

# POLICY WORKSHOP

# Media Convergence And Regulation

Monday, 1st November 2010

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providers

Ericsson, Arthur D Little, Bird & Bird and Informa are organizing a customized policy event targeted for:

- Policy makers, regulators and public servants in the following fields: Telecom, Broadcast, Media, Copyright and Consumer protection.
- Policy and public affairs specialists working for operators, service providers, TV and advertising organizations.

This session is a pre-event workshop on the 1st November to the IP&TV Forum MEA in Dubai on 2nd-3rd November 2010.



## Workshop Programme:

**13:30** Welcome address by moderator

**Jeremy Foster**, *Marketing Director, Ericsson*

### IPTV & BB Infrastructure Investment

**13:35 Social Net Benefits Of IPTV And BB Infrastructure Investment**

- Significance of Open standards for IPTV and DRM

Investments in IPTV and BB infrastructure bring significant social net benefits to societies and economic growth, providing benefits up to 4 times the initial investment (4:1). IPTV based E-learning solutions can cut up to 50% of conventional training costs for private and public institutions. Substituting physical media with digital distribution brings significant CO2 emission savings. A number of regulatory barriers are holding back significant benefits. Open and interoperable standards bring increased choice to consumers and low cost to the entire industry. Background papers: IPTV The hidden potential. IPTV Socio-economic accelerator held back. Open Standards for IPTV. DRM - Untying the Gordian knot.

**Erik Almqvist**, *Director Nordic TIME practice,*  
**Arthur D. Little**

### EU Regulation On Audiovisual Services And New Media

**14:35 Best Practice From EU Regulation On Audiovisual Services**

- Regulation of on-demand media services

The advent of online and on-demand audiovisual services and convergence of Broadcast, Telecom and Internet calls for update of Media regulation. EU introduction of Audio Visual Media Service Directive is intended to address these new media developments. Find out more how the directive deals with new concepts like Media Service Provider, Editorial responsibility and many more. Are there any key lessons learned from national implementation?

**15:05 Information Management & Privacy**

- Key findings from multi-country policy study

The advent of online and on-demand audiovisual services and convergence of Broadcast, Telecom and Internet calls for update of Media regulation. EU introduction of Audio Visual Media Service Directive is intended to address these new media developments. Find out more how the directive deals with new concepts like Media Service Provider, Editorial responsibility and many more, what are the key lessons learned from national implementation. Advertising sponsored business models are highly dependent on data mining personal information for profit, by providing more targeted and relevant messages to advertisers. Bird and Bird has conducted a legal multi country study on policies regarding information management and digital advertising. Key insights of the study will be shared. To find out more about the study click here.

**Helene H Miksche**, *Senior Legal Counsel,*  
**Bird & Bird**

**15:35** Coffee Break

### Key Findings From Regulatory Studies

**16:05 IPTV Regulation Lessons Learned From 30 Countries**

- Converged regulation the next policy paradigm

IPTV regulation and related regulation of Media, Broadcast, Telecom and Internet has been challenging conventional policy approaches for years. Ericsson has conducted a number of regulatory studies and visits in vast number of markets to share its findings with policy makers. New regulatory paradigm is emerging, converged regulation. The session will highlight key findings and leanings from studies and visits from 30 markets. Background material: Media Convergence brings sweeping changes. IPTV regulatory challenges in MEA. Regulatory response to convergence.

**Rene Summer**, *Director Government & Industry Relations,*  
**LM Ericsson**

### Interactive Session With A Panel Discussion

**17:05 Debate On The Key Regulatory Issues**

Moderator: **Jeremy Foster**, *Marketing Director, Ericsson*

- Increasing societal benefits of IPTV and BB infrastructure
- Key Media Policy consideration for online and on-demand media world
- Making sense of Information management policy challenges
- Best practices in regulating new interactive on-demand media services
- Converged regulation the new policy frontier

Panelists:

**Erik Almqvist**, *Director Nordic TIME practice,*  
**Arthur D. Little**

**Helene H Miksche**, *Senior Legal Counsel,*  
**Bird & Bird**

**Rene Summer**, *Director Government & Industry Relations,*  
**LM Ericsson**

*Additional panelists TBA*

**18:00** Close of Workshop

## About the Workshop Leaders:



**Rene Summer**,  
*Director Government & Industry Relations,*  
**LM Ericsson**

Rene Summer is a Director of Government and Industry Relations, Group Function Sales and Marketing, at Ericsson. He has a global responsibility in the policy area of media, content, media convergence, IPTV and mobile TV.

Rene is responsible for related policy research, policy formulation and policy promotion in areas of Telecom regulation, TV-broadcast regulation, Media regulation, copyright, advertising, state aid and consumer privacy. He is also chairman of Regulatory Committee under the Board of Open IPTV Forum.



**Erik Almqvist**,  
*Director Nordic TIME practice,*  
**Arthur D. Little**

Erik Almqvist is a Director of Arthur D. Little based in Stockholm, Sweden and leads the Telecommunications, IT, Media and Electronics Practice for the five Nordic countries. He is the lead author of several international white papers on IPTV, open standards and content rights and conducts research and client work in the fields of broader implications of technologies and communications to society including economic, environmental and social effects.



**Helene H Miksche**,  
*Senior Legal Counsel,*  
**Bird & Bird**

Helene joined Bird & Bird's Stockholm office as Senior Legal Counsel in June 2007 and is responsible for TV/Broadcasting and Film and specializes in providing legal services to clients within the media sector.

She represents several clients within the media industry, in the field of production, distribution, talents, social media etc. Her practices, both from a commercial and a regulatory perspective, are media, entertainment and copyright law, publicity/privacy rights, free speech right and defamation, trademark and unfair competition law.