BROADCASTING RIGHTS, INTELLECTUAL PROPERTY AND COMPETITION LAW

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VALUE CHAIN

CONTENT PRODUCTION
Sports
Films, music
News
Documentaries
User generated content

EDITOR/ PUBLISHER
TV programmes, channels
Newspapers
Linear broadcasting, streaming
VOD, replay

DISTRIBUTORS OF AUDIOVISUAL SERVICES
FTA (free to air)
Cable, TNT
Satellite
ADSL
OTT (over the top)
VALUE CHAIN IN TV/BROADCASTING/AUDIOVISUAL MEDIA SERVICES

Challenges for business and regulators

- Constraining market power/bottlenecks at each level of the value chain
- Function of the IP
- Need for competition law vs (sector specific) regulation
VALUE CHAIN IN TV/BROADCASTING/ AUDIOVISUAL MEDIA SERVICES

Content production

Editor/ publisher audiovisual services

Distributors of audiovisual services

Final consumer

Function of the IP
Access to content (regulation or competition law)

Access to aggregated content
Non-discrimination

Access to distribution, must carry
Non-discrimination (net neutrality), remuneration