



verbraucherzentrale

Bundesverband

GEOBLOCKING IN THE DIGITAL SINGLE MARKET

Conference
1st June 2016 in Brussels

Consumer Expectations on cross-border availability of Digital Content

The European Commission's "Proposal for a Regulation on cross-border portability of digital services" is an important step towards the Digital Single Market in Europe. If implemented it will allow consumers to use paid-for digital services when travelling in Europe. However, further measures will be necessary to solve the problem of blocked or inaccessible content at large. Two EU policy issues are at the heart of the current debate on cross-border availability of online content services:

Competition policy: In March 2016 the Commission published initial findings of its e-commerce sector inquiry. It shows that blocking the access to online content and services across borders is widespread in the EU and often contractually imposed by suppliers. Also, the Commission investigates whether agreements between major film studios and national pay-TV providers, denying users from other member states access to their services, is violating EU competition law. The reform and possibly extension of the scope of the Cable Satellite Directive will also have an impact on the licensing and distribution of audio-visual services.

How should the Directive be designed in order to strike a balance between consumers' and content providers' interests? What are possible implications of the competition case for consumers, producers and distributors of films and art works and how does it impact the availability of culturally diverse works?

Film streaming services such as Netflix become increasingly popular. By obtaining worldwide licenses they challenge the traditional industry's licensing and marketing system based on exploiting local markets. How do new business models change cross-border access to digital content? How can large and small producers and distributors of audio-visual works cope with this challenge?

Programme

- 14:30 Welcome and Introduction**
Klaus Müller, Federation of German Consumer Organisations (vzbv)
- 14:45 Key Note**
Maria Martin-Prat, European Commission, Directorate-General for Communications Networks, Content & Technology
- 15:15 The EU Commission's Competition Case „Sky UK and six major US film studios“**
Giovanni Cifelli, European Commission, Directorate-General Competition
- 15:30 Portability or Online Access - What's in it for Consumers and Competition?**
Prof. Dr. Malte Stieper, University of Halle (Germany)
- 15:45 Questions from the Audience**
- 16:00 Coffee Break**
- 16:30 Panel Discussion**
Gilles Bordelais, European Parliament, Office Julia Reda MEP
Renate Dörr, ZDF - German public broadcaster
Dan Maag, Pantaleon Entertainment AG & Pantaflix
Klaus Müller, vzbv
- 18:00 Get together with Snacks and Drinks**

Moderator: *Jennifer Baker*, Journalist





REGISTRATION

Please confirm your participation before 20 May 2016 by sending an email with your full name and affiliation to digitales@vzbv.de

Eventlocation

Representation of the State of Baden-Württemberg to the European Union

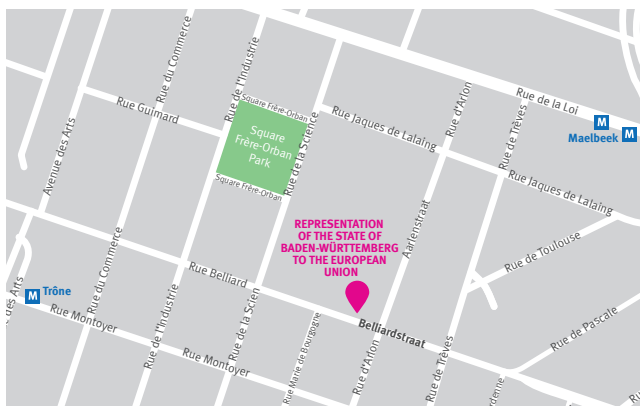
Rue Belliard 60-62
1040 Brussels

How to get there

By metro: The nearest metro stations are Trône (line 2 and 6) and Maelbeek (line 1 and 5)

By train: The main stations Brussels Midi, Brussels Central and Brussels Nord are connected to Brussels Luxembourg.

By bus: Busses 12 (Airport-Shuttle), 21, 22, 27, 34, 54, 64, 95 and 21 from Brussels Airport to Place de Luxembourg.



Contact

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