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# Regulation in a changing world

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# What is Ofcom?

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# Converged from 6 regulators

Ofel



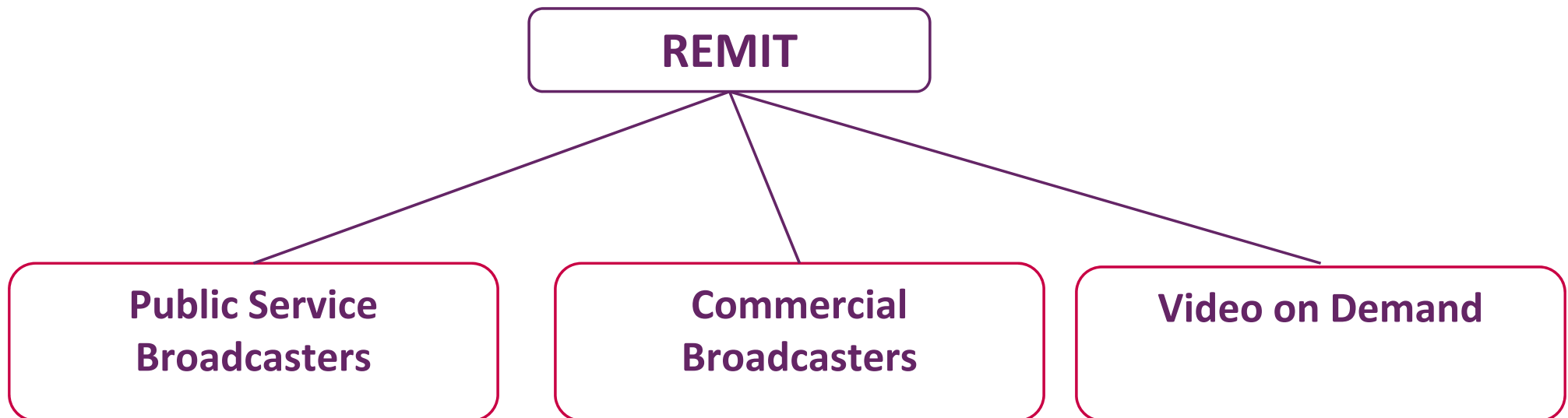


# Ofcom as a content regulator

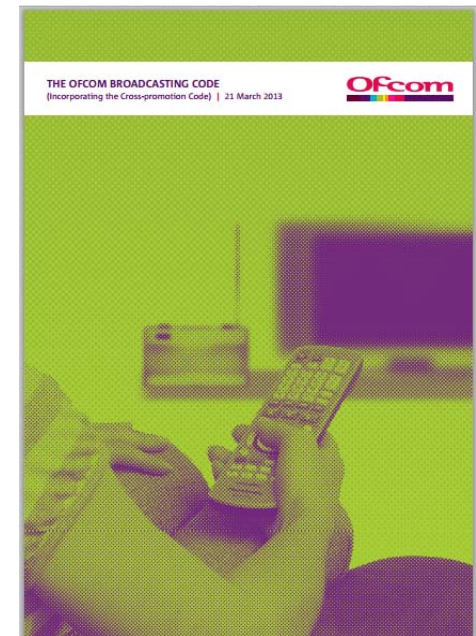
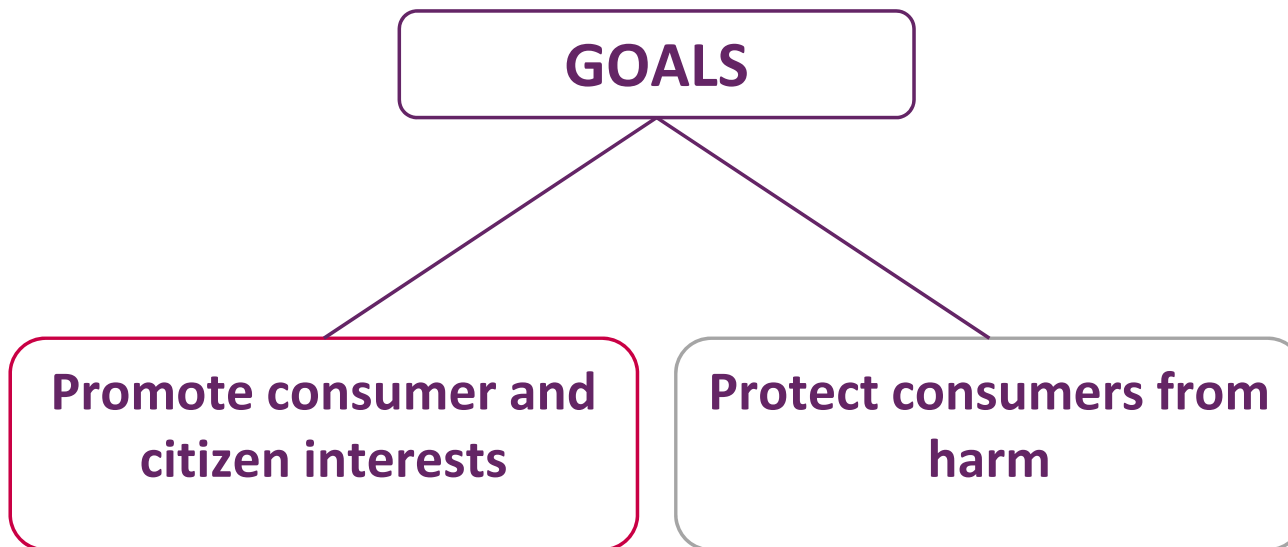
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# Ofcom as a content regulator



# Ofcom as a content regulator





# How regulation is changing

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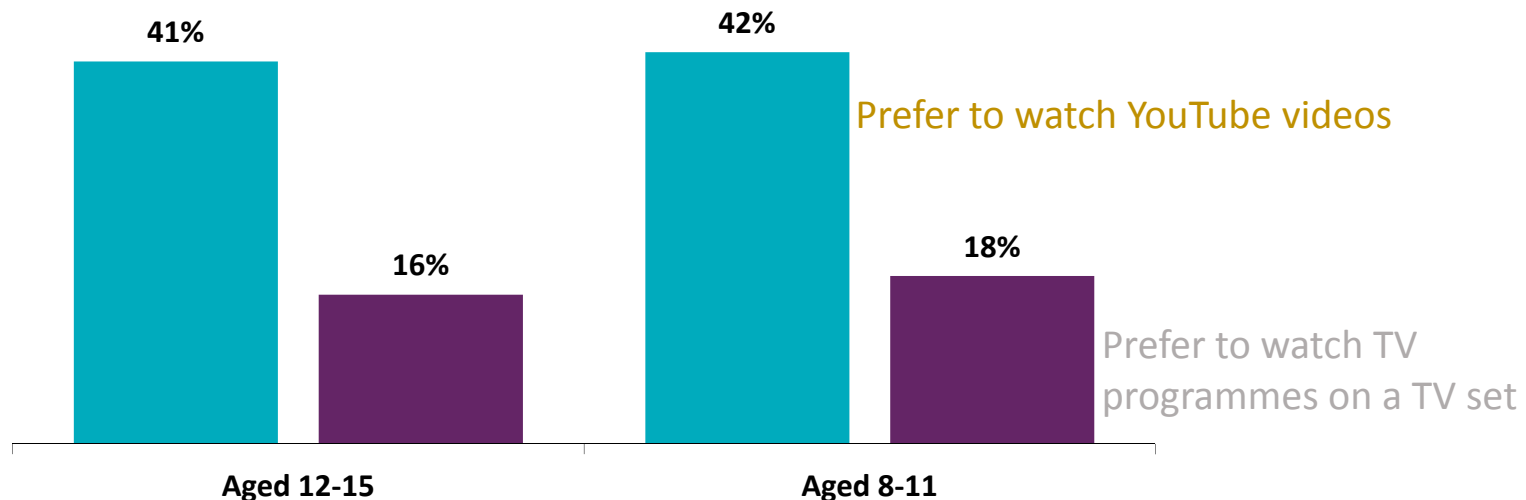




## 2. Changing consumer behaviour

Children with a preference are likely to say they prefer YouTube over television

Video viewing preferences among children who watch TV and YouTube





### 3. Changing legislative framework





# How we are addressing the changing environment



# 1. Research

## The UK Communications Market Report

Data and analysis on broadcast television and radio, fixed and mobile telephony, internet take-up and consumption and post.

## Adults' media use and attitudes

Annual report on media use, attitudes and understanding among UK adults. Helps fulfil our duty to promote media literacy

## Children and parents: Media use and attitudes

Annual report on media use, attitudes and understanding among 3-15 year olds. Main source of stakeholder information about children's online attitudes and behaviour

Ofcom is an evidence-based regulator. Market research is not just important to Ofcom, it is essential. Virtually all of our decision-making is informed by research evidence.

Ofcom strives to make communications markets work for everyone. The consumer is at the heart of everything Ofcom does. Research ensures that Ofcom has a thorough, robust and up-to-date understanding of consumers in the UK.

The Communications Act details several specific duties to conduct and publish market research among consumers and viewers.

## The Digital Radio Report

Covers the availability and take-up of digital radio services, and informs the government's Digital Radio Action Plan

## PSB Annual Report

This annual report provides the evidence base for assessing the delivery of PSB. It includes a report on PSB network level compliance with quotas

**UK audience attitudes towards broadcast media**  
Explores UK adults' attitudes and opinions towards TV and radio broadcasting, and related areas such as programme standards, advertising and regulation

## 2. Engagement

Ofcom: committed to the regulatory debate





### 3. Our core regulatory principles

Ofcom will regulate with a **clearly articulated and publicly reviewed annual plan**, with stated policy objectives.

Ofcom operates with a **bias against intervention**, but a willingness to intervene firmly, promptly and effectively where required.

It will intervene where there is a **specific statutory duty** to work towards a public policy goal which markets alone cannot achieve.

Ofcom strives to ensure its interventions are **evidence-based, proportionate, consistent, accountable, and transparent**.

Ofcom **consults with all relevant stakeholders** and assesses the impact of regulatory action before imposing regulation on a market.

Ofcom **constantly researches markets** and aims to remain at the forefront of technological understanding.



# BBC regulation

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# The new Charter

Effective from 3 April 2017 to 31 December 2027

**BBC's mission** To act in the public interest, serving all audiences through ...  
impartial, high-quality and distinctive output and services which  
inform, educate and entertain

**BBC's public purposes**

- 1** Provide impartial **news and information**
- 2** Support **learning** for people of all ages
- 3** Show the most **creative, highest quality and distinctive** output
- 4** Reflect, represent and serve the **diverse communities** of all UK nations and regions, [supporting] the creative economy across the UK
- 5** Reflect the United Kingdom, its **culture and values** to the world

# Roles under the new Charter



Holds BBC's **performance** to account  
Protects fair **competition**  
Upholds high **standards** in BBC content



Defines corporation's **strategy**  
Sets **editorial guidelines**  
Performs initial **public interest tests**  
Efficiency, management issues and discipline



Sets **licence fee** model and funding  
Reviews **Charter and Agreement**



Audits BBC's **finances**  
Conducts any **value for money** studies



# Overseeing the BBC's performance

BBC must remain a distinctive, world-class broadcaster, serving people across the UK's nations and regions

- ➔ We will **measure and enforce** the BBC's performance
- ➔ BBC must reflect UK's **full diversity, and Nations**
- ➔ **Distinctiveness** is a focus of the new Charter
- ➔ Audiences value original **UK productions**
- ➔ We'll **speak to audiences** to understand their needs
- ➔ And we'll conduct **reviews** to ensure the BBC delivers



# Competition can benefit audiences

- ➔ Competition can increase **choice**, and stimulate **investment** and **innovation**
- ➔ Our job is to **protect** competition
- ➔ BBC **helps** drive competition
- ➔ May also affect others' **ability to compete**
- ➔ We'll assess value and effects of **new services**
- ➔ And place requirements on the BBC to minimise **negative effects** on the market





# How we will assess competition



## ➔ **Competition assessments**

Ensuring any proposed changes to BBC public service activities are justified

## ➔ **Competition reviews**

Intervening if we think the BBC might be hurting fair and effective competition

## ➔ **Trading and separation assessments**

Assessing the BBC's relationship with its commercial subsidiaries


# Content standards: protecting audiences



- ➔ Hold the BBC to **high standards**
- ➔ Apply all of our proven **Broadcasting Code**
- ➔ Audiences should feel **protected** from harm
- ➔ People should **trust** what they see and hear
- ➔ **Whole audience** should be able to experience and appreciate BBC content
- ➔ Access for everyone to transparent **complaints process**: BBC first, but Ofcom oversees and can step in



# Regulating the BBC – Ofcom's approach

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- ➔ Putting **viewers and listeners** first
  - ➔ Ensuring the BBC focuses on what **matters to audiences**
  - ➔ Holding the BBC to account as its first **external, independent** regulator
  - ➔ Making sure the BBC delivers on its **mission and purposes**
  - ➔ Recognising the **BBC's value** to society and public service broadcasting
  - ➔ Always acting **independently**, without fear or favour