

AVMSD

Slovak Experience

Ľuboš Kukliš



Council
for Broadcasting
and Retransmission

Traditional broadcasting – is it still relevant?

9th of June, 2016, Prague

[#obszcz2016](#)

Implementation

VOD in Slovakia

Broadcasting

What we've learnt

Traditional broadcasting – is it still relevant?



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Implementation

December 2009



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Implementation

December 2009

No AVMS definition



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Implementation

December 2009

No AVMS definition

- TV Broadcasting
- AVMS on demand (VOD)

Implementation

Obligations beyond the scope of AVMS

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Implementation

Obligations beyond the scope of AVMS

Human dignity



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Obligations beyond the scope of AVMS

Human dignity

Protection of Minors (LS)



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Obligations beyond the scope of AVMS

Human dignity

Protection of Minors (LS)

Obligation to notify RA



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Obligations beyond the scope of AVMS

Human dignity (5 fines)

Protection of Minors (LS) (4 warnings)

Obligation to notify RA (3 warnings)



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VOD in Slovakia

60 (31.12.2015)

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VOD in Slovakia

60 (31.12.2015)

TV channel archives

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VOD in Slovakia

60 (31.12.2015)

TV channel archives

Cable operators' additional service



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VOD in Slovakia

60 (31.12.2015)

TV channel archives

Cable operators' additional service

...



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VOD in Slovakia

VOD proper

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VOD in Slovakia

VOD proper

Voyo

HBO GO

Netflix

Banaxi



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VOD in Slovakia

VOD proper

Voyo (SK)

HBO GO

Netflix

Banaxi



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VOD in Slovakia

VOD proper

Voyo (SK)

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Banaxi



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VOD in Slovakia

VOD proper

Voyo (SK)

HBO GO (CZ)

Netflix (NL)

Banaxi



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VOD in Slovakia

VOD proper

Voyo (SK)

HBO GO (CZ)

Netflix (NL)

Banaxi (CY?)



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VOD in Slovakia

VOD proper

Voyo

HBO GO 26 000 subs.

CZ+SK 2015



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VOD in Slovakia

VOD proper

Voyo	27 000 subs.
HBO GO	26 000 subs.

CZ+SK 2015



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Broadcasting

TV

86 % viewership/total pop.

Median SK 4Q 2015/1Q 2016



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Broadcasting

TV

86 % viewership/total pop.

141 digital licenses

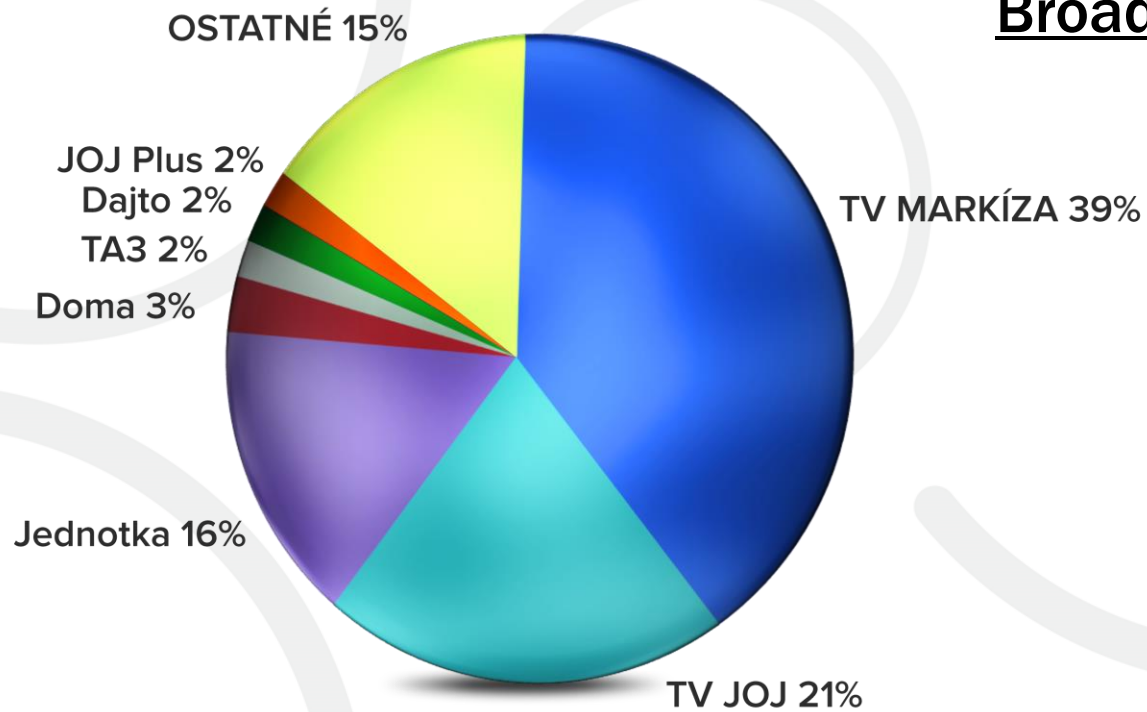


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Traditional broadcasting – is it still relevant?

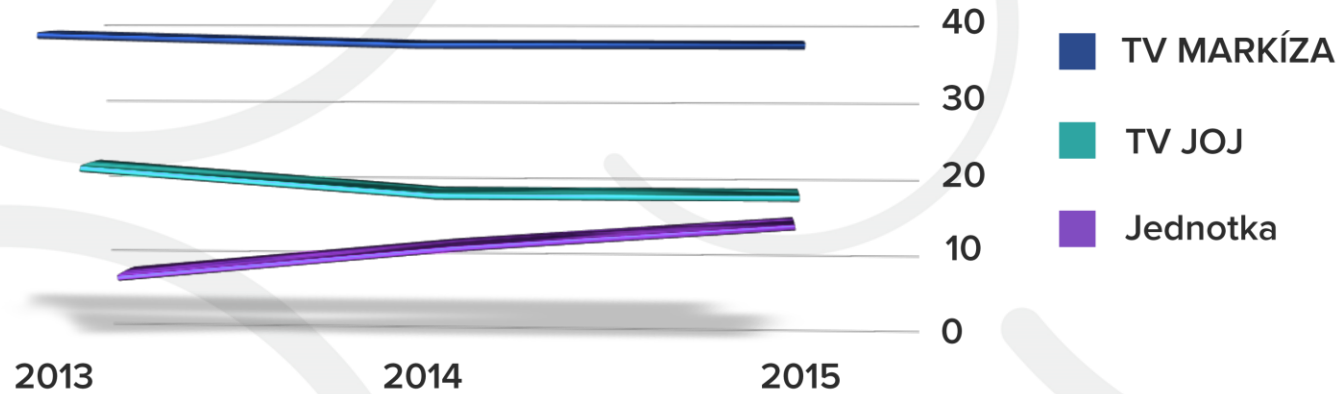
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Broadcasting



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Broadcasting

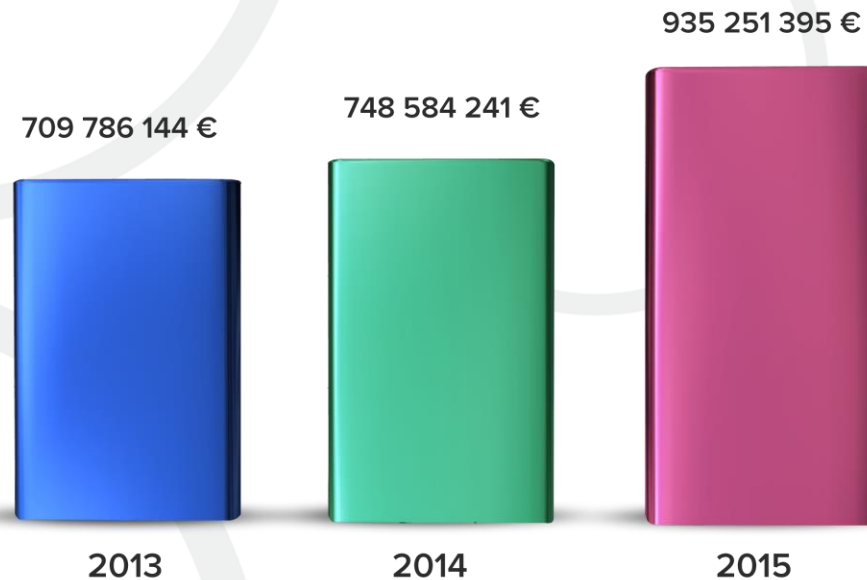


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advertising

Broadcasting

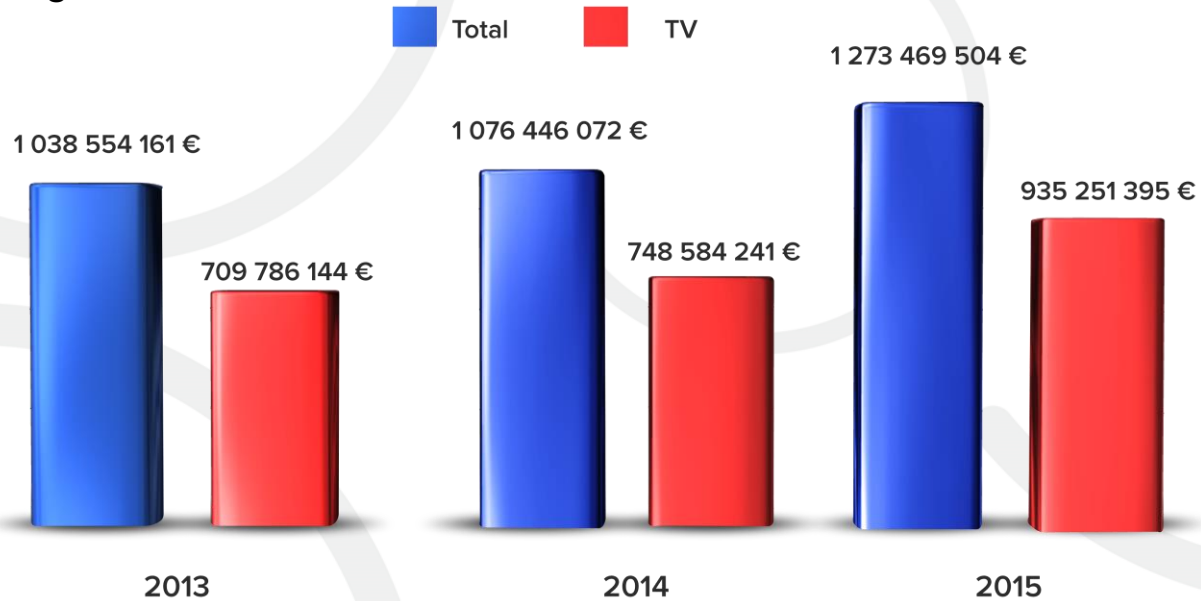


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Broadcasting

advertising



Traditional broadcasting – is it still relevant?

Implementation

VODs in Slovakia

Broadcasting

What we've learnt

Traditional broadcasting – is it still relevant?



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What we've learnt

What small market countries need...



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What we've learnt

Precision in implementation
Unification of basic elements
Consistency in interpretation

What we've learnt

Precision in implementation

COP

Not over - exclusive

Not over - inclusive



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What we've learnt

Precision in implementation

COP

crit. Head office

Editorial decisions

Workforce

Traditional broadcasting – is it still relevant?



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What we've learnt

Precision in implementation

COP

Banaxi (CY?)



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What we've learnt

Unification of basic elements

Protection of Minors - age categories

What we've learnt

Consistency in interpretation

Sponsor credits - should be incl. into AVMSD

Thank you

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