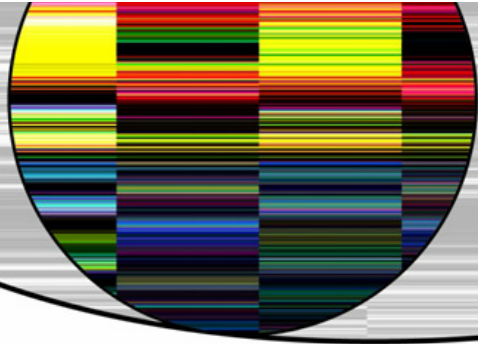


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Media
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Convergence Framework

From “Watching TV” to “Using AV”

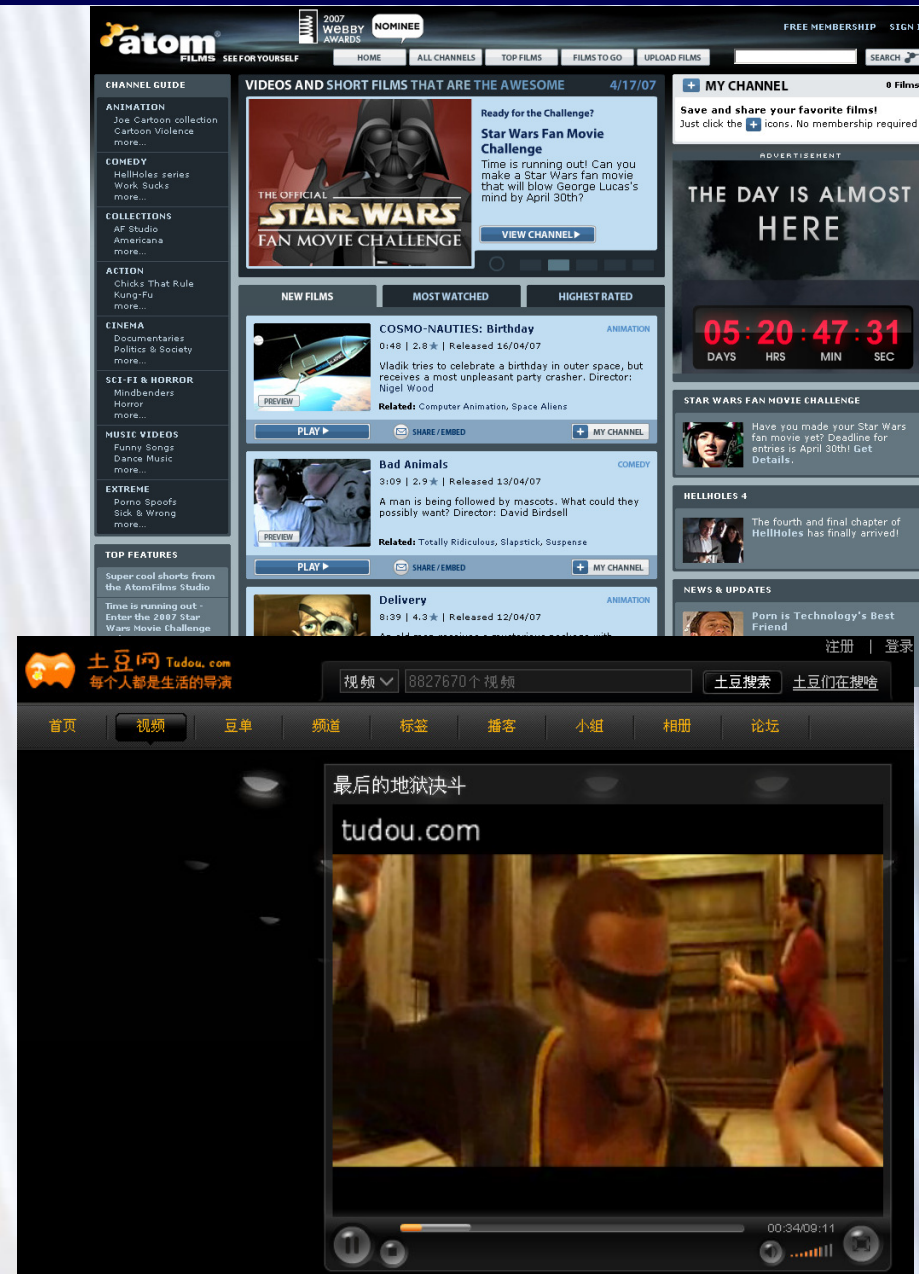
Converging Services – Converging Regulations?

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Internet-TV - what is it?

- Based on existing and ubiquitous Internet technology
- Anyone can create an endpoint and publish
- Open to any rights holder no matter whether this is an individual creating a private video or a traditional publisher that offers linear cable channels
- As device independent as “the Internet” itself
- Very strongly based on existing Internet user experience
- “Internet Television promises access to many new products and much broader range of programming ... and dramatically more control, as to when and where and how users can access that video/tv programming.”
- Content is transmitted across the *public* internet to the private internet access into the homes (stream or on-demand)



Internet-TV: Regulation



- “Internet-TV” does not exist from a regulatory perspective – it is merely another website
- same regulation as for other Internet services applies



- “light” regulation: no specific restrictions, no license requirements
- general provisions on copyright, youth protection, hate speech, etc.
- non-specific provisions apply fully (civil code, antitrust, criminal law)
- country-specific regulations apply (e.g. age verification system, imprint requirement)



IPTV: Regulation

- **IPTV: content usually sourced directly onto the private access pipes coming to the home. Content originates at the head ends and stays in *private* network all the way.**
- **IPTV providers are primarily telecoms companies offering DSL lines
→ communications regulation applies in principle (market definition, SMP, ONP, interconnection, price reg. ...)**
- **Content regulation: as for *web* services, not as for *broadcasting* services!**

Bottlenecks regulation in IPTV, Internet TV, digital TV

Access to content

Acquisition of programming (channels) or premium events is essential for new platforms to compete

Access to platform

Access to EPG and CAS for content providers: essential to reach the final users

Access to network

Access to network may be critical, especially when scarce resources (terrestrial frequencies) are involved

**BOTTLENECKS AT
3 LEVELS!**

Broadcasting vs. IPTV

- **different regulatory treatment**
- **strong regulation of broadcasting because of high opinion-building power of tv programmes**
- **soft regulation of IPTV because of fragmented audiences of all IP-services → little influence on public opinion**



but IPTV networks and cable networks are able to carry the same content and service

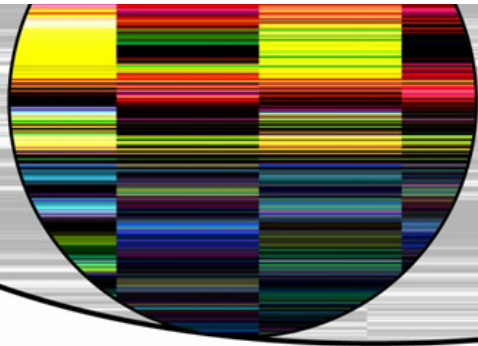


And Cable TV Networks actually do the same ...

TVWF → AVMSD or “TV is Dead”

- **Audio-visual media services directive**
- **Key measures**
 - **Linear (TV) and non linear services (on-demand)**
 - General public, inform, entertain and educate
 - Protection of minors
 - Consumer rights – advertising, rights for the disabled, unhealthy food, product placement rules
 - Regulation, institutions and process (co-regulation, self regulation and independent regulation)
 - European works regime applies to non linear services

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For More Information....

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