



Mobile TV and IPTV

Key regulatory issues for new audiovisual platforms

CONFERENCE PROGRAMME - January 18, 2007 - Flagey Studio, Brussels, Belgium

13:30 - 13:55

Registration and refreshments

13:55 – 14:15

Welcome and introduction, **Valérie Willems**, Cullen International

Opening address: A European Commission perspective, **Beatrice Covassi**, Team Leader for the Digital Broadcasting Sector, Information Society and Media DG, European Commission

14:15 – 15:15

The EU perspective

Audiovisual content distribution is regulated by a number of EU directives and in particular the Electronic Communications Package and the Television Without Frontiers Directive. The session will look at the effect of these directives, in their current and future versions, on new distributors such as mobile operators and IP TV providers. It will also address the consistency of the overall EU regulatory framework and whether it creates the potential for legal uncertainty, which could possibly hamper the development of innovative new services.

Chairman: Philippe Defraigne, Cullen International

- Overall consistency of the EU regulatory framework on the distribution of audiovisual services: **Jan H. Guettler**, Cullen International
- The perspective of a cable operator: **Michael Bryan-Brown**, Senior Corporate Counsel and Director Regulation, Liberty Global Europe
- The perspective of a mobile TV operator: **Claire Alexandre**, Public Policy Senior Manager, Vodafone Group

Roundtable discussion

15:15 – 18:30

National experiences

This session will provide an opportunity to hear of the hands-on approach of national regulators when faced with these new methods of delivery of audiovisual services. Regulators will explain the regulatory challenges they are facing and whether these challenges have resulted in a specific regulatory regime or not.

Market players will provide their own perspectives on the steps they had to take for the distribution of existing TV channels over new networks and for the provision of on-demand services. They will also explain the impact of possible regulatory obligations on their business such as rules on must-carry, investment obligations, and protection of minors.

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15:15 – 16:15

- Fixed IPTV - Market and regulatory trends in Western Europe: **James Thomson**, Cullen International
- The practical experience of an IP TV provider: **Goradana Grahovac**, Director European Affairs on Media and Content Policy, France Telecom Group
- Views from a national regulator: **Javier Ayuso**, Technical Department, CMT (Spain)

16:15 – 16:45

Coffee break

16:45 – 18:30

- **Keynote address** from a public service broadcaster: **Mikael Jungner**, Director General, YLE
- The practical experience of a mobile TV provider: **Carola Lulli**, TV Regulatory Affairs Manager, H3G
- Views from national regulators:
 - Lisa Di Feliciantonio**, Executive officer, Directorate for Audiovisual content, AGCOM (Italy)
 - Monica Arino**, International Policy Advisor, Ofcom (UK)

18:30

Reception