

# Mobile TV

## Key regulatory issues for new audiovisual platforms

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**vodafone**

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# 1 – Vodafone's experience of Mobile TV

- We offer Mobile TV services today:
  - audiovisual content
  - on 3G
- Customers' needs ultimately matter:
  - Not interested in technology
  - Only in a good user 'experience'



→ We have a genuine interest in Mobile TV but are wary of the current hype.



## 2 – Current constraints to Mobile TV development

Current constraints	Who can fix it?
Market in its infancy: Several possible business models	Industry + Enabling Framework
Technology choices still to be made: Maturity & Performance	Industry
Uncertainty related to key inputs: Spectrum for broadcast transmission Content (rights management)	Policy Makers
Fragmentation of 'broadcast' regulation	Policy Makers



### 3 - Economic regulatory framework in place

- Mobile TV needs a proper framework on economic regulation. The existing structure and mechanisms are adequate and working:
  - Regulatory Framework for Electronic Communications:
    - Technology neutral
    - SMP based on competition law principles
    - Some specific adjustments needed:
      - Conditional Access & SMP
      - Must Carry & USO
    - Spectrum reform:
      - Flexibility, Trading
  - Competition Law (ex-post)
    - Impact on infrastructure sharing
    - Access to audiovisual sports rights (risks of bundling)



**Change  
Needed**

**Ongoing**



## 4 - Essential enablers to a rich Mobile TV market

- **Data Protection**

- Essential to harvest the benefits of interactivity, for all parties
- NRF and General DP Directive are adequate



- **Protection (of content and signal)**

- DRM and signal encryption
- Current framework recognises the need to 'protect protection'
- Market to select standards and promote interoperability



- **Payment**

- Important, especially for on-demand services
- Coming adoption of Payment Directive goes in the right direction

**Ongoing**

- **Advertising**

- Key to enable new business models
- Proposed rules unlikely to fit with audiovisual consumption via mobiles

**Change  
Needed**



## 5 – Legacy regimes in light of market changes

- **Public policy objectives** often still relevant, but legacy regimes and remedies to be reviewed for potential reform:
  - in light of changed market conditions and
  - considering their impact on other public policy objectives
- **Collective rights management**
  - Reform to create conditions for choice, transparency & appeals
- **‘Traditional’ broadcast regulation**
  - Cultural diversity (quotas & funding)
  - Access to information  
(Must carry & Conditional Access, API, EPG)
- **Protection of minors** (self regulation)

**Change  
Needed**

**Change  
Needed**



## 6 – Impact on the European regulatory agenda in 2007

- **Regulatory Framework for Electronic Communications:**
  - Spectrum reform
  - Conditional access, API, EPG
  - Must carry
- **Copyright ‘legislation’ Review:**
  - Collective rights management reform
- **AVMS Directive:**
  - Advertising
  - Cultural Diversity
- **Payment Directive:**
  - Adoption

