

# Hearing Federal Media Commission FMEC «Service Public»

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## What does the future look like?

Content whenever, wherever & however



Users (not TV viewers) will consume content whenever, wherever & however they want.

- Consume: passive, active, interactive
- Content: movies, series, news, games
- Whenever: linear, non-linear, streaming = individual prime time vs. collectively dominated prime time
- Wherever: indoors, outdoors on the go
- However:
  - Hardware: TV set (most likely connected to the Internet), 2<sup>nd</sup>, 3<sup>rd</sup> screen, PC, laptop, tablet, smartphone
  - Software: TV channel, web TV, apps (YouTube), ..., .., ..

Freedom of choice

## How do we define «Service Public»?



Public services are basic services that are morally, socially or culturally deemed so important that all citizens need to be able to access the service, even if it is not economically viable for private organizations.

- In the case of SRG, the Service Public should be defined, as in most other countries, in terms of types of television and radio content that are not or cannot be offered by private media companies, such as independent news, culture and education. As an economic and cultural driver in Swiss society its role could be further defined in terms of stimulating a local (private) media culture as the motor of a creative local media industry.
- E.g. provider for content of public interest such as events (Schwinger und Älplerfest, Basler Fasnacht etc.)

## What «Service Public» is not



Such a definition of Service Public excludes interactive advertising platforms like HbbTV and the prioritization of content.

**HbbTV is:** a unique and technology-based interactive advertising platform which is not suitable for web-based distribution (lack of technology)

**HbbTV is NOT:** the successor of Teletext (technology evolves further, e.g. all "Teletext features" are already available with HTML5 or other technology today). No need for HbbTV regulation (EU prohibits regulation of technology).

## What «Service Public» is not



### Signal integrity

- We fully understand and support this, but signals are already protected by copyright and related laws.
- Signal integrity's basis is respect for the content, it cannot be interpreted or stretched in such a way that it has an impact on operators' technology or investments (see HbbTV)

### Net neutrality

- Code of conduct
- Preferential treatment of SRG would go against these principles and would potentially create a disadvantage for other local players
- Competition among operators and aggregators assures access for all citizens

## What we expect from FMEC



- To focus on the mission of the public service
- To guarantee freedom of choice to citizens
- To define Service Public and assure one level playing field for all distributors and aggregators.

Thank you for your attention

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