

# Media Connect

## Creating & financing multi-screen content

Regulation and the broadcaster's day-to-day business

**When? >>>**

Thursday,  
24 January 2013

**Where? >>>**

RTL Belgium Avenue  
Jacques Georgin 2  
1030 Brussels





# Heikki Rotko CEO, MTV MEDIA

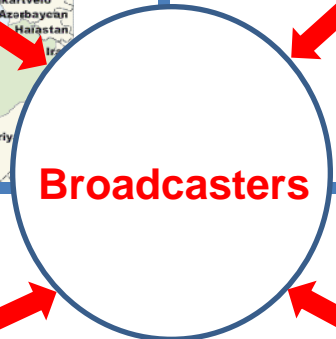
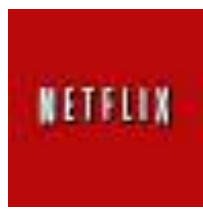
EGTA Chairman of the Board

24.1.2013 Concluding remarks



# Euro Crisis

# Silicon Valley



# Advertising regulation

# Telcos

- Alcohol
- HFSS
- AVMS directive





Device manufacturer



Social network



Search engine



Retailer

Fast Company Nov 2011: The Great Tech War of 2012

# The Living Room

world. Four billion people watch TV; in the U.S. alone, the medium generates \$70 billion a year in advertising revenue. Google, Chandra promised, was going to “change the future of television.” He turned on a prototype of Google’s new device, a set-top box called Google TV that would bring the web to the tube—and that’s when things got awkward.

but also \$74 billion in cable-subscriber fees.

That’s the idea anyway. So far the Fab Four is the Failed Four when it comes to TV.

There are many reasons for this, starting with the fact that

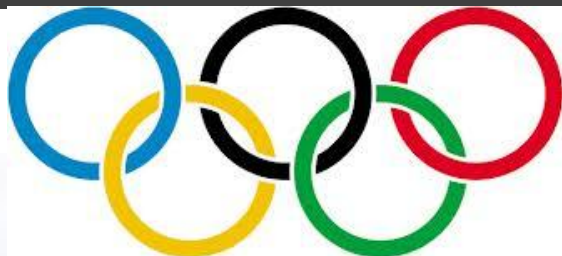






# TV or Internet – or WHAT?





**Olympic games  
– broadcasting  
and media  
rights??**

