



# Discussion on policy requirements from the community

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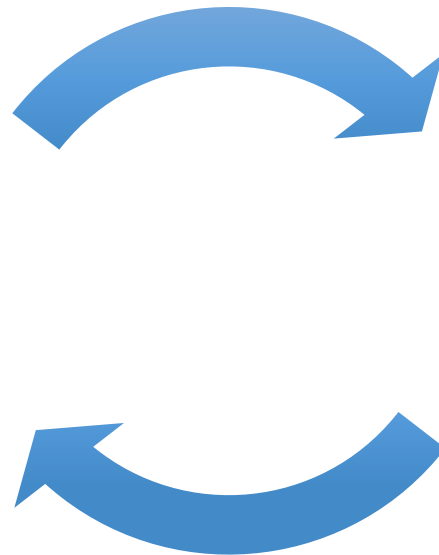
# VM: Research and policy exchange and future regulatory framework in Convergence and Social Media

## Objective:

To foster the dialogue between Policy makers and the Convergence and Social Media sector



**Policy-maker**



# Policy-Media stakeholders dialogue: WHY 1/2

The **media sector is deeply changing** due to:

- **Convergence of media services distributed via the internet**
- **Consumers habit on media consumption** (it includes also Young people)
- **Broadcasters are extending their activities online**
- **New players offering audio-visual content via the internet are getting stronger and competing for the same audiences (YouTube, Google... )**
- The **Digital Single Market (DSM)** strategy for Europe calls for
  - a modernisation of the **Audio-Visual Media Services Directive (AVMSD)** to address the **digital market needs, new way of consumption and technological changes**

# Policy-Media stakeholders dialogue: WHY 2/2

- The **traditional media have a long and consolidated policies and regulation** in order to manage different issues related ***content consumption, freedom and plurality protections*** etc.
- The **convergence of media brings new challenges** and questions like:
  - ***Are the principles at the bases of the current policies and regulations appropriated to the new digital context?***
  - If we have to change current regulations and policies, ***which are topics, methodology , matters etc to take in account?***

# Considerations

- **Before Internet**, to ensure the **basic democratic access rights** (securing freedom of expression, publication, private ownership, commerce, and enterprise) the media **regulation focused on** the government of:
  - **Content**
  - **Technology means.**
- **Today** , the **converged media requires a different ways to manage and assure the democratic rights** ....it is happening that...
  - **generate more complex legislative acts and policies,**
  - **this leads to an excessive number of specific norms that could obstacle the technical progress**

# EU Main regulations vs Media domains

Current Regulations/Directives	Domains	Proposed Modifications
2010/13/EU (AVMS directive)	<b>Audio-visual Media Services</b>	REFIT (to ensure that it is "fit for purpose") COM(2016) 287
1996/9/CE; 2001/29/CE; 2006/115/CE; 2009/24/CE; 2012/28/EU and 2014/26/EU	<b>Copyrights</b>	New directive proposal COM (2016) 593 <b>on on copyright in the Digital Single Market</b>
2006/123/CE and 2000/31/CE	<b>cross-border portability of online content services</b>	New regulation proposal COM (2015) 627
2000/31/CE	<b>E-commerce &amp; geoblocking</b>	New proposal COM (2016) 320
1993/83/CE	<b>satellite broadcasting and cable retransmission (Cab-Sat)</b>	REFIT

Opportunities ?

Threats ?

Risks ?

# Typologies of Regulations

- **EC Directive:**
  - i.e. Audiovisual Media Services Directive (AVMSD) ( Directive 2010/13/EU) as first mean to regulate aspects like *media content provision, advertising, promotion of European works and protection of minors*.
- **National regulations**
- **Self-Regulations** (the possibility for Private Parties to adopt amongst themselves and for themselves common guidelines at European level (codes of practices or Sectoral agreement))
- **Co-regulations** (regulations derived by the **cooperation** between a Legislation authority and the Private parties)

# Main principles as drivers for policies and regulations

- In terms of **customer protection** the most important are :
  - **Freedom and Pluralism**
  - **Protection of minors**
  - **Cultural Diversity**
- The European and National regulations have identified **other actions for customer protection** such as:
  - **Market access regulation for audio-visual providers**
  - **Program content rules**
  - **Advertising content rules**
  - **Sponsorship rules**
  - ect



# WHY the Dialogue is difficult

1. Few awareness on new trends on policies and regulations both national and European levels;
2. Few awareness on the concrete impact of the policies on Media and Technology services provisions;
3. Few opportunities to meet between policy and media/technology stakeholders to share their own points of view;

# WHAT to do

To address the Media policies but also to ensure the technology innovation:

- Increase awareness on current status and trends on policy, regulations, principles and rights protected ;
- Increase awareness on the technologies opportunities and risks;
- Improve the dialogue between policy makers and technology stakeholders in order to address and update the policy/regulation issues involving directly Media Policy Directorates

# VM proposed actions

1. **European and National Policies analysis** on Convergence and Social Media in order to **collect policies and regulation on Convergence and social media at national and European level;**
2. **Focused meetings** with Policy makers
3. Massive usage of the **social collaborative platform** provided by VITAL MEDIA in order to **gather /share relevant documents** and to **launch open discussions** on open issues about **policies, regulations** and their **impact on social and media convergence sector;**

## That said

- The VM goal is to foster a smooth and fast innovation in the media sector in terms of technology and business impact
- Therefore: Policies, regulations and technology trends have to go in the same directions and Policy makers and Media stakeholders have to work side by side and influence/learn from each other.

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