

BROADCASTING RIGHTS, INTELLECTUAL PROPERTY AND COMPETITION LAW

Pranvera Këllezi (chair)

Partner, Këllezi Legal, Geneva, Switzerland, and member of the Swiss Competition Commission (Comco), Bern, Switzerland

Michele Carpagnano

Professor of Competition Law, Co-Director, Osservatorio Antitrust, Law School of the Trento University, Partner Denton, Italy

Philippe Coen

Executive Member of the In-House Counsel Worldwide (ICW), Honorary President of the European Company Lawyers Association (ECLA), Founder of the In-house Lawyer's Deontology Committee (French Association of In-House Lawyers – AFJE and Montesquieu Circle)

Lars Henriksson

Professor of Law, Stockholm School of Economics, Sweden

Winston Maxwell

Director, Law and Digital Technology Studies, Telecom Paris - Institut polytechnique de Paris

Jérôme Philippe

Partner, Freshfields Bruckhaus Deringer, Paris and Brussels, France and Belgium



VALUE CHAIN

CONTENT PRODUCTION

Sports
Films, music
News
Documentaries
User generated content



EDITOR/ PUBLISHER AUDIOVISUAL SERVICES

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

Content production

**Editor/ publisher
audiovisual services**

**Distributors of
audiovisual services**

Final consumer

- 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

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

**Editor/ publisher
audiovisual services**

Access to aggregated content
Non-discrimination

**Distributors of
audiovisual services**

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

Final consumer

