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ITU NEW INITIATIVES WORKSHOP ON THE REGULATORY
ENVIRONMENT FOR FUTURE MOBILE MULTIMEDIA SERVICES

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Mobile multimedia and the law

Ingrid Silver

Partner, Denton Wilde Sapte

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Introduction

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Contextual background:

Drivers of growth in the mobile multimedia industry

- Take-up of handsets supporting higher data rates enabling high speed access to multimedia content
- Greater spectrum allocation for mobile multimedia applications
- Development of new payment models, such as prepayment and m-commerce systems
- The need to give consumers content when and where they want it

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Contextual background: Tiers of content regulation

- International level
- National level
- Self-regulation by industry players

Concerns over copyright

Two issues:

- prevention of **piracy**
- payment of appropriate **royalties** for use of content

Use of DRM tools

- Move towards universal standards

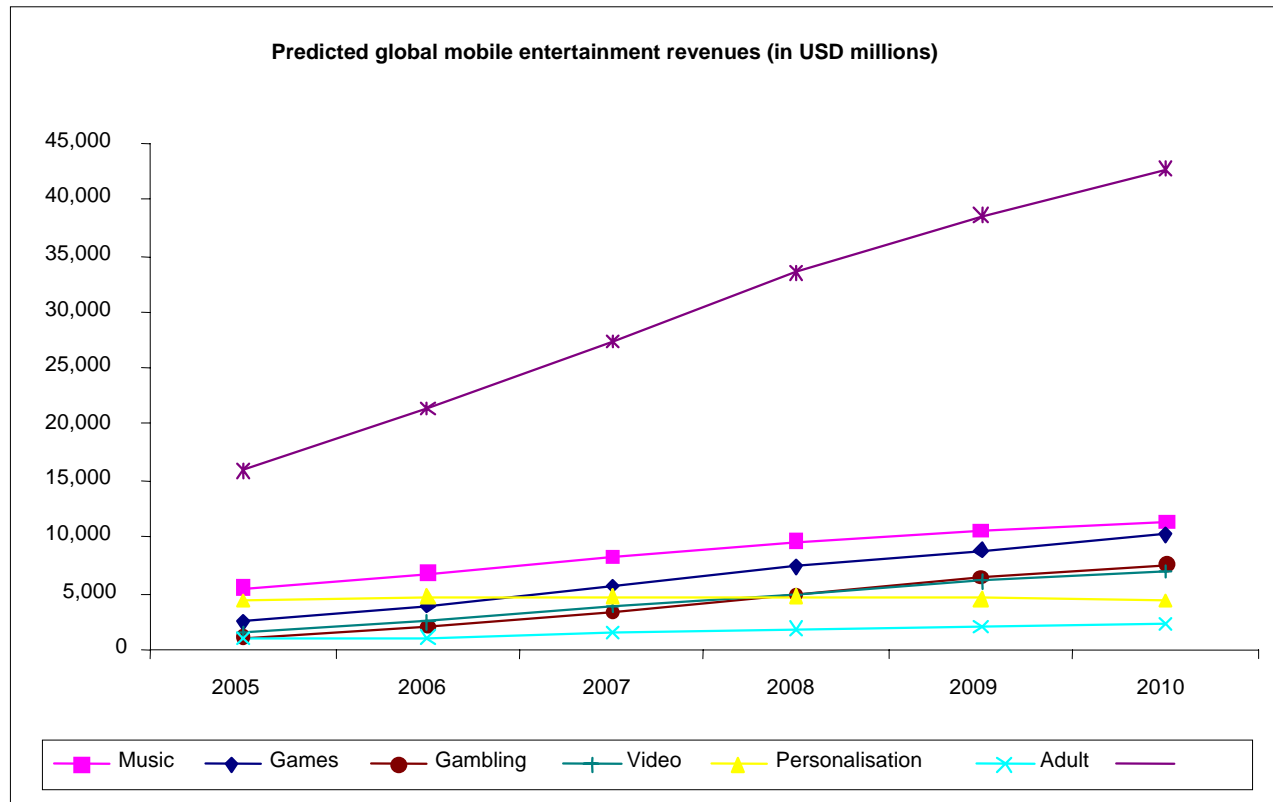
Example of Camera Phones

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Concerns over specific forms of content

- The “3 Gs” – girls, games and gambling

Content drivers: The importance of the “3 Gs”



Source: ITU

Concerns over specific forms of content

- The “3 Gs” – girls, games and gambling
- Age verification and content filters
- Differing approaches to self-regulation
- Regulation of P2P content

Recent Developments: Proposed changes to the EU Television Without Frontiers Directive

- The current Directive
- Rationale for change:
Why should the same programme be subject to different content rules depending on whether I watch it on TV or later on my mobile?
- The new Audiovisual Media Services Directive

Key features of the AMS Directive

- Extension of content regulation to on-demand programming

Minimum standard of protection on issues such as the protection of minors and the prohibition of incitement to hatred

- Relaxation of the advertising rules
- Clearer rules in relation to product placement
- Application of “country of origin” rule

The AMS Directive: Looking forward

- Will the changes stunt the growth of emerging platforms like mobile TV?
- Will the sheer volume of on-demand content render this sphere impossible to regulate?
- Timetable: 2010

Recent Developments: European Commission Sector Inquiry into 3G sports content

- Defining the relevant markets

Sector Inquiry: Areas of particular concern

Cross-platform
Bundling

Overly Restrictive
Conditions

Joint Selling

Exclusivity

Recent Developments: European Commission Sector Inquiry into 3G sports content

- Defining the relevant markets
- Areas of concern – commercial practices
- The Commission will be watching!

Future Challenges

- The blurring of linear and on-demand services
- Volume of content – where to prioritise content monitoring and regulation
- Regulation of P2P content
- Spectrum allocation for mobile multimedia services
- The need for international co-operation

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Thank you

Ingrid Silver

Partner, Denton Wilde Sapte

Email: ingrid.silver@dentonwildesapte.com