

AGENDA

EMERG WORKSHOP ON OTT, CROSS BORDER CONTENT PORTABILITY, BIG DATA AND KEY

MARKET INDICATORS

Rome (Italy), 18- 19.10.2017

Kindly hosted by AGCOM





EMERG WORKSHOP

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OUTLINE

The workshop will cover different topics, which are of extreme relevance in the electronic communications sector, nowadays.

Regarding the OTT services, the BEREC, (Body of European Regulators for Electronic Communications) , in its report published in 2016, acknowledged that availability of OTT services is also driving a change as for the competitive dynamics and technology scenarios in communication markets. The BEREC report focuses on the relation between OTT services and electronic communication services aiming at defining the main differences and similarities between the traditional provider of electronic communication services and the new subjects, the OTT.

In 2016, the European Commission proposed the revision of the current regulatory framework, (European Electronic Communications Code), introducing the OTT players in the scope of the Directive, as new market players. In particular, the Code, which is currently under scrutiny, proposes that OTT who provide equivalent communications services to those provided by traditional telecoms operators are covered by similar rules, in the interest of end-user protection. However, the Commission has been careful that such regulation is not extended unduly, but all different emerging models for over-the-top services will be progressively introduced in the scope of the current regulatory framework, in order to ensure a level playing field.

Furthermore, the workshop will provide with some ideas regarding the evaluation of the impact of the OTT services in the electronic communication market in terms of market power and Telco operators' strategies.

The second session of the workshop will deal with the cross-board content portability, as the right of the consumers to enjoy of contents legally purchased in its country of residence also when abroad. The EU approved recently a Regulation on this regard: Regulation (EU) 2017/1128 of the European Parliament and of the Council of 14 June 2017 on cross-border portability of online content services in the internal market.

As it is for the application of the Roaming-Like-At Home Regulation, also the portability of contents presents some criticisms because on one hand it grants the consumers with the right of have access to the contents purchased in its own country also abroad, but on the other hand there is the need to prevent the circumvention of the Regulation itself leading to a distortion of the market competition.





In the third session of the workshop, Big data will be the focus of the presentations and of the discussion among the EMERG Members. Building a data economy is part of the European Digital Single Market strategy. The EU initiative aims at fostering the best possible use of the potential of digital data to benefit the economy and society.

Generally, the free flow of non-personal data has been considered a leverage for boosting a competitive data economy in the Digital ecosystem: the aim is to allow companies and public administrations to store and process non-personal data wherever they choose.

Furthermore, Digital B2B platforms and data-driven business models are the engine of Europe's growth, industrial transformation and job creation. They have grown dramatically over the past decade and are affecting every industry. By harnessing the intelligence of big data and digital platforms, European industries can enhance productivity and performance, increase profitability, strengthen their competitive advantage, reduce risk, and pave the way for innovation.





AGENDA

Wednesday, 18 October 2017	
1. Opening of the meeting an adoption of the agenda	
Title	Draft Agenda
Document	EMERG (17) 25
Background:	Opening of the meeting from the EMERG Chair (AGCOM) and the Chair of the workshop (CRA) and adoption of the agenda.
Action required:	To agree on the agenda and identify any points to be raised under AOB.
2. Over-The-Top services in the upcoming review of the European Regulatory Framework	
Title	BEREC 2016 Report on OTT services". A comparison between OTT services and electronic communication services to get a level playing field.
Document	EMERG (17) 26
Action required:	To take note.
Title	Overview of the most recent European legislative proposals in relation to OTT players in the electronic communication market.
Document	EMERG (17) 27
Action required:	To take note.
Title	Telco operator strategies in the converging Telco-OTT markets and regulatory implications
Document	EMERG (17) 28
Action required:	To take note.
Title	Market definition and market power considerations for OTT-0 and OTT-1 services
Document	EMERG (17) 29
Action required:	To take note.
3. Impact of the OTT services in the electronic communication market	
Title	Impact of the OTT services in the electronic communication market in Spain – Main Statistics
Document	EMERG (17) 30
Action required:	To take note
Title	Key Market Indicators to evaluate the impact of OTT players in the electronic Communication market.
Document	EMERG (17) 31
Action required:	To take note.





Title	OTT market overview and its development in Italy with a special focus on OTT audiovisual services.	
Document	EMERG (17) 32	
Background:		
Action required:	To take note.	
4. Cross-Border content portability in the EMERG countries		
Title	Cross-Border content portability in EU as a consumer's right. A country case	
Document	EMERG (17) 33	
Action required:	To take note	
5. Plenary Discussion		
Title	Plenary Discussion about the main outcomes of the Questionnaires on OTT and cross border content portability policies in the EU and Southern Neighboring Countries	
Document	EMERG (17) 34	
Action required:	To take note and agree on a best practice target picture	

Thursday 19 October 2017

6. Big Data + Regulatory Authorities – Where are we heading to?		
Title	The value of big Data and the role of the institutions in promoting a data driven economy	
Document	EMERG (17) 35	
Action required:	To take note	
7. Building a data driven economy on the basis of Big Data benefits to the economy and society		
Title	Big data and digital platforms in the Digital Single Market Strategy. AGCOM experience.	
Document	EMERG (17) 36	
Action required:	To take note	
8. Plenary Discussion		
Title	Plenary Discussion about the main outcomes of the Questionnaires on Big Data and digital platforms considerations in the EU and Southern Neighboring Countries	
Document	EMERG (17) 37	
Action required:	To take note and agree on a best practice target picture	





9. Recommendations		
Title	Recommendations	
Action required:	To agree on a common recommendation for next Plenary	
10. Closing remark and AOB		

