

egta position paper on Connected Television- *November 2012.*

egta is the trade association of television and radio sales houses that commercialise the advertising space of both private and public TV/radio channels all over Europe.

- 87 TV members and 34 Radio members
- 28 European countries including 23 EU Member States
- More than 75% of the European TV advertising market and 50% of radio advertising market in countries represented by the egta members

As Connected Televisions become more prevalent on the market, and in view of the forthcoming policy paper from DG Connect on this issue, egta feels it is important to put forward its position in order to maximise its potential for the public and the broadcasting industry. egta would ask for the following proposals to be taken into consideration:

Broadcasters and sales houses need protection against the unauthorised exploitation of their services by third parties, especially in cases where third parties might remove or add commercial communications or use broadcaster's audiences for their own purposes which could include alteration of their display and any insertion of additional advertising. Such practices would clearly undermine the broadcasters' mission and commercial revenue.

Most of the current regulatory obligations, which apply to linear TV editors, do not apply to Internet content providers. The differences in regulatory treatment are most apparent on connected TVs since they display, on the same screen, regulated audiovisual media content and less regulated Internet content.

It must be the viewers' decision whether or not to access third-party material and to open new windows and to position and size such windows as they wish. Thus, no content or other material must be displayed on screen at the same time as the television picture (whether as an overlay or in a separate frame) without the active decision (or individual request) of the individual user. Furthermore, viewers should be allowed to continue to view primary content while opening new windows for other content from broadcasters.

As they invest heavily in programmes and services, broadcasters have a vital interest in ensuring that the content they provide is displayed on screen in an unaltered form, without unauthorised overlays. Preserving the quality of the broadcasting picture assures the broadcasters' services, reputation and credibility. This is equally the case for media content and media services delivered via the Internet.

Content must remain easily findable and accessible for viewers. Viewers must be enabled to access any application or portal provided by broadcasters while watching their channels. Providers of hybrid TV portals and other intermediaries must guarantee access and audiovisual programmes must be properly referenced by media search engines.

Sales houses, broadcasters, set or device makers, application or portal providers and other stakeholders must work together to protect the safety of the broadcasting environment with an emphasis on consumer protection. In particular with regard to the protection of minors, they should facilitate parental control and make their best endeavours to provide protection based on the time of viewing or to provide labelling, thus permitting viewers to make informed choices about the suitability of content.

egta believes that the above suggestions would greatly help in developing a regulatory environment which would be more reflective of the current and future market place as the broadcasting and media industries embrace the ever evolving new technologies available.