

# Multiplatform Access and Enhanced Competition

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## Promoting Multiplatform Competition

- The platforms: cable, DBS, DTTV, BPL, video using IP
- Lower entry barriers
  - ◆ Spectrum allotments
  - ◆ Prohibit exclusive cable franchises
- Regulatory Issues
  - ◆ Program access regulations
  - ◆ Access to retransmitted broadcast signals for all multi-channel platforms
  - ◆ Requirements regarding content provider access to multi-channel platforms
    - Broadcast signal carriage, commercial leased access, PEG channels, DBS public interest requirements



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## Impact of Increased Channel Capacity

- Accompanied by move to pay television
  - ◆ Universal service issue
- Lower distribution cost will expand the range of remunerative programming
- Relative channel capacity of DTTV and other platforms (cable, DBS)
  - ◆ DTTV as a substitute or a complement??
- Capacity still scarce, so
  - ◆ Pure open access unlikely
  - ◆ But impact of any mandatory access requirements may be lower



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## Plurality/Cultural Diversity Goals

- Content goals differ widely across countries
- Reduced distribution costs means market provision of more “public interest” programming
- Case for intervention based on “market failure”
  - ◆ No user fee for Free to Air television
  - ◆ Non-rival consumption (one person’s consumption does not reduce availability for others)
  - ◆ Divergence of private and social costs or benefits (“externalities”)
- Pay television addresses one of the “failures”
  - ◆ Subscription fees enable production of additional valuable programming



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## Challenges to Achievement of Plurality/Cultural Diversity Goals

- Increased channel capacity means audience fragmentation
  - ◆ Lower revenue for advertiser-supported channels
  - ◆ Lower viewing of public service programming regardless of financing method
- Traditional policy tools less effective
  - ◆ “Old” method is government programming requirements plus subsidy in cash and/or spectrum grant
- New methods may need to emphasize direct subsidy more
  - ◆ The “Public Service Publisher” model under discussion in the UK
    - Separate subsidy from a particular distribution platform



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## Video Service Delivered via IP: A New Competitor??

- Further reduction in distribution costs
- More viewer/user control
- More audience fragmentation
- Global connectivity means limits on national regulation
- Universal service issue
- “Constructive availability” of vast quantities of content—do users want “a la carte” access or the services of an “aggregator?”
  - ◆ Channel providers
  - ◆ Cable/DBS operators
  - ◆ Electronic Program Guide +Personal Video Recorder
  - ◆ Internet portal (Google, Yahoo)



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## FOR MORE INFORMATION ABOUT US REGULATION AND POLICY SEE

[www.fcc.gov](http://www.fcc.gov) [FCC website]

[www.fcc.gov/Reports/1934new.pdf](http://www.fcc.gov/Reports/1934new.pdf) [link to the  
Communications Act of 1934]

<http://wireless.fcc.gov/rules.html> [link to Title 47 of the  
Code of Federal Regulations]

[www.dtv.gov](http://www.dtv.gov) [information on digital television]

**THANK YOU**



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