



**OECD COMMUNICATIONS OUTLOOK 2001**  
**Broadcasting Section**

**Country: Italy**

**Date completed: 27.09.2000**

# BROADCASTING

## **Broadcasting services available**

### **1. Please provide details of the broadcasting and cable television services available in your country.**

Infrastructure provision for following service	Number of licensed operators (2000)	Number of privately owned companies <sup>1</sup>	Number of public service organisations <sup>2</sup>
Terrestrial TV (National coverage <sup>3</sup> )	8 (Operators) 11 (networks)	7	1
Terrestrial TV (Local coverage <sup>4</sup> only)	616 (channels)	431	-
Terrestrial radio (National coverage)	17 (operators)	13	1
Terrestrial radio (Local coverage only)	1801 (channels)	1257	-
Cable television service <sup>5</sup>	1 (operator)	1 (yes)	-
Analogue direct broadcast satellite (DBS) service	3	2	1
Digital DBS service	3 (active operator) 33 (applications)	2 (active) 32	1 1

<sup>1</sup> Defined as private sector companies holding one or more licences for service provision.

<sup>2</sup> Including state-owned corporations or institutions holding one or more licences for service provision.

<sup>3</sup> A service with national coverage is defined as a service by a group of television or radio stations distributing a majority of the same programming, that are licensed on a national or regional basis but collectively provide nation-wide coverage. Affiliating companies of the nation-wide broadcast network are included in this category. If new operators have been licensed to provide national coverage in the last three years but are at the stage of rolling out networks please include these operators in the total.

<sup>4</sup> A service with local coverage is defined as a service by a group of television or radio stations that are licensed on a national or regional basis but distribute the programming in the local area only. If new operators have been licensed to provide local coverage in the last three years but are at the stage of rolling out networks please include these operators in the total.

<sup>5</sup> Please indicate if more than one organisation is permitted to own and operate cable television infrastructure in the same area.

**1. Please provide details on the major terrestrial TV broadcasting companies which have national coverage in your country<sup>6</sup>.**

Name of national terrestrial broadcaster ( <i>Broadcaster/Networks</i> )	Ownership status (private or public)	Analogue or digital service or both	If digital		Relationship with transmission network owner <sup>7</sup>
			Free to Air (FTA) <sup>8</sup> or subscription	Number of channels	
<i>RAI (Rai 1, Rai 2, Rai 3)</i>	<i>Public</i>	<i>analogue</i>			<i>(a)</i>
<i>RTI (Canale 5, Italia 1, Rete 4*)</i>	<i>Private</i>	<i>analogue</i>			<i>(a)</i>
<i>Cecchi Gori (2 companies) (TMC 1, TMC2)</i>	<i>Private</i>	<i>analogue</i>			<i>(a)</i>
<i>Europa TV 7</i>	<i>Private</i>	<i>analogue</i>			<i>(a)</i>
<i>Telemarket (Elefante)</i>	<i>Private</i>	<i>analogue</i>			<i>(a)</i>
<i>Tele+Bianco (Tele+nero *)</i>	<i>Private</i>	<i>analogue</i>			<i>(a)</i>

\* To be broadcasted on satellite

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<sup>6</sup> A service with national coverage is defined as a service by a group of television or radio stations distributing a majority of the same programming, that are licensed on a national or regional basis but collectively provide nationwide coverage. Affiliating companies of the nation-wide broadcast network are included in this category. If new operators have been licensed to provide national coverage in the last three years but are at the stage of rolling out networks please include these operators in the total.

<sup>7</sup> Options include:

- (a) broadcaster owns network
- (b) broadcaster has a commercial relationship with a privately owned network
- (c) broadcaster has a commercial relationship with state owned network
- (d) broadcaster has non-commercial relationship with state owned network
- (e) other; please describe.
- (f)

<sup>8</sup> A free to air (FTA) service is one which is available to viewers without paying a direct fee.

**1. Please provide details on the major cable and satellite broadcasters and transmission networks in your country.**

	Name of broadcaster	Number of channels in premium service		Does the broadcaster own the transmission network? If not, who does?	Is the transmission network used to deliver more than one broadcasting service?
		Analogue service	Digital service		
<b>C A B L E</b>	<b>Stream</b>	0	20 (basic service) + 10 Interactive	Yes	No
<b>S A T E L L I T E</b>	<b>Stream</b>	0	18 (basic service) + 10 Interactive	Partially	(*)
	<b>D+</b>	0	25 (basic service)	Partially	(*)
	<b>RAI</b>	3	6 (FtA)	Partially	(*)
	<b>Mediaset</b>	0	3 (FtA)	Partially	(*)

(\*)-Satellite is owned by the satellite operator

**1. What was the price of a subscription service in the largest city of your country on 1st January 2000? Basic service corresponds to the least expensive option to a customer and premium service the most expensive option. (Local currency, current prices)**

	Name of operator	Connection fee (ITL)	Basic service		Premium service	
			Monthly subscription fees (ITL)	Number of cable channels included in the basic option (excluding free services)	Monthly subscription fees (ITL)	Number of cable channels included in the premium option (excluding free services)
<b>Cable Television</b>	Stream	50.000	19.000	23	74.000	26

<b>services</b>						
<b>Satellite television service</b>	Stream	50.000	24.000	28	54.000	32
	Tele+ (D+)	89.000	31.000	24	74.000	28
<b>Digital terrestrial television service</b>	-	-	-	-	-	-

### **Communication services available on broadcasting networks**

1. Please provide details on the communication services available from broadcasting transmission networks in your country.

	<b>Terrestrial</b>	<b>Cable</b>	<b>Satellite</b>
<b>Services provided over the network, e.g.</b> FTA broadcasting, Subscription broadcasting, Telephony, New digital services, Internet access	-FTA -Subscription broadcasting	-Subscription broadcasting -New digital services(*)	-FTA -Subscription broadcasting -New digital services (*)
How many cable and satellite operators are providing telephony and internet access services?	0	0	1 (operating for business customers; to residential customers from 15 Oct) (ISP)
Regulatory Restrictions <i>See the following table</i>			

<b>Regulatory Restrictions</b>	<b>Analogue</b>	<b>Cable</b>	<b>Satellite</b>
Access to infrastructure or transmission services	No	No, but the CATV must comply with the CATV UE Directive	It is required a licence for up-link transmission. The owner of the trasponder must provide access under non discriminatory conditions
Providing access to conditional access systems	Not applicable	No but the industrial property rights holders relative to conditional access systems must licence those rights for the manufacturing of consumer equipment at fair, reasonable and not discriminatory conditions	No but the industrial property rights holders relative to conditional access systems must licence those rights for the manufacturing of consumer equipment at fair, reasonable and not discriminatory conditions
Ownership restrictions	No more than two broadcast licenses for each subject. Reciprocity applies under WTO conditions	No restrictions	No restrictions
Restrictions on services which can be provided	Broadcaster can provide tlc service as long as they keep accounts relative to radio and television business separate from those referring to the telecommunications activities, while the holders of concessions for national broadcasting are obliged to set up separate companies for offering the services.		Broadcaster can provide tlc service as long as they keep accounts relative to radio and television business separate from those referring to the telecommunications activities, while the holders of concessions for national broadcasting are obliged to set up separate companies for offering the services.

## Digital television

1. (a) Please indicate on which transmission networks digital television is (or will be) available and whether it is provided as a subscription service or FTA. Also indicate the year in which the service first became available (or will become available).

	Terrestrial	Cable	Satellite
FTA	will		Is (1997)
Subscription	will	is	Is (1997)

(b) Please provide data indicating the take-up rate of digital television by consumers, such as percentage of households with a digital television receiver.	11% of total households (some 2,1 mln as of June 2000) (households able to receive digital TV transmissions using set top box)
(c) Do regulations restrict the type of services which digital broadcasters can provide? If so, please provide details.	No difference between analogue/digital technology; but digital satellite broadcasting content is ruled more flexibly than terrestrial analogue television. In general terms the regulation is applied on the type of broadcaster (i.e. commercial, community, teleselling etc.) rather than on a particular service. See tab 5 for satellite regulation
(d) Are digital terrestrial broadcasters required to provide a simulcast service in analogue and digital? If so, please describe the requirement.	Simulcast service is allowed (but not required) for digital satellite.

## Broadcasting regulatory framework

1. Which organisation(s) administer the following services (carriage and content) in your country and what are their main responsibilities? Please mention agencies dealing with spectrum allocation and management, and providing licences.

<b>Terrestrial broadcasting service</b>	Ministry of Communications: Concession and Authorisation (analogue, national /local broadcasters TV), frequency plan (allocation); AGCOM: frequency plan (planning), competition rules enforcement, set top box specifications, list of major events (TVSF Directive, 89/552 EEC modified by 97/36/EC), authorisation/content and technical regulation for satellite digital (FtA/CAS), advertising thresholds verification, political pluralism monitoring, ruling on concessions (issued by Ministry), verification of European works quotas (TVSF Directive).
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<b>Cable Television service</b>	Ministry of Communications
<b>Direct broadcast satellite (DBS) service</b>	See above in the table.

**1. How would a carriage network which delivered television, telephony and internet services be regulated in your country?**

According to EU CATV Directive. Anyway this is increasingly the case with ordinary PSTN and no specific regulation is applied.

**1. Please provide a description of significant recent policy changes affecting the provision of broadcasting services, as well as any draft laws, or regulatory proposals to be implemented in 2000-2001.**

The recently disclosed (July 2000) White Book released by AGCOM, presents various scenarios on how to introduce by the year 2006 the DTT.

Two main scenarios are envisaged:

- a) Smooth and immediate transition from analogue to digital terrestrial based on available resources, starting from 2002, without implementation of PNAF (frequency allocation plan)
- b) Digital start up (probably in 2003-2004) after full implementation of PNAF

A draft Law (n.1138) concerning the structure reform on audiovisual sector is under discussion in the Parliament

The Law 122/1998 has partially implemented the Television Without Frontiers Directive provisions in this field (89/552/EEC as modified by 97/36/EC).

The AGCOM has adopted on March 16th 1999 a specific ruling to implement the respect of European works quotas and works by independent producers. The main provisions are:

\* each national broadcaster must devote to European works more than half the monthly programming time. The percentage must be respected also during prime time (18.30 - 22.30). The respect of the threshold is verified by AGCOM;

\* whereas one subject owns several channels, the percentage is calculated on the total airing time of such channels, with a minimum 20% threshold calculated on each of such channels;

\* European works can be funded by the fraction of the total net TV advertising revenues as specified in the Law 122/98;

\* Thematic channels, ie those channels whose programming content dedicated to a single theme is equal or more than 70% of the total airing time, can be exempted by the general obligations in this ruling, by asking an explicit derogation to the AGCOM.

A satellite television broadcasting ruling has been recently issued by AGCOM (March 2000).

**1. Please indicate whether public service obligations in broadcasting regulations have changed since 1998 and provide details of any changes.**

The new public service contract binding RAI to provide PSO, was approved by the Parliament in Spring 2000. It is quite similar to the previous one.

**1. Please indicate whether regulations concerning content have changed since 1998. Please provide details of any changes in relation to:**

<p><b>Local content requirements</b></p>	<p>The ruling on concessions for private television broadcasting on terrestrial frequencies</p> <p>Issued by AGCOM on December 1st, 1998, this ruling modifies the existing regulation (dating back to the law 223/6 august 1990) in order to comply with the most recent legislation and the market evolution.</p> <p>The core provisions of the concession determination are the following:</p> <ul style="list-style-type: none"> <li>* new conditions for the concession assignment (minimum capitalisation, indication of the reference broadcast area and of the reference service area, compliance of all the technical equipment with the international (ETSI and ITU) standards or technical rules);</li> <li>* definition of a new set of operators and guidelines for operators (information broadcaster, community b., social monothematic b., commercial b. tele-shopping b., conditioned access broadcaster);</li> <li>* definition of binding rules, imbedded in the concession title (programmes quality, protection of minors, advertising, information duties, right of reply etc.);</li> <li>*incentives for the development and for the use of digital technology.</li> </ul>
<p><b>Must-carry requirements</b></p>	<p><i>No changes since 1998</i></p>

<b>Community standards</b>	<i>No changes since 1998</i>
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1. Please indicate whether regulations concerning ownership and market entry (for terrestrial, cable and satellite) have changed since 1998. Please provide details of any changes in the following areas:

<b>Limitations on number of stations</b>	<i>No changes since 1998</i>
<b>Foreign ownership</b>	<i>No changes since 1998</i>
<b>Cross media and cross sector provisions</b>	<i>No changes since 1998</i>
<b>Other restrictions on ownership</b>	<i>No changes since 1998</i>

## **Convergence**

1. Under the communication regulation existing in your country how would services provided over the Internet, which some have likened to broadcasting services (e.g. audio and video services transmitted over the Internet) be defined and treated?

An increasing number of TV shows are “broadcast” over the Internet. Currently this is not regulated with specific provisions.

1. Would a video-on-demand service be treated differently in terms of regulations, according to the transmission methods (for example, PSTN, cable or satellite)?

Currently cable/satellite are subject to a lighter regulation than analogue terrestrial television but VOD is offered, in practical terms, only over cable / satellite (using PSTN as a return channel)

**1. Under the communication regulation existing in your country how would conditional access services, such as in digital DBS services, be treated?**

Existing regulations deal with the adoption of transmission and conditional access systems as well as technical standards for coding/decoding, irrespective of broadcasting mean (cable, terrestrial, satellite). The main aim is to facilitate compatibility among various players and to protect the consumers interest.

On April 7, 2000 (Determination n.216) AGCOM approved a Regulation concerning the definition of common standards for pay-TV decoders. Pursuant to law 78/99, a so called single decoder will be compulsory in Italy from 1 July 2000, consequently the regulation will enter into force on the same day and apply to broadcasters established in Italy according to the Television without frontiers Directive 89/552/EEC, as amended.

The regulation specifies that all pay TV decoders lawfully produced and distributed in other EEA countries may freely circulate in Italy. The new provisions apply to both set-top-boxes and integrated TV sets (IDTV) but broadcasters may choose between Simulscrypt and Multicrypt systems. Consumers are granted all conditional access digital programs and the reception of free-to-air broadcasting through the same decoder, the definition of how to pursue this aim is left to the interested parties, namely, the two digital platforms D+ and Stream. In particular before June 20, 2000, they have to inform AGCOM about how they intend to accomplish this obligation.

In order to promote the development of digital terrestrial television (DTTV), the minimum technical requirements laid down in Annex A of the regulation will only apply to the reception of free-to-air broadcasting. Before June 2002, the latter mentioned rules will be revised, to take into account the results of the experimentation and the distribution of DTTV services in Italy.