



Regulation in a Converged World

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1. **About Video Networks**
2. **The regulatory environment for converged enterprises**
3. **Self-regulation and ATVOD**
4. **Self-regulation in practice**
5. **The self-regulation dividend**

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DEMAND MORE,
DEMAND



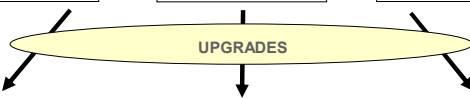
DIGITAL TV
ON-DEMAND MOVIES
BROADBAND

+
FREE CALLS
EVENING & WEEKEND

VNL Product Offering

Entry level
£ 27.50

1 Mb Broadband	+	Digital TV - Over 60 broadcast, on-demand & radio channels - 1000 movies on-demand	+	Telephony Unlimited free evening & weekend calls
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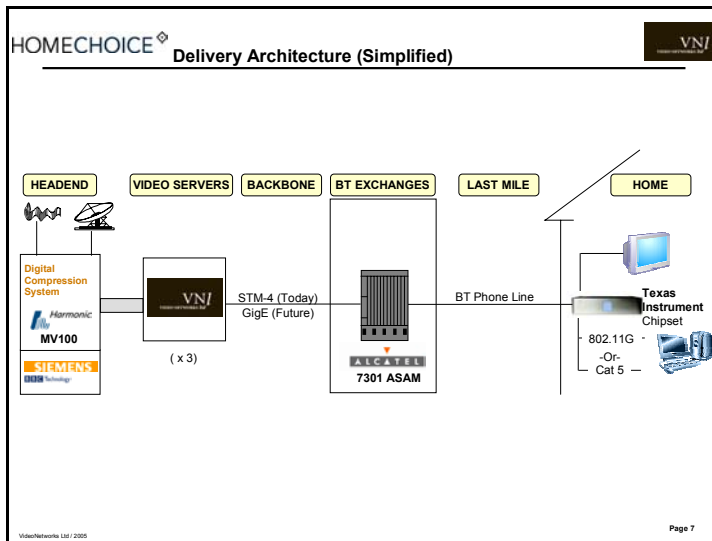


Broadband 2Mb - £7.50 4Mb - £17.50	Digital TV Family Pack - £ 10 (additional 30 channels) SVOD Movie Channel - £5 Sky Sport & Sky Movies- from £23.50 + Many Others	Telephony Free Anytime calls - £5 (4Mb) - £7 (2Mb) - £9 (1Mb)
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Proprietary STB - MPEG 2/4 Capable

VNL Set-Top Box & Remote





- HOMECHOICE**
1. About Video Networks
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- Page 8

HOMECHOICE Our regulatory environment

Telephony	Broadcast		Internet		On Demand
Ofcom	Ofcom		Ofcom / Unregulated		ATVOD
General Conditions of Entitlement	Channels	Cable services	Connectivity	Content	Contract
	TLCS	General Conditions of Entitlement	General Conditions of Entitlement	Unregulated	
State Regulation	State Regulation		State Regulation	Unregulated	Self Regulation

Page 9

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ATVOD: The Association for Television On-Demand

- a self-regulatory body
- a manifestation of the UK Government's wish for light-touch regulation
- established in 2003 by five (now six) operators and service providers who had actively promoted the emergence of on-demand services

HOMECHOICE  Telewest
Broadband Kingston
Communications ON Demand Group

To fall outside the ambit of Ofcom (i.e. State) regulation, the service providers had to prepare and sign-up to a code enshrining two **Core Principles**:

•**The provision of Access Controls to protect children**

ATVOD's Members have a "responsibility to assist Subscribers in their efforts to protect Children and Young People from unsuitable material" (s3.1(ii), the ATVOD Code of Practice).

•**The provision of clear information**

ATVOD's Members have a "responsibility to provide accurate, timely and reasonably prominent guidance in relation to their offerings of (a) content reasonably expected to cause significant offence or upset to some Customers and (b) commercial services" (s3.1(i), the ATVOD Code of Practice).

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On-demand children's content gives confidence to parents



On-demand movies offer superior viewing convenience



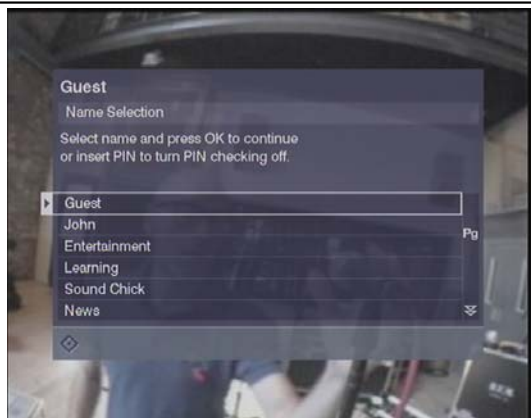
On-demand music personalises music television for the first time



On-demand TV lets viewers watch their favourite series at their own pace



A special selection of documentaries and fascinating factual programmes





NEW RELEASES

- Bridget Jones: The Edge Of... - NEW** T 15
Renée Zellweger in crowd-pleasing sequel
- Sky Captain And The World... - NEW** T PG
Jude Law & Gweneeth Paltrow save the day!
- The Terminal - NEW** T 12
For Tom Hanks - life is waiting
- Alfie - NEW** T 15
What's it all about, Jude Law?
- Hero - NEW** T 12
Love and swordplay in an Eastern epic

play free trailer save to favourites options on/off

FILM 1st **Bridget Jones: The Edge Of... - NEW**

Starring	Renée Zellweger Colin Firth Hugh Grant
Director	Beeban Kidron
Year	2004
Duration	1 hr 43 mins
Rating	15
Price	£3.50

Zellweger steps back into the oversized pants of Miss Jones, pursued again by Firth's good guy & Grant's charming cad.

Press OK to continue

play free trailer save to favourites options on/off

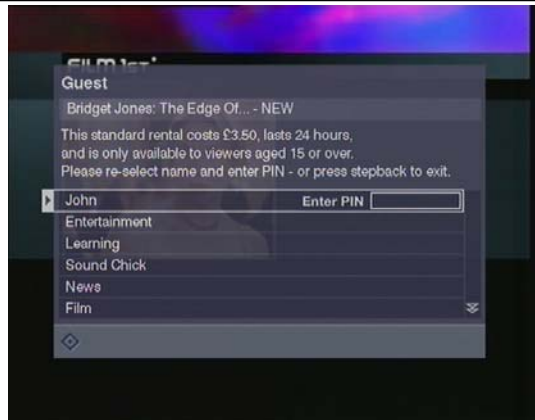
200 Film1st VOD

Bridget Jones: The Edge Of... - NEW

Zellweger steps back into the oversized pants of Miss Jones, pursued again by Firth's good guy & Grant's charming cad.

Duration: 01hr 43mins
Rating: 15

now 10:19 Information off



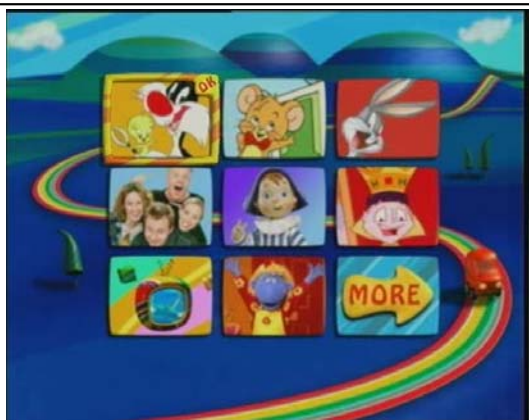
All Channels


Cash in the Attic
 BBC ONE 12:00 - 13:00 Today
 extra info - 24hrs +
 add channel to MyTV
 press for replay list


now 13:24 select this now

All Channels	12:00	12.30	13.00
001 BBC ONE	Cash in the Attic		BBC News
002 BBC TWO	Old Yell.	Laurel and H.	The Mu. C.
003 ITV1	This Mornin.	ITV Lunchti.	60 Minute M.
004 Channel 4	News at No.	Dr. Quinn, Medicine W.	Dr.
005 Five	five news at.	Home and A.	Family Affair.
006 C1	view voo Gimme, Gimme, Gim.		Location, Lo.







HOMECHOICE 


VN/ 

Minimotë
Not for grown-ups




VideoNetworks Ltd / 2005 Page 31


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1. About Video Networks
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3. Self-regulation and ATVOD
4. Self-regulation in practice
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VideoNetworks Ltd / 2005 Page 32

HOMECHOICE  **ATVOD's dividend**

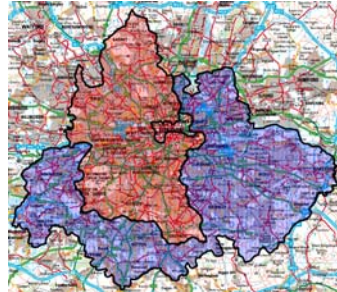
VN/ 


•Self regulation through ATVOD:


- has enabled its members to identify and adopt common standards,
- Is based on the coincidence between the self-interest of industry and the wider public interest,
- is proportionate, bespoke, flexible and dynamic,
- will help its members build consumer confidence and public trust,
- should continue to represent value-for-money,
- has helped to create an environment of regulatory certainty facilitating:
 - innovation,
 - development,
 - Investment, and
 - deployment






VideoNetworks Ltd / 2005 Page 33

- Raised in excess of £115m of capital since ATVOD's creation
- Built-out a network passing 1.29m homes in the London area
- Commercial launch in summer 2004
- Coverage area will grow to 2.4m homes in June 2005
- Nationwide "on-net" footprint likely to grow to +/- 10m homes passed



 **Launch footprint:**
• 73 exchanges; 1.29M Homes

 **Current expansion:**
• 63 exchanges; 1.14M Homes

Genre	Channels	Viewing Share ¹
Kids		# 1
Music		# 1
Film	 	# 1
Factual		# 2

DEMAND



THAN JUST BROADBAND



homechoice.co.uk
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