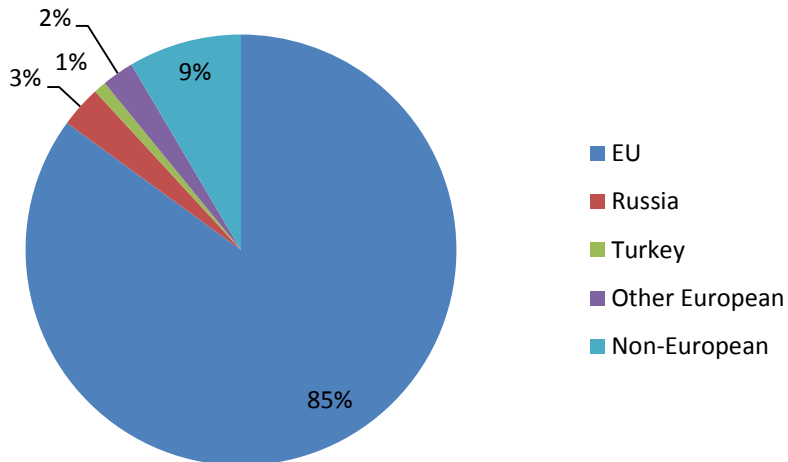


# Circulation of TV channels and cooperation between NRAs

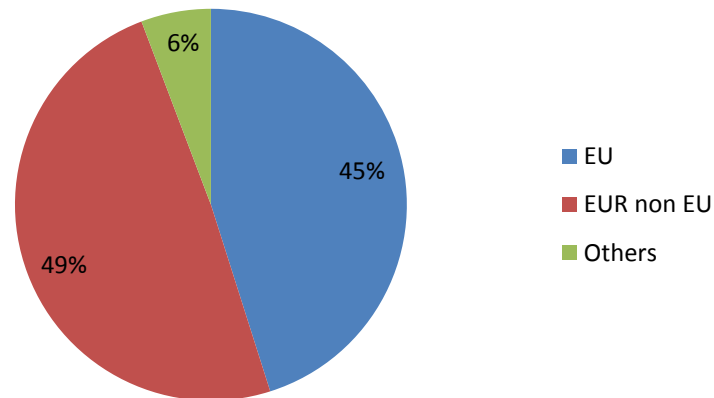
## ■ Background: “Imports” and “Exports” of channels

- About 85% of national and international TV channels available in the EU are EU
- About 15% of national and international TV channels available in the EU are non-EU
- About 43% of national and international TV channels available in non-EU EUR are EU

National and international channels available in the EU by origin



National and international channels available in non-EU EUR by origin



Non-EU EUR: RU, TR, LI, GE,AL, CH, ME, BA, MK, IS, AR, AR,NO

# Circulation of TV channels and cooperation between NRAs

- Different cases of “secondary competent authority”
  - Intra EU: Additional licence for DTT in Sweden (Animal Planet: )
  - EU to EUR non EU: several channels established in NL notified in CH; Fashion channel licenced in AT and RU
  - Non EU to EU

**Q: In which cases is an additional licence necessary? Which licence prevails from the AVMSD stand point?**

In MAVISE  
Introduction of “Secondary Competent Authority”

**Back-up slide**

# Targeting channels

- **Background: Targeting channels is a sub-set of foreign channels available in one country**
  - About one third of TV national and international channels established in the EU target another country (2016).
  - 22 European countries targeted by at least 25 linear services channels (2016)
  - In seven European countries the cumulated audience market shares for targeting TV services was greater than 20% of the overall audience (2016)

Q: What is the definition of a « targeting channel »?

In MAVISE  
Target countries included, mostly based  
on linguistic versions