

BurdaNews

EBU

OPERATING EUROVISION AND EURORADIO



france•tv

VG WORT



ZATTOO



BILD-KUNST



Brussels, 19 November 2018

MODERNISING RETRANSMISSION RIGHTS WILL BROADEN CITIZENS' ACCESS TO PROGRAMMES

As negotiations on the so-called Sat/Cab Regulation enter their final phase, the signatories want to express their continued support for solutions which allow better online access to programmes in Europe. In this respect, the retransmission regime is of utmost importance as it offers great potential to further increase European citizens' access to audiovisual programmes from across Europe.

Consumers want to access European programmes through a range of different platforms and mobile networks. Broadcasters, multiplatform operators and OTT-only operators are ready to provide these services if the legal framework allows for a simple and efficient rights clearance system. This development can be greatly fostered by modernising the current retransmission regime so that it allows for attractive legal offers corresponding to consumer needs.

To be effective and future-proof, the new legal framework must take into account the changes in how audiovisual programmes are accessed and establish a technologically neutral application of the retransmission regime. The inclusion of retransmission services provided via OTT platforms and mobile networks is key to meeting consumer demand and creating a level playing field for all operators.

We therefore welcome the Council's wording, which includes OTT platforms providing retransmission to a controlled circle of users. OTT TV services are able to provide a level of signal and content protection comparable to that of other distribution technologies and have already been doing so for years. The European Parliament's text, however, is less clear: the use of the terms 'IPTV-like' and 'cable-like' does not set out the necessary legal certainty needed by the different market players and bears a high risk of excluding substantial parts of the market from the scope of the new legal framework.

The application of technological neutrality of the retransmission regime would create a level playing field for operators offering the same service but using different infrastructures and would increase the availability of European content on all platforms in Europe for the benefit of EU consumers and right holders.

This would ensure that the framework conditions for retransmission of TV and radio programmes in Europe can be sustainably improved in international competition, in line with the initial goal of the regime: wider access to TV and radio programmes across the EU and the promotion of consumers' access to more TV and radio programmes.

We believe that the right political choices are key to help create a virtuous circle where increased consumption and interest in European content will fuel investment in content and in turn support the European audiovisual creative sector.