A European Success Story

Italian Presidency
Conference
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A Digital Sector par excellence

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- Europe's commercial TV is digital – we started the journey 15 years ago.

- All production and almost all distribution – terrestrial, satellite or online – is digital;

- We have diversified rapidly and deliver unparalleled customer choice: advertising funded FTA, subscription, SVOD, OTT, pay as you go, download to own…

- We are way beyond "television broadcasting"…

Investing in European content

- €15bn annually - over 40% of our revenues - is reinvested in high quality TV content: sports rights, news, movies, entertainment and creative content

- We compete with Hollywood - our channels commission dozens of high-end dramas each year that cost more than €1.5m per hour – and out-compete the US in global TV formats – Europe sells more TV formats to the US than they sell to Europe;

- And the funding methods are changing – maybe resembling the cinema?
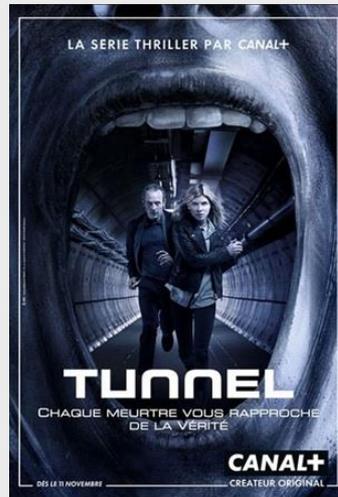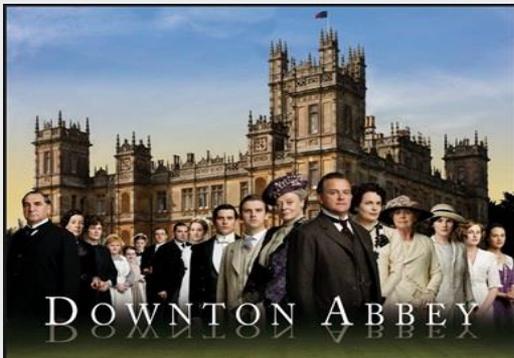
The challenges ahead for content financing and regulation

1. "Content is culturally distinct, while technology is culturally blind"

- We've put our content online, but reinvesting in the value of the IP depends on exclusivity
- Cultural diversity, creativity and global competitiveness rely on a *stable copyright framework*

2. "Consumers are platform agnostic, but consumer protection remains platform specific"

- The era of TV-specific regulation is over, TV needs a *regulatory level playing field* with online
- Inappropriate detail, particularly around commercial communication, must be removed while retaining core standards around editorial responsibility, protection of minors and clear rules on jurisdiction… there is much which is positive in AVMS

THANK YOU, ANY QUESTIONS?

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