



Autoridad Nacional de Televisión
República de Colombia

Subscription TV in Colombia



Regulatory modernization and competition promotion

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National Television Board



Regulation challenges

Assurance of universal service in new digital economy

Sustainability of traditional industry vs new forms of business

Diffuse markets limit information and regulatory intervention

Rigid and obsolete regulatory frameworks

The regulation can encourage innovation and new business

Recommendable practices

The industry has faced changes in its cost structure and to the competition of new agents that merit a different look. At the international level **regulators are opting to flex the regulatory burden of operators, and create regulatory environments that favor investments,** and the update of networks.

International organizations recommend “light touch” measures. OECD, UIT y CE, recommend collaboration schemes with industry and between regulators, **co-regulation and self-regulation** through codes of conduct, to facilitate the performance of the industry, the understanding, the promotion of new technologies, and the user-provider interaction.

Recommendable practices

There are related aspects with the user and the new digital ecosystem that deserve a different regulatory approach from the one applied until today. Among these, **protection of intellectual property rights, cybersecurity, protection of personal data, electronic commerce.**

The degree of intervention should be reduced as it intensifies the rivalry and the competition. Market forces are capable of improving the welfare of consumers.

Guiding principles

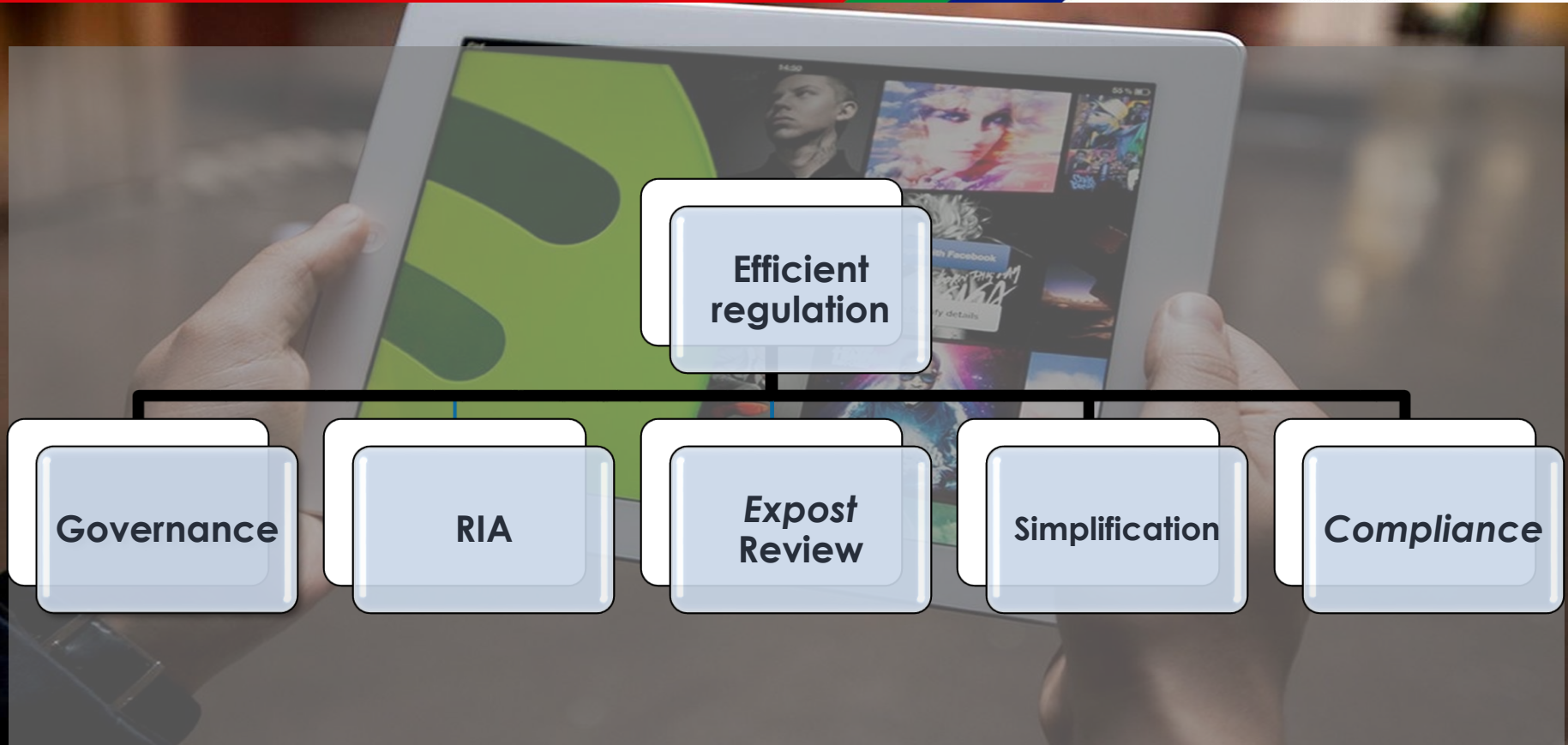
**PRO
Competition**

Accessibility

**Guiding
principles**

Affordability

**PRO
Inversion**



Regimen intervened

Obsolete legal
framework (23
years)

Regulatory
framework (12
years)

Barriers to
market entry
and exit
(Selection
process/
Concession
contract)

Asymmetries in
regulatory
charges
depending on
the concession
date

Asymmetry in
service levels
(National –
Zonal – Local –
Multilocal)

Without
technological
neutrality
(Asymmetry
between cable
– IPTV – DTH)

Against high
and non-
proportional
benefits

General objectives



Promotion of competition



Reduction of requirements and regulatory burdens



Update of considerations



Enabling nationwide



Technological neutrality

Technical tables of public television policy

ANTV tables and forums with subscription television operators

Mechanisms for consultation and open socialization with the industry

Industry diagnostics by various authorities and agents

Promotion of a discussion framework with authorities and different agents of the industry that allowed understanding realities, by analyzing various intervention options and their impacts



1813 resolution of 2017

"Considerations for subscription TV service"



026 resolution of 2018

"Regulation of subscription TV service"

Market characterization

NATIONAL TOTAL	
1.122	
49.291.925	
37.816.924	11.475.001
77%	23%
13.766.267	
10.929.396	2.836.870
79%	21%
5.558.593	
4.050.521	1.506.072
73%	27%
50,8%	40,4%

MPIOS > 100K	
64	
8.613.998	
8.113.653	500.345
94%	6%
4.529.647	
81,5%	
3.517.319	1.012.328
87%	67%
78%	22%
55,8%	52,6%

40 Companies
All
390.724
75%

MPIOS < 100K	
1.058	
5.152.269	
2.815.743	2.336.525
55%	45%
1.026.946	
18,5%	
533.202	493.744
13%	33%
52%	48%
36,5%	19,9%

47 Companies
407 municipalities
132.944
25%

Market characterization

NACIONAL TOTAL	
1.122	
49.291.925	
37.816.924	11.475.001
77%	23%
13.766.267	
10.929.396	2.836.870
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MPIOS > 100K	
64	
8.613.998	
8.113.653	500.345
94%	6%
4.529.647	
81,5%	
3.517.319	1.012.328
87%	67%
78%	22%
55,8%	52,6%

MPIOS < 100K	
898	
4.742.928	
2.686.044	2.056.884
57%	43%
1.005.304	
18,1%	
533.202	472.102
13%	31%
53%	47%
37,4%	21,2%

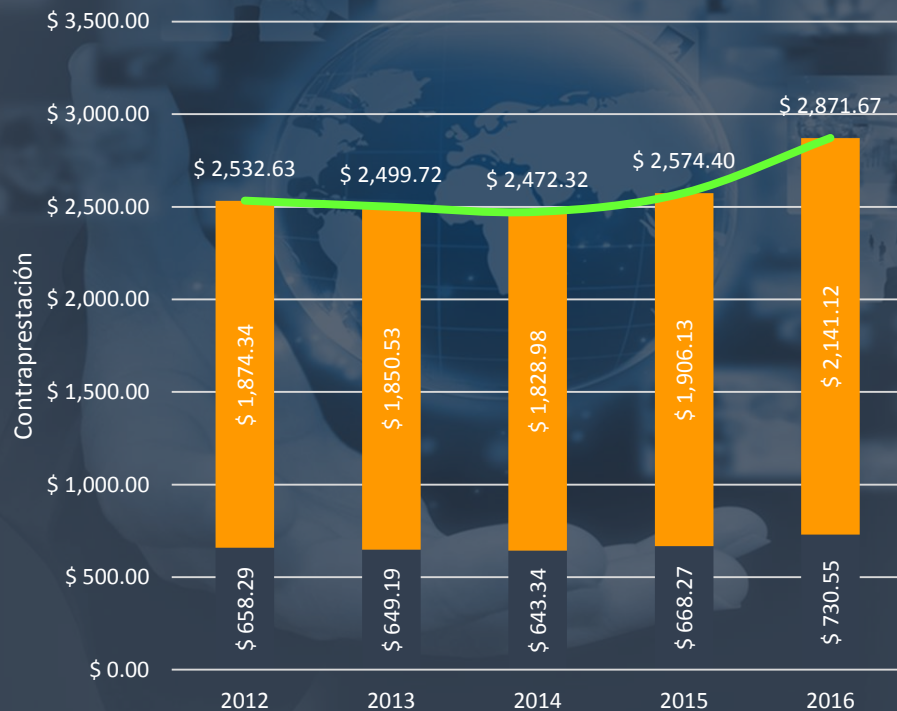
MPIOS < 100K	
1.057	
5.152.269	
2.815.743	2.336.525
55%	45%
1.026.946	
18,5%	
533.202	493.744
13%	33%
52%	48%
36,5%	19,9%

MPIOS < 100K	
145	
376.663	
121.254	255.409
32%	68%
21.642	
0,5%	
0	21.642
0%	1%
0%	100%
17,8%	5,7%

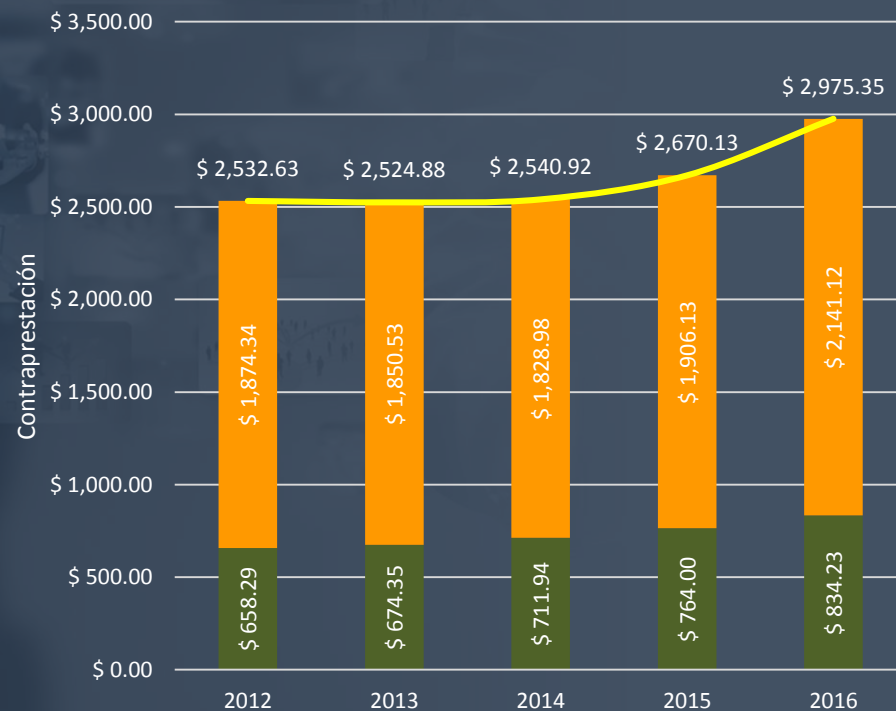
MPIOS < 100K	
15	
32.677	
8.445	24.232
26%	74%
0	
0,0%	
0	0
0%	0%
0%	0%
0,0%	0,0%

Compensations 2016

Concesiones Cable



Concesiones DTH



Considerations 2017

CONCEPT	MUNICIPALITIES > 100 K HBS			
	UNTIL 2018		SINCE 2019	
CONCESSION	1,00%	\$ 340,00	0,80%	\$ 272,00
COMPENSATION	4,90%	\$ 1.666,00	4,30%	\$ 1.462,00
TOTAL	5,90%	\$ 2.006,00	5,10%	\$ 1.734,00
ADJUSTMENT	20,27%	30,15%	31%	40%

CONCEPT	MUNICIPALITIES ≤ 100 K HBS			
	UNTIL 2018		SINCE 2019	
CONCESSION	0,40%	\$ 88,00	0,30%	\$ 66,00
COMPENSATION	1,00%	\$ 220,00	0,50%	\$ 110,00
TOTAL	1,40%	\$ 308,00	0,80%	\$ 176,00
ADJUSTMENT	81,08%	89,27%	89%	94%

New regulatory framework

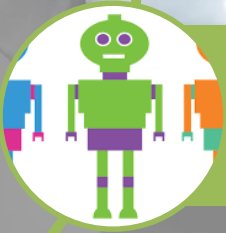
In order to promote competition, reduce requirements and regulatory burdens and allow to all service concessionaires, current and future, to provide the service with total technological neutrality, the ANTV modified the subscription television service regime, depending on:



➤ Enabling for the provision of the service at national level without prior approval of an expansion or business plan.



Enabling with technological neutrality for current suppliers of DTH.



General enabling for the provision of the service in conditions of total technological neutrality.




Review and adjustment of the rights and obligations framework of the operators.

CONCEPT OF COMPETITION ADVOCACY



"Aims to correct market failures associated with regulatory asymmetries and user sublocations"



"Favorable conditions for the extension of service coverage"



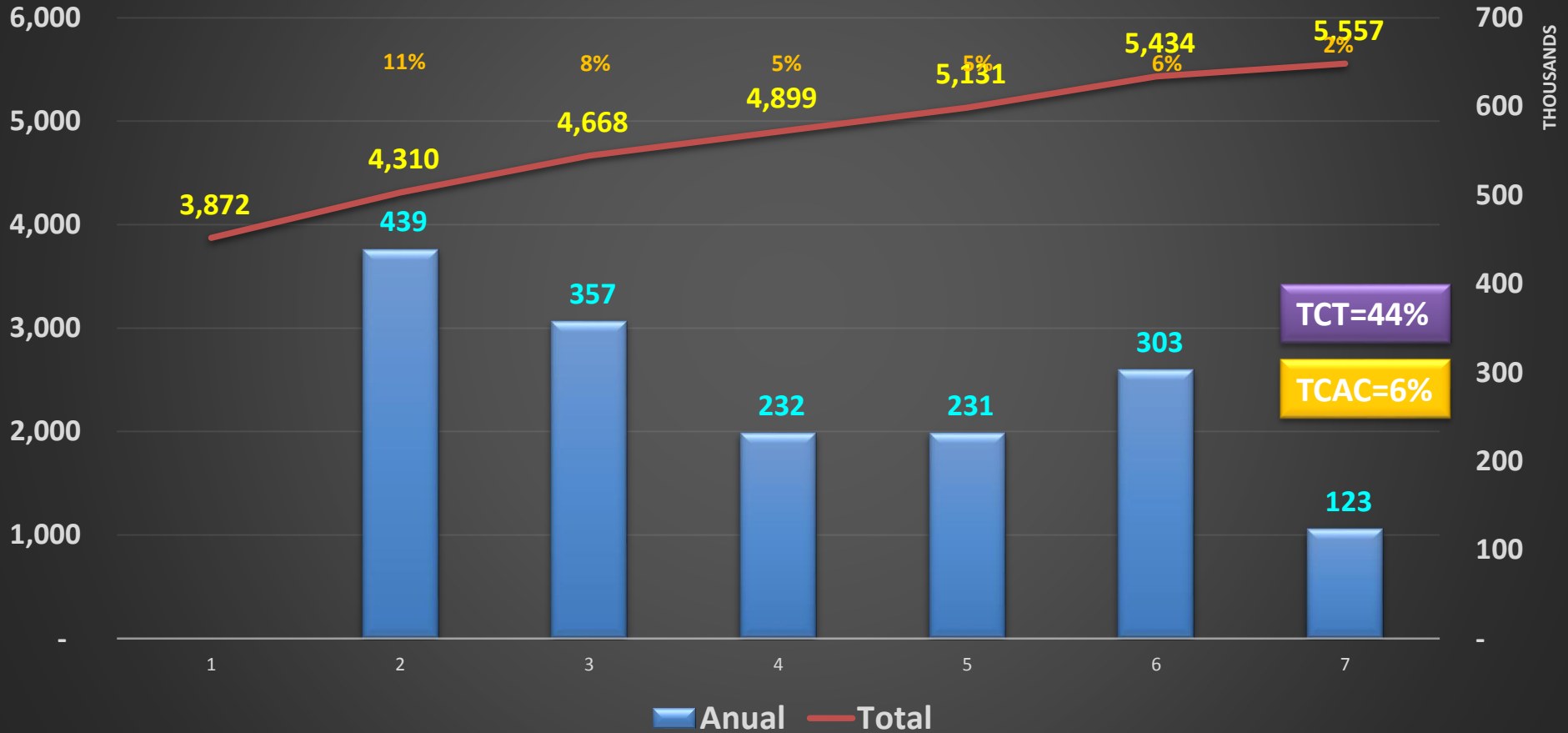
"Market entry barriers are reduced"

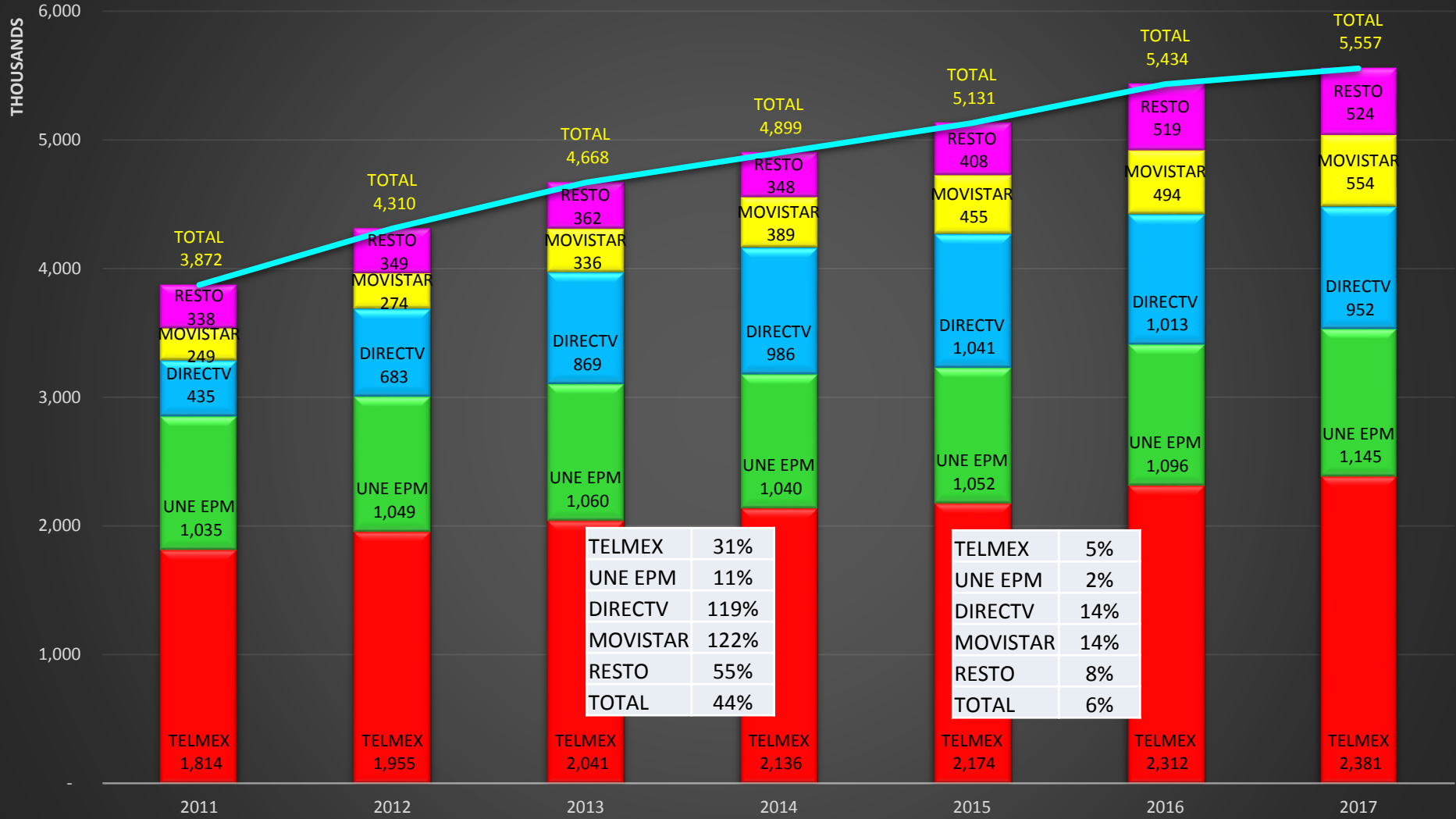


"Benefits for the market, qualitatively superior"

EX-POST Revision

Customers Evolution 2011 - 2017





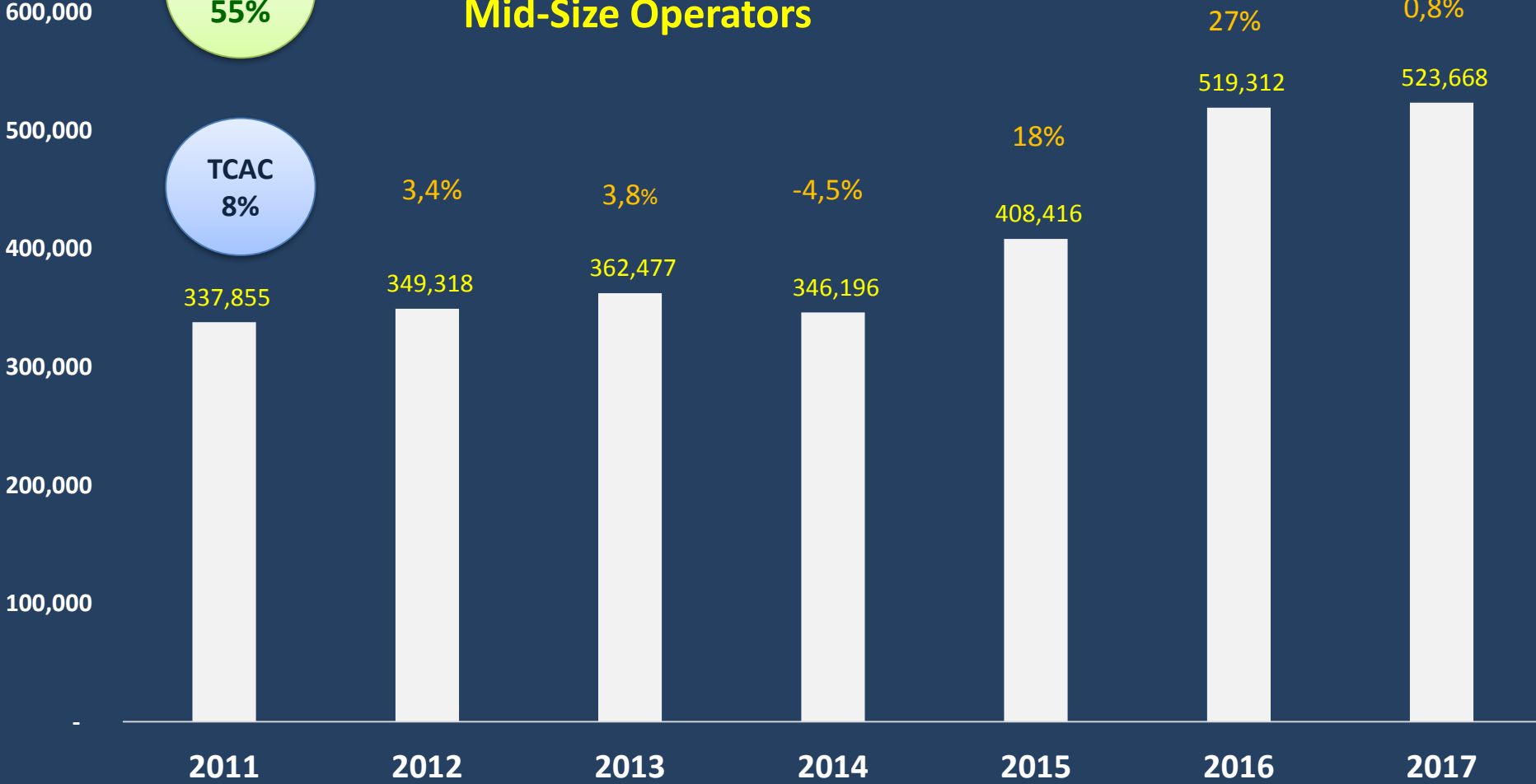
TELMEX	31%
UNE EPM	11%
DIRECTV	119%
MOVISTAR	122%
RESTO	55%
TOTAL	44%

TELMEX	5%
UNE EPM	2%
DIRECTV	14%
MOVISTAR	14%
RESTO	8%
TOTAL	6%

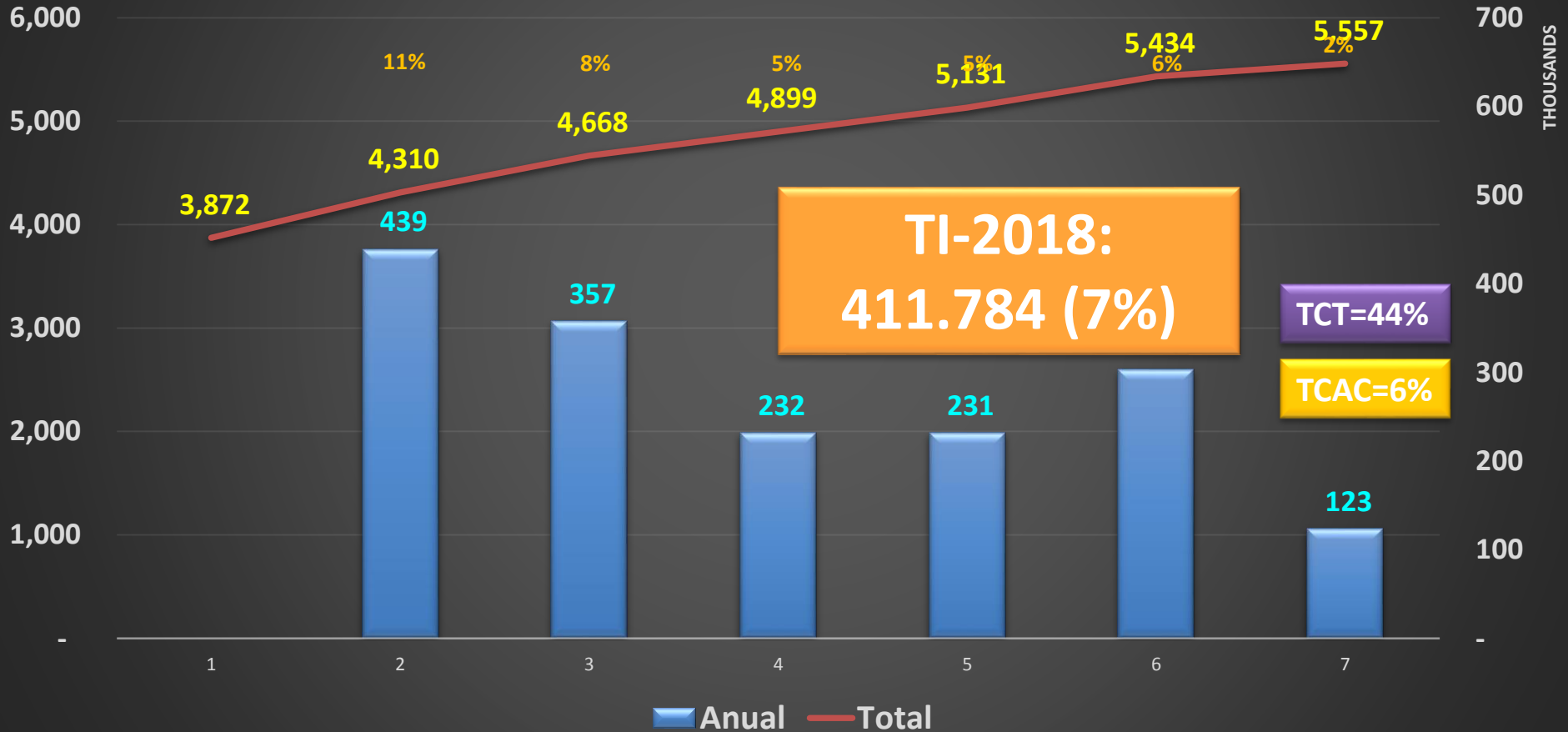
TCT
55%

TCAC
8%

Mid-Size Operators



Customers Evolution 2011 - 2017



iThanks for your attention!



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