



Direction for Global Environments

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IPTV Regulation

- **Most regulation will be the same for IPTV, CATV, FTA, Satellite, etc on a country specific basis**
- **Ownership**
- **License and Ordinance and terms**
- **Content regulation**
- **Price regulation**
- **Trade agreements (WTO, etc)**

IPTV: Telco Entry into Content

Is entry allowed?

- Competition Law concerns such as cross-subsidization, leveraging and bundling
- Safeguards such as separate subsidiaries and accounting manuals
- Competition Law concerns generally minimal; public benefits can be substantial
- Open access/carriage requirements
- Internet exception

Is the CATV operator providing telco services?

- Voice
- Broadband
- Etc

Ownership

- **Foreign ownership restrictions**
 - % restrictions, control
 - Board level, Company Articles

- **Cross ownership restrictions (media diversity)**
 - TV, Radio, Newspapers, Magazines, Advertising Agencies
 - Direct, Indirect, Disqualified persons/corporations

- **Separating IPTV carriage from content service**

- **Trade Agreements**
 - Bilateral, Multilateral, WTO commitments

Ordinance or Licensing Requirements

- Investment levels over time
- Rollout and geographic coverage over time
- Channel introduction over time
- License fees
- Performance bond
- Data protection
- May/Must carry
- Copyright provisions
- Enforcement powers
- License or asset transfer
- License representations

Content Regulation

- ▶ Violence, children, adult, gambling, language (bars/time of day)
- ▶ Program classifications and announcements (Cat I, II and III)
- ▶ Education, children, family, news, religion, current affairs
- ▶ Advertising (minutes, sponsors, program length, products)
- ▶ Security (parental locks)
- ▶ Public Service Announcements
- ▶ Codes of Practice
- ▶ Keep tapes

Price Regulation

- **New entrant, no market power**
- **Safeguards (e.g. separate subs or accounting manuals) if necessary (but at a cost)**
- **Competition Law**
- **Deceptive and misleading advertising**