



# Convergence: Broadcasting and content regulation

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Presentation to OOCUR Annual Conference

7-9 November 2012, Grand Bahama, The Bahamas

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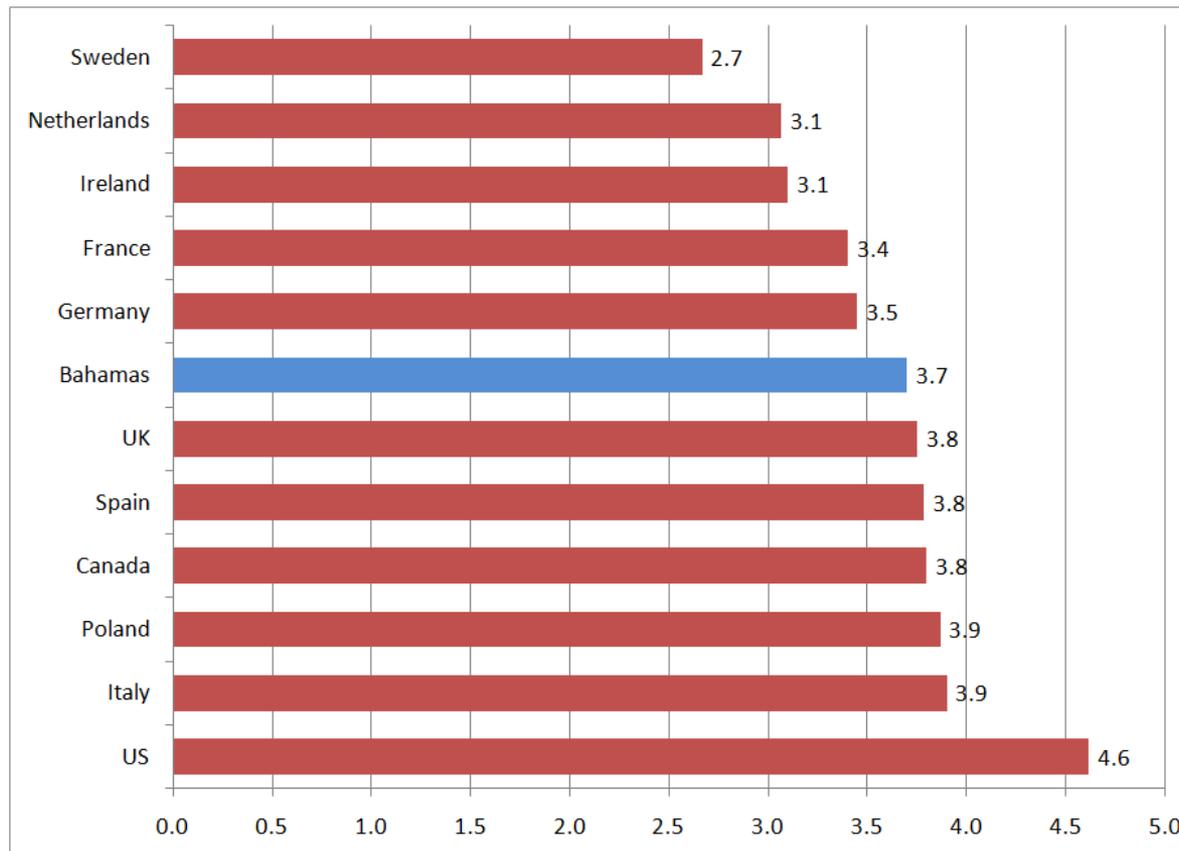
# Agenda

1. Importance of broadcasting as a key part of the communications sector
2. Development of converged services
3. Public policy interventions in broadcasting
4. Impact of convergence on regulatory models
5. Case for harmonisation in broadcasting regulation

# TV consumption around the world

*Audiences around the world typically watch 3-4 hours of television every day*

*Average daily hours of TV viewing around the world*

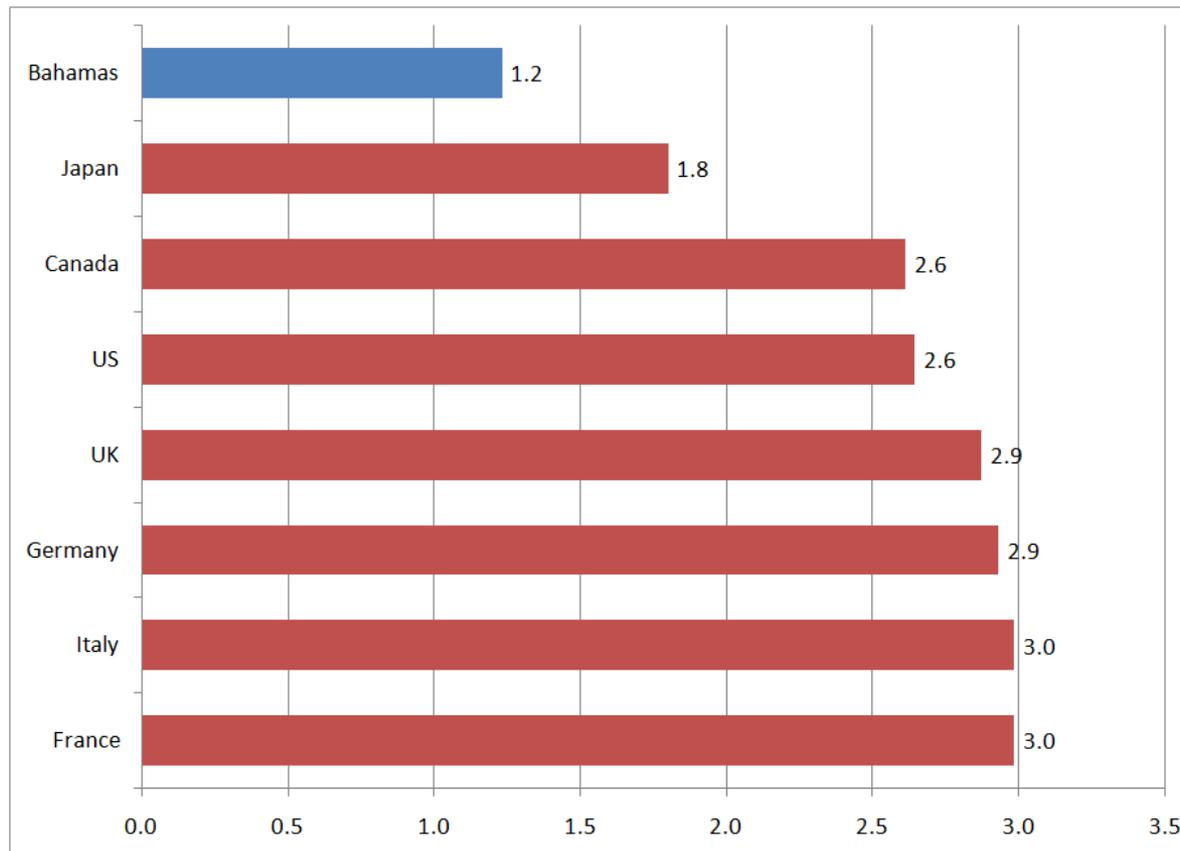


*Sources: Ofcom Communications Market Report (December 2009),  
URCA Review of Public Service Broadcasting (December 2010)*

# Radio consumption around the world

*Audiences around the world typically listen to 2-3 hours of radio every day*

*Average daily hours of radio listening around the world*



*Sources: Ofcom Communications Market Report (December 2009), URCA Review of Public Service Broadcasting (December 2010)*

# Public value of broadcasting

*Broadcasting plays a role beyond just entertaining audiences*

## Democratic value

- Local, national and international news and current affairs
- Forums for debating important issues

## Cultural value

- Transmitting and promoting music, arts, culture and sports

## Social value

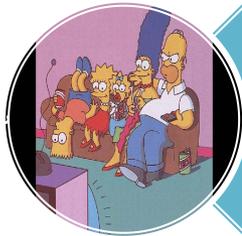
- Portraying – and representing the views and interests of – different groups in society

## Educational value

- Engaging audiences in factual programmes on a wide range of topics

# What is convergence?

*"Convergence" refers to the development of new technologies capable of delivering media and communications services that were traditionally available only through separate systems or devices*



TV and movie VOD services – catch-up and archive  
Programme-related apps  
Social media aggregators (e.g. Zeebox)

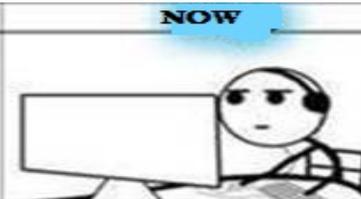
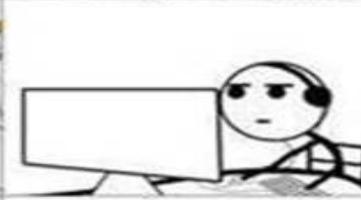
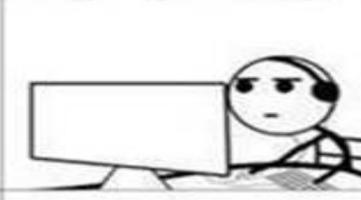
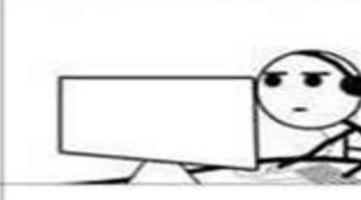
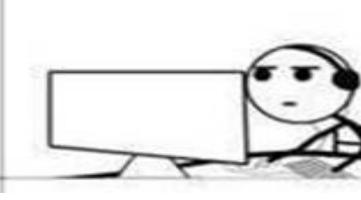


Music download stores (e.g. iTunes, emusic)  
Spotify and Last.fm Radio  
Streaming of radio stations, podcasts



Websites and apps for newspapers and magazines  
E-books for tablets and e-readers (e.g. Kindle)  
Multimedia book apps

# What does it mean?

	IN THE OLD DAYS	NOW
<b>LISTENING TO MUSIC</b>		
<b>WATCHING FILMS</b>		
<b>CHATTING WITH FRIENDS</b>		
<b>READING THE NEWS</b>		
<b>PLAYING MUSIC</b>		

With thanks to Nik Powell,  
Director, National Film and  
Television School

# Convergence in the mobile space

*The first wave of convergence over the last decade transformed mobile devices*

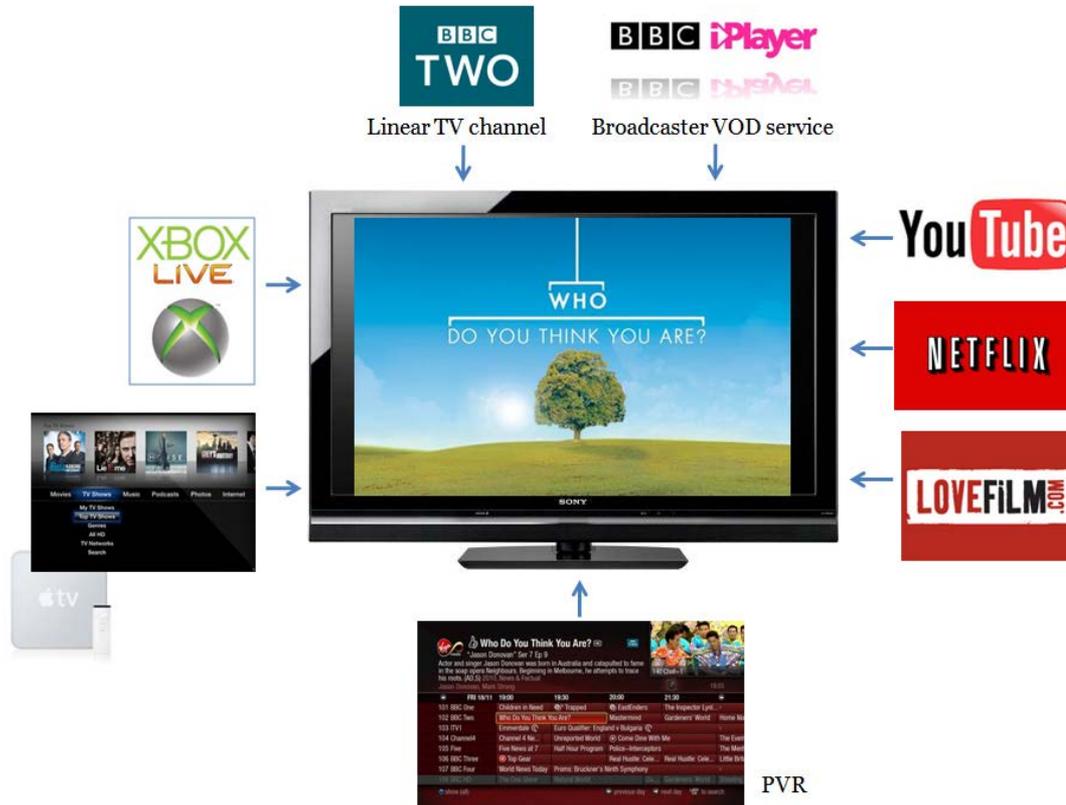
*Evolution of Apple's mobile product range over the last decade*

Early 2000's	Mid-2000's	Late-2000's
MP3 players	Smart phones	Tablet computers
		
<ul style="list-style-type: none"> <li>• Cigarette packet-sized music player</li> <li>• iTunes computer software allows easy management of record collections</li> <li>• Made huge collections portable for the first time</li> </ul>	<ul style="list-style-type: none"> <li>• Internet-connected touch-screen mobile device</li> <li>• User-friendly approach to voice and text communications (phone calls, messaging, email)</li> <li>• Plus audio, video, games and other media apps</li> </ul>	<ul style="list-style-type: none"> <li>• Entirely new product category</li> <li>• Larger screen provides optimal mobile experience for web browsing, VOD, newspapers, etc</li> <li>• More powerful processor enhances game play, and allows more sophisticated apps</li> </ul>

# Convergence in the living room

*The changes to come will be more dramatic still as convergence enters the living room*

Alternative means of accessing programmes on connected TVs



# Components of broadcasting regulation

*The two key components of broadcasting regulation are content regulation and measures to promote public service broadcasting*

## Content regulation

- Rules to uphold standards and protect young people from harmful content
- Codes of Practice cover content standards such as accuracy and impartiality of reporting, harm and offence, fairness and privacy, and rules to protect children and young adults
- Compliance is achieved through a licensing system for TV channels
- Regulators can sanction broadcasters that breach the Codes

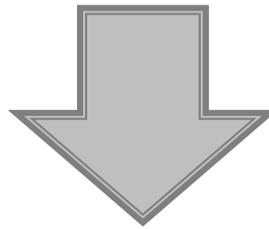
## Public service broadcasting (PSB)

- Radio and television programmes that provide public value to citizens
- PSB generally comprises domestically-produced content in genres such as news and current affairs, documentaries, drama and children's programmes
- State broadcasters may be allocated public funds to support their PSB provision
- Private broadcasters may commit to PSB obligations in return for being granted certain privileges

# Impact of convergence on content regulation

*In a converged world, similar services may be subject to different rules. This can be confusing to viewers, while the lack of a regulatory level playing field may impede competition between suppliers*

- Blurring of boundaries between regulated TV and radio services and non-linear services
- Availability of news services on converged devices from broadcasters, newspapers and other sources (e.g. blogs), all currently subject to different regulatory regimes
- Access to services from overseas, subject to different rules again



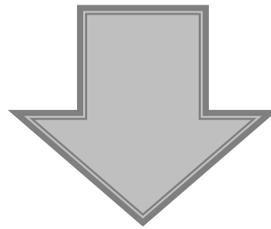
## **Pressure on traditional licensing models**

- How to deal with non-linear services?
- How to deal with overseas services?
- Level up or down, or maintain different regulatory approaches?

# Impact of convergence on public service broadcasting

*Traditional models of PSB will seem increasingly narrow as different kinds of media and services proliferate on smart-phones, tablets and connected TVs*

- New ways of delivering public value through digital media
- PSB compact for private broadcasters falling away
- New content providers entering the market
- New kinds of companies entering the content ecosystem, e.g. VOD aggregators

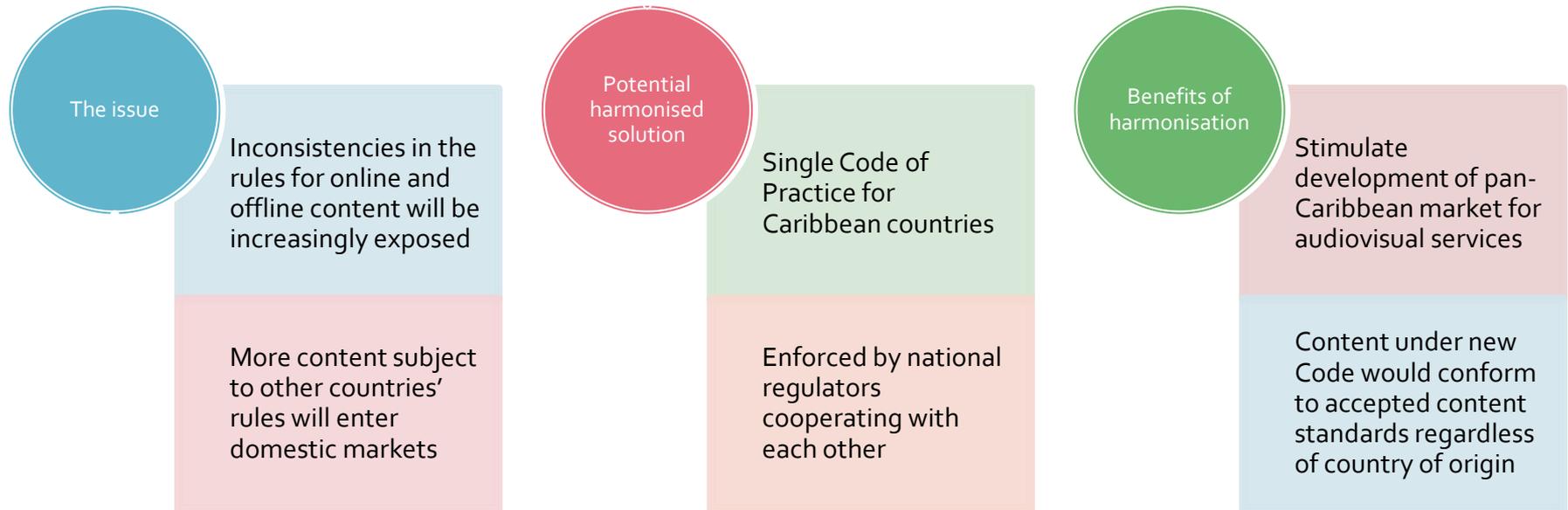


## **Pressure on traditional PSB models**

- New definition of “public service content”?
- New PSB compacts with traditional broadcasters?
- Need to engage new kinds of content producers and aggregators?

# Case for harmonisation of content regulation

*A harmonised approach to content regulation could spur the development of pan-Caribbean markets for audiovisual services, whether linear broadcast channels or VOD services*



*Key caveat: are cultural norms and standards sufficiently similar across the Caribbean?*

# Case for harmonisation of public service broadcasting

*An alignment of PSB objectives across the Caribbean, with more joint investment in programming, could lead to a virtuous circle in terms of programme quality, audiences and revenues*



*Key caveat: would programmes made for pan-Caribbean audiences be sufficiently appealing?*

# Reasons for caution

*While there are potential benefits to harmonisation in broadcasting regulation, it is important not to move too far too quickly*

- Need to respect cultural differences across the region
- Different extent and pace of change in converging markets, e.g. in terms of:
  - Infrastructure (e.g. availability and speed of broadband)
  - Access to and availability of new services, from both domestic and global players
  - Consumer demand for different kinds of content and services