



Audiovisual Media Services The Dutch classification concept

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Implementation in the Netherlands

What happened so far?

- CvdM participated in working group of Ministry
- CvdM commented and gave input for draft implementation bill and explanatory note
- Implementation bill will be submitted now to parliament
- CvdM investigated how to define audiovisual media service and to determine scope of directive (ongoing process)



Questions addressed during investigation CvdM

- Definition: which services qualify as audiovisual media service?
- Checking out situation in practice: how to get a complete and current overview of the potential large number of audiovisual media services on internet?
- Geographical jurisdiction: is service provider established in the Netherlands?



Main challenge investigation CvdM

Find an objective definition of an audiovisual media service (AVMS) which leads to a simple, valid and reliable classification of sites and services



Requirements definition AVMS

- Technology neutral: not based on traditional concepts; video service on internet is often different from regular TV
- Fair and non discriminating: equal treatment of same services
- Clear and predictable: industry and consumers must know in advance whether they fall under regulation and protection
- Fit to practice of supervision: number of services to be monitored should not be too large

AVMS Directive I

What is an audiovisual media service?

- Audiovisual content: mainly moving images
- Principal purpose: providing programs
- Mass medium: inform, entertain and educate audience
- Economic service: offered for remuneration
- Editorial responsibility: service provider has influence on selection and organization of content
- NOT: electronic newspapers, user generated content sites, games and gambling

AVMS Directive II

<i>Linear (Television)</i>	<i>Non-linear (on demand)</i>
All rules apply	Basic rules apply
Push medium: sent to lot of viewers at same moment	Pull medium: sent on individual request
Program schedule	Program catalogue
Freedom of choice and degree of user control limited: broadcasting time and sequence fixed	Freedom of choice and degree of user control bigger: broadcasting time and sequence not fixed
Impact high	Impact lower



Difference regulation on demand and linear services justified? I

- Impact of on demand always lower? Shocking content sometimes exclusively available on demand and attracting mass audience in long turn

CNN about Saddam Hussein



Ireland English

Broadcast Yourself™

Home

Videos

Channels

Community

Videos

Search

advanced

Upload

Video Of Saddam Hussein Being Hung



Rate: ★★★★★ 1,122 ratings

Views: 2,028,100

Share

Favourite

Playlists

Flag

MySpace

Facebook

Digg

more share options



From: masta0disasta

Added: 30 December 2006

(more info)

Subscribe

The Execution Video

URL <http://ie.youtube.com/watch?v=eyIHrbGajTM>

Embed `<object width="425" height="344"><param name="movie" value="http://ie.youtube.com/watch?v=eyIHrbGajTM"></object>`

More From: masta0disasta

Related Videos



Saddam Hussien Execution

02:13 From: peza100

Views: 565,503



SADDAM HUS SAIN HANG WITH SOUND

00:40 From: azaadshaikh

Views: 354,256



Saddam hussein reborn!

00:19 From: etiper

Views: 270,181



Saddam العرب

04:56 From: youtuse007

Views: 419,994



Re: Saddam Hussein executed 12-30-2006

02:30 From: ioeltan65



Difference regulation on demand and linear services justified? II

- Degree of user control and freedom of choice higher? Advertisements cannot always be avoided neither switched off:

[Uitzending Gemist of PSB](#)



Dilemma's during classification I

- Electronic versions of newspapers and magazines are excluded from AVMS Directive but how to define this? Is meant a digital copy of the newspaper or its homepage that contains more elements?
- User generated content (UGC) is excluded from AVMS Directive but how to cope with sites that carry both UGC and content of professional media? e.g. BBC You Tube



English

Videos Channels Community Upload



Catch up on the last 7 days of BBC Television with **BBC iPlayer**

Videos Favourites Playlists Groups Subscribers Subscriptions

BBC

Subscribe



BBC

Style: Broadcaster

Joined: 11 November 2005

Last Sign In: 25 minutes ago

Subscribers: 38,710

Channel Views: 2,920,853

DIRECTOR

We're at the BBC Electric Proms 2008. Check out the playlist <http://www.youtube.com/view...>

Do Something Different for Children in Need. Go to <http://www.bbc.co.uk/pudsey...> for more info and to download a fundraising pack. Let us know what you're doing.

Country: United Kingdom



#13 - Most Subscribed (All Time)

#7 - Most Subscribed (All Time) - Directors

#10 - Most Subscribed (All Time) - Partners

(more)

[Report profile image violation](#)

Connect with BBC



bbc.co.uk

Send Message

Add Comment

Share Channel

<http://ie.youtube.com/BBC>



Burt Bacharach Electric Proms

From: BBC

Views: 1,018

Comments: 1

Thanks for your feedback and comments on the BBC channel

Because of the way that the BBC is funded in the UK through the licence fee, we cannot make videos available outside of the UK.

The <http://www.youtube.com/BBCWorldwide> channel is run by our commercial subsidiary, BBC



Dilemma's during classification II

- How to determine what is a program? Directive refers to traditional concept of TV programs. Internet videos however, differ a lot in duration and features like title, leader, introduction and credit titles
- How to determine principal purpose is provision of programs? Sites usually consist of both text and video elements which due to their different nature are hard to quantify and compare [Royal Warmblood Studbook of the Netherlands](#) vs. [Royal Dutch Equestrian Federation](#)



Concept of the website codebook

Five mentioned criteria of audiovisual media service:

- Mass medium
- Program
- Principal purpose: provision of programmes
- Provider takes editorial responsibility
- Economic activity



Units of analysis

Three units:

- Homepage, domain, etc: general information, contact information
- Internet site with AV content on it
- AV content / video



I. Audiovisual content

Unit: any site

- AV content consists of “moving images with or without sound”.
- Included: AV content which is “comparable to the form and content of television broadcasting”.
- Excluded: Online-games, banners.



II. Linear audiovisual content

Unit: site with AV content

- Linear content is consumed simultaneously, a user has no impact on begin or end of a program
- Is the linear content accompanied by a chronological schedule?
- A schedule is a day by day (or week by week) timetable where the beginning, ending, title and description of content of one or more programmes are announced

RTÉ.ie

Mobile Edition
RTÉ Extra
A-Z

RTÉ.ie News Sport Business Entertainment Television Radio RTÉ Aertel Performing Groups Den · TTV RTÉ Guide About RTÉ

Food · Motors · Travel · Property · Jobs · Shop · Weather · Money · RTÉ Mobile · Live TV

Google

Search

Search Web

Search RTÉ.ie

Live

Now Showing

RTÉ News Now

Watch rolling news streamed 24 hours a day, seven days a week with live coverage of special events and full-length current affairs programmes.

[Worldwide \[more info\]](#)



Live News Now Schedule

Wed, 29 October 2008

02:55 **The Secret Life of Us**
Drama series set in Melbourne. Evan argues against an ad concept, only to find his objections make the ad stronger. Christian gets a surprise visit from an ex
50:00 [ROI Only \[more info\]](#)

03:55 **Prime Time**
The current affairs series delivers another searching investigation of a topical issue
35:00 [Worldwide \[more info\]](#)

04:55 **Doctors**
Melody tries to deal with a boy who can't speak and his very demanding mother. Ruth starts her intensive therapy with a petulant Vivien and Michelle
30:00 [ROI Only \[more info\]](#)
[Another chance to see yesterday's edition of the](#)

News Schedule

Sport Schedule

Live player FAQ

All Times: GMT

Programme Highlights



GAA Media Player

The latest GAA news, views, opinions and interviews from RTÉ TV and Radio Sport.



The Late Late Show

Interviews with Jesse Metcalfe, Michael Parkinson, Twiggy and many more. Music by Duke Special and Keane.



Trish's Paris Kitchen

Cookery series with Trish Deseine, who demonstrates the Parisian obsession with bakeries by making a summer vegetable sandwich with fresh bread and a raspberry tart.



Your source for breaking news

When news breaks in Ireland, RTÉ.ie/live is the only place you can watch the latest information from anywhere in the world

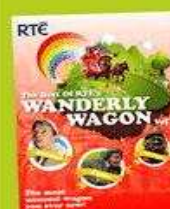
Available Programmes

The most unusual wagon you ever saw!



WANDERLY WAGON

Vol. 2



€19.99

RTÉ Shop



III. Non-linear audiovisual content

Unit: site with AV content

- Is the non-linear AV content searchable in a catalogue?
- The catalogue is a database in which it is possible to search for AV content
 - Is it possible to search for only video's?
 - If not: does the majority (>50%) of searchable content consists of AV content?

msn video

find video

Search site

Web

What's Hot News Money Sports Celebrity Movies Music TV Life Autos Soapbox User Videos

Upload Video



10-YEAR-OLD YO-YO MASTER
Watch Video

StupidVideos.com

What's Hot (40 videos)

Sort by: featured videos

page: 1 2 3 >



The Scoop on Palin's wardrobe
Morning Joe
views: 77004



Todd analyzes latest poll r...
TODAY
views: 92172



MonsterQuest: The Real Hobbit
History
views: 219758



Obama leads McCain in new poll
TODAY
views: 80049



Naked Underground: Female D...
History
views: 138605



Congresswoman's remark help...
TODAY
views: 88425



Naked Underground: San Gennaro
History
views: 34252



'Defiance' Trailer
Paramount Pictures
views: 44908



Granny arrested for keeping...
NBC News
views: 64556



Weddings: 5 Color Combos
The Knot
views: 59870



Is Mariah Carey pregnant?
Access Hollywood



Favre denies info leak
FOX Sports NFL News
views: 9640



Fact or Fiction: Ellen DeGe...
bio.



'Top Design' Sneak Peek: Li...
MSN TV



The Cleaner: Bikers A&E
views: 935



click to play

playlist (1)



This Video

Comments(9)

Tags

StupidVideos.com

Recommended Videos



Fresh Videos Served Daily

Related Videos (view all)



rate video



email video

blog to space

video link

digg this!

im video

add comment

add to favor.

embed video

report



III. Non-linear audiovisual content

Services without editorial responsibility don't qualify as a AVMS under the directive.

- User generated content: If a user is guaranteed that his video is published in a catalogue. 100% of video's should be offered by users
- No power of suggestion: No categories (e.g. genres), classifications (e.g. 'recommended', 'mostly viewed') which gives a catalogue a deeper dimension



IV. Economic activity

Unit: site with AV content

Indicators for economic activity of the service:

- Advertisements (banners etc).
- Sponsoring
- Product placement
- Advertorials



IV. Economic activity

Unit: AV content (film/video)

Indicators for economic activity of the service:

- Advertisements (pre-roll, afterwards).
- Sponsoring
- In-Video advertising
- Commercial break
- Product placement



Code sheet

Number:	General information	Answer
1	Website: www.	
2	Date (year, month, day, e.g.: 08.04.08)	
3	Video, moving picture (yes = 1, no = 0, no other moving images, e.g. games)	

	Unit of analysis: internet site with AV content	
4	Medium 1 = internet	
5.0	Linear (yes = 1, no = 0; if no: continue with 6.0)	
5.1	Address of the service (if different from 1)	
5.2	Schedule (yes = 1, no = 0)	
5.3	Paid access to (parts of) service or films (yes = 1, no = 0)	
5.4	Advertising (banners) (yes = 1, no = 0)	
5.5	Sponsoring (yes = 1, no = 0)	
5.6	Advertorials (yes = 1, no = 0)	



Code sheet

	Unit of analysis: internet site with AV content	
6.0	Non-linear / on-demand (yes = 1, no = 0; if no: continue with 7.1)	
6.1	Address of the service (if different from 1 or 5.1)	
6.2	Catalogue (yes = 1, no = 0)	
6.3	Individual contribution (yes = 1, no = 0)	
6.4	Power of suggestion (yes = 1, no = 0)	
6.5	Paid access to (parts of) service or films (yes = 1, no = 0)	
6.6	Advertising (banners) (yes = 1, no = 0)	
6.7	Sponsoring (yes = 1, no = 0)	
6.8	Advertorials (yes = 1, no = 0)	
	Unit of analysis: film (in total at least 3 films)	
7.1	Advertisement beforehand (pre-roll) (yes = 1, no = 0)	
7.2	Advertisement afterwards (yes = 1, no = 0)	
7.3	Sponsoring (yes = 1, no = 0)	
7.4	In-Video advertising (yes = 1, no = 0)	
7.5	Advertising break (yes = 1, no = 0)	
7.6	Product placement (yes = 1, no = 0)	
8	Contact information (on site, homepage etc.)	

Example I

Irish Times

The Irish Times - Irish News, Business News, Sports News & Ireland Weather Online - Microsoft Internet Explorer provided by Com

http://www.irishtimes.com/

Bestand Bewerken Beeld Favorieten Extra Help

The Irish Times - Irish News, Business News, Sports N...

FIND COMMERCIAL PROPERTY FOR SALE & TO LET WITH MyHome.ie COMMERCIAL

OFFICES TO LET RETAIL UNITS LAND FOR SALE INVESTMENTS & DEVELOPMENTS

Premium Email @ireland.com

IRISHTIMES.com Thursday, October 23, 2008 10 °C Dublin

News Sport Business Comment Life & Culture Shop Classified

Ireland World Supplements In Depth Other Today's Paper

Search

Government comes under further Budget pressure

12:50 | The Government has come under further pressure over the October Budget today, a day after 25,000 pensioners and students protested in the capital. The Labour Party has published the wording of a Dáil motion calling on the Government to reverse its decision to increase the pupil-teacher ratio in primary and secondary schools, while doubt has raised about the double payment to social welfare recipients.

Some medical card protesters cheer on students making their way down Nassau Street, Dublin, yesterday to protest at the rise in registration fees and the threatened reintroduction of fees. About 10,000 students protested outside the gates of Leinster House. Photograph: Dara Mac Dónaill

Haider and successor were 'life partners'

12:30 | The successor to the late Austrian far-right politician Joerg Haider has said that the two men enjoyed "a special relationship" and that Mr Haider was his "life partner".

Latest »

- 12:50 Government comes under further Budget pressure
- 12:45 Crumlin kidney report urges monitoring of doctors' hours
- 12:44 Suicide-bomb attack kills 11 in Baghdad
- 12:43 Downturn sees 34% drop in new car sales
- 12:32 Labour publishes Dáil motion on class sizes
- 12:30 Haider and successor were 'life partners'
- 12:18 Goldman Sachs to cut staff by 10% - report
- 12:16 Doubts raised on Christmas welfare bonus

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Superb quality award winning wines available to purchase online now!

Today's Images »

Thousands of Buddhists monks pray for peace at Royal Plaza in Bangkok

Opinion »

What's wrong with having a Muslim for president?

OPINION: Where is the outrage over the implication in the US that Islam equates to terrorism, asks Bryan Mukandi?

Video »

- Party leader in India arrested
- Clinton with Obama
- Chinese church on the move

Features »

And for my next trick...

The Arts: John McCoolgan still recalls the pleasurable frisson of terror he felt hearing ghost stories around the oil lamp as a child in Wexford. Now the 'Riverdance' producer plans to recreate the sensation in the theatre by adding magic to the mix, he tells Sara Keating

In Depth »

Audio slideshow: Blessing of pets

Video »



Powell endorses Obama



Kurds clash with Turkish police



Chinese church on the move

Example II

Volkskrant

de Volkskrant, het laatste nieuws - Microsoft Internet Explorer provided by Commissariaat voor de Media

http://www.volkskrant.nl/

Bestand Bewerken Beeld Favorieten Extra Help

de Volkskrant, het laatste nieuws

de Volkskrant VK mobiel Volkskrant Banen Volkskrantblog Volkskrant Reizen Hart en Ziel Cinema.nl

powered by Google

volkskrant internet

de Volkskrant

Nieuws Video Achtergrond Opinie Recensies Service Webwinkel

Binnenland Buitenland Economie Sport Kunst Wetenschap Multimedia Archief

Lees de online krant

Agente Cevat miste cruciale informatie

De meldkamer van de Amsterdamse politie had agente Gabriëlle Cevat kunnen waarschuwen voor de automobilist die zij op 9 juli volgde en die haar even later doodschoot.

← vorige foto volgende foto →



Fiscus onderzoekt zeer hoge aftrekposten

De belastingdienst is gestuit op mogelijke fraude van een miljard euro met aftrekposten voor buitengewone uitgaven. Meer dan 45 belastingplichtigen probeerden over 2007 1 miljoen of meer af te trekken.

Twintig jaar cel voor afvaldump Ivoorkust

Een rechtbank in Ivoorkust heeft woensdag twee mensen celstraffen van vijf en twintig jaar opgelegd, voor hun rol bij het dumpen van 500 ton chemisch afval rond de havenstad Abidjan in 2006.

Vier nieuwe alcoholpoli's voor comazuipers

Er komt speciale opvang voor

Balkenende Premier Balkenende loopt naast zijn Chinese ambtsgenoot Wen Jiabao tijdens een welkomstceremonie in Peking. Hij bezoekt daar de Asia-Europe Meeting (ASEM). (foto:AP)

- 11:42 Pensioenfondsen teren in op reserves
- 11:34 Patient met maagzuur kan met minder pillen toe
- 11:32 Proef met camera's op wagens Rijkswaterstaat
- 10:56 Amerikaanse vrijheidsprijs voor Wilders
- 10:31 De Unie: verkoop Fortis Nederland aan BNP Paribas
- 10:10 Europese prijs voor Roombeek
- 09:54 Financieel topman ING vertrekt

VIDEO

Dominee Ohio: Amerikaan heeft

India lanceert maansatelliet

Veranderend klimaat: groene daken

Amer UFO: uit Ke onthu

Zonlig -2,68% 5 files

WEBLOG KREDIETCRISIS

Liegt Fortis? Geplaatst op 22-10-2008

AMERIKAANSE PRESIDENTSVERKIEZINGEN

Het laatste nieuws over de strijd om het Witte Huis

Advertenties

- ANWB - Nu 15% ledenkorting op de ANWB Autoverz.
- Hotels.com - Boek uw hotel voor de beste prijs.
- Fortis - Fortis SpaarDeposito: nu tot 5,2% rente*
- Nuon- Win €4500,- met Nuon EnergieAdvies
- Nieuws per SMS - Breaking News op je telefoon

(ADVERTENTIE): EERSTE HUIS KOPEN?

Delta Lloyd helpt je met alle informatie. Vraag het gratis hypotheekboekje aan.

VIDEO

Dominee Gremdaat: geniet van de file

Filmtips: Vox Populi en RocknRolla

Dominee Ohio: Amerikaan heeft recht op wapen

India maan

Thank

You



for your
attention

Broadcast Yourself