



Plenary session 2 : Promises and challenges of digital disruption

Preserving and promoting cultural diversity in a time of personalized offer



1. Protection of cultural diversity in France

3 challenges :

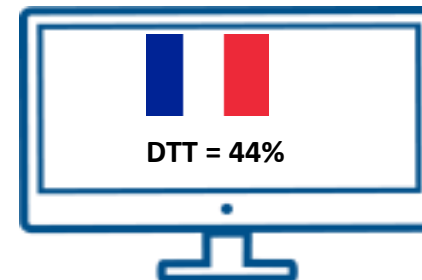
- **Providing audiences with a substantial and diverse offer**
- **Preserving, in a highly competitive environment, the existence of actors of all kinds**
- **Promoting French and European creation**



2. CSA's leeway

- **DTT services : authorization and licensing**
→ room for action towards cultural diversity
- **Cable, satellite and internet services :**
no authorization required
→ flourishing offer of contents of all kinds

For 44% of French households DTT remains the primary means of broadcasting reception

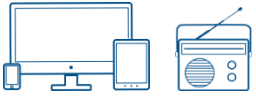




2. CSA's leeway

- **Two risks** (for non-DTT services):
 - **Users lost in abundance**
 - **Consumption and offer centered on a few programs**

- **CSA's answers :**
 - **Investment obligations and quotas for French and European works (linear + non-linear services)**
 - **Quotas for French and European works exposure in catalogues (non-linear services)**



3. Adapting regulation to growing content personalization

- **CSA's report disclosed last January : « *The role of data and algorithms in access to content* » (csa.fr)**
- **The report identifies 3 kinds of algorithms :**
 1. **« Menu »** : content merely classified according to genres and characteristics
 2. **« Statistic »** : contents pushed towards the user according to his/her own and his/her entourage's past consumption
 3. **« Semantic »** : user profile defined accurately through content consumption



4. Algorithms : serendipity vs. confinement

- **Personalized content offer brings the users towards unknown works as much as it confines them in their own tastes**
 - 2016 survey : 79% of French people admit they follow SVOD websites recommendations
- **Loyalty and transparency of methods used are paramount**



5. Regulatory and economic issues

- **Regulation needed ?**

- Obligation for recommendation systems to integrate quotas requirements ?
- Obligation of maintaining a part of random suggestions ?

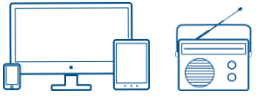
- **Economic challenges :**

- advertising market potentially disrupted by advertisers targeting the viewers thanks to data collection (forbidden in France on linear services so far)



6. Upcoming challenges for CSA

- **CSA must now strike new means of intervention :**
 - Strengthening collaboration with foreign NRAs
 - Broadening the missions of the regulator (awareness, information, etc.)
 - Carrying and releasing algorithms assessments



7. Upcoming regulatory challenges

- **International and European cooperation is the key issue of personalized recommendation :**

→ Suppliers provide their services regardless borders

→ Need to tackle forum shopping

- **Audiovisual regulation is today at crossroads and needs renovation**



Thank you for your attention