

Prominence of general
interest

Irish context

Summary

Coimisiún
na Meán

Current
provisions &
powers

New
provisions

Intended
approach

Challenges
&
opportunities

Current provisions

Basic “Must carry/must offer” obligations

Applies to:
2 PSM services
Some commercial services
2 Community TV services

Linear TV platforms only

Dispute resolution facility – never formally invoked

New provisions (yet to be commenced)

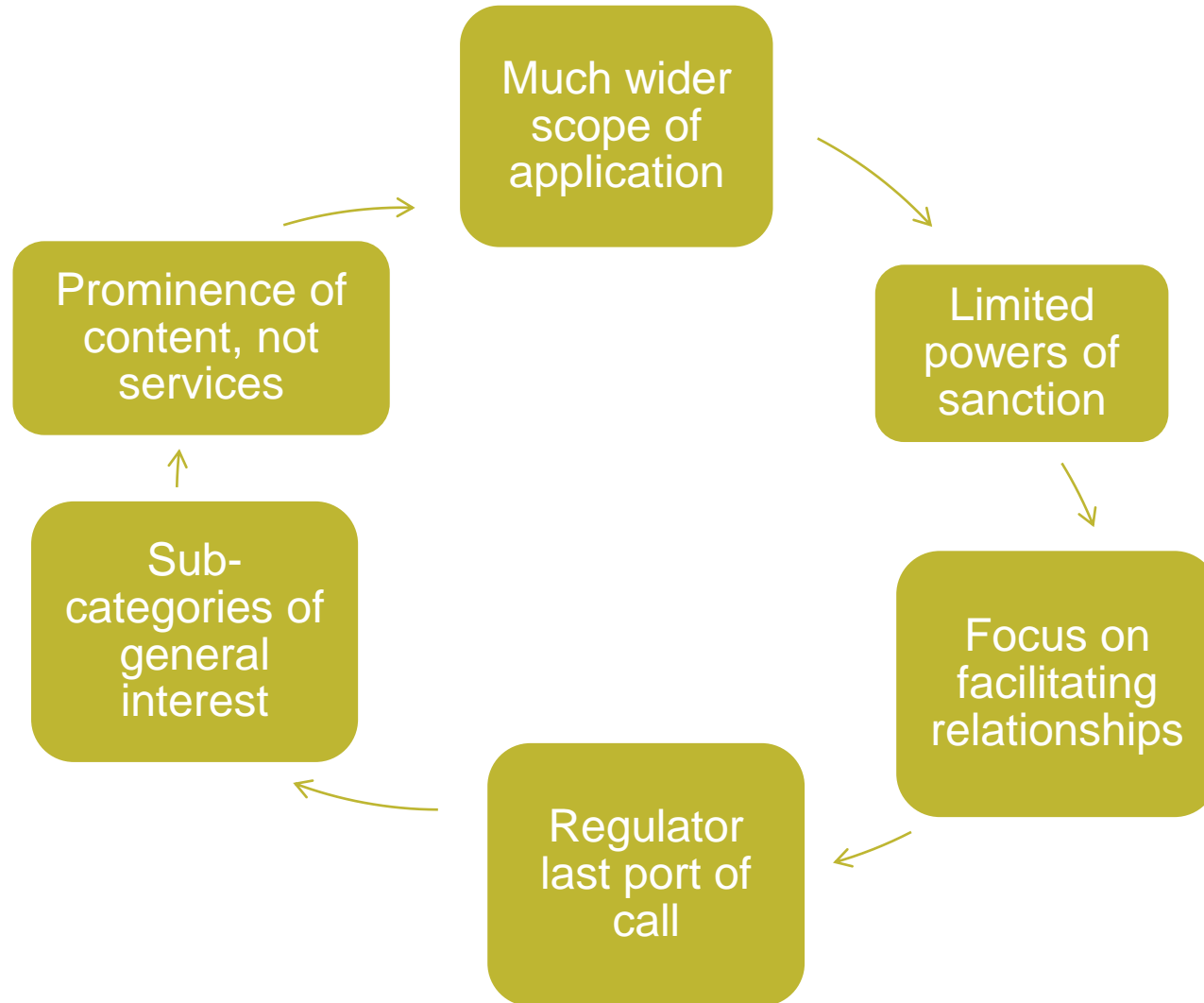
**New legal definition –
“public service provider”**

Formal designation process

**Applies to AV and on demand
services**

**Regulator to prepare Codes
& Rules**

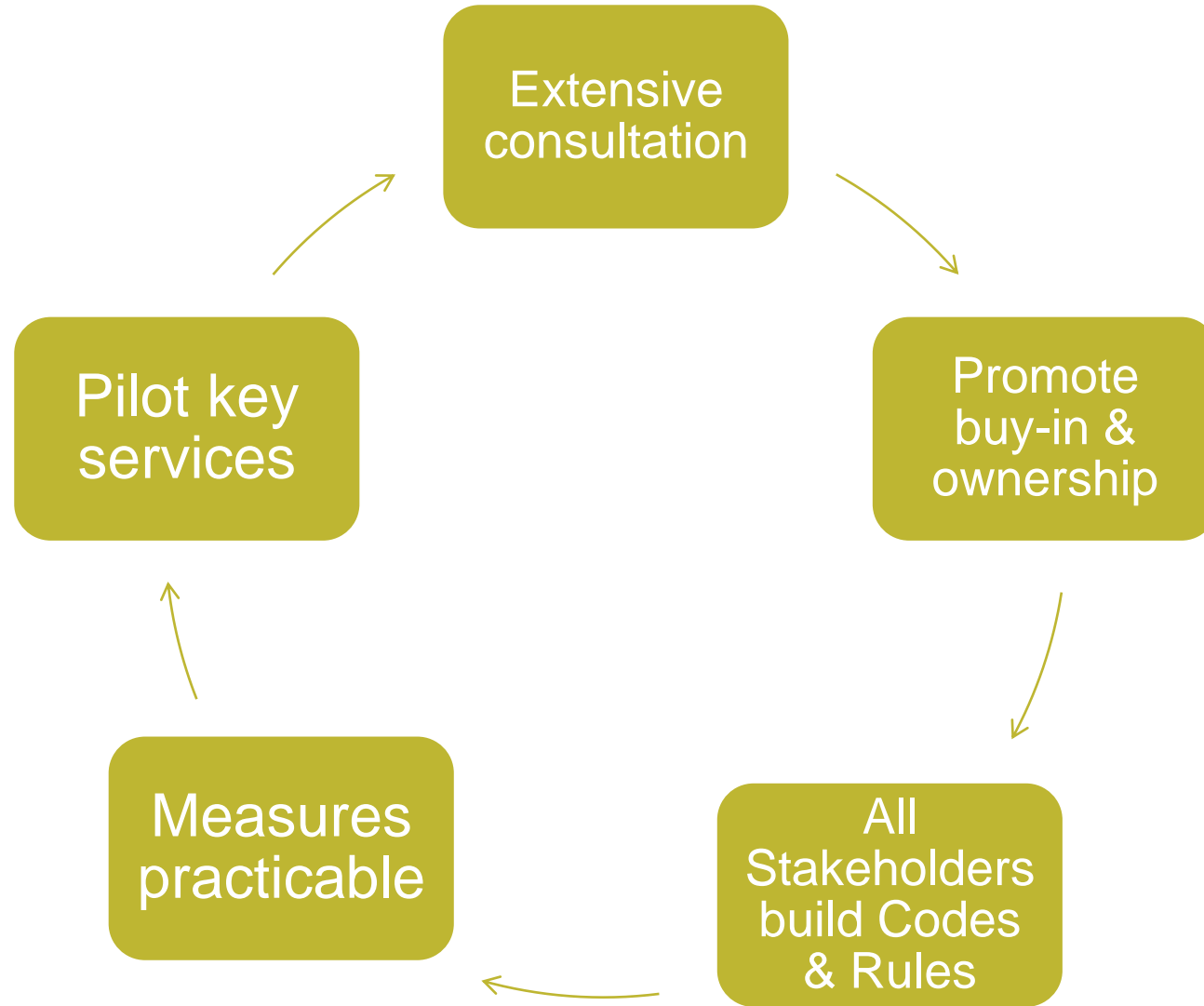
Initial observations



Subcategories of general interest content

- (a) Irish culture, history, heritage, society, sport, language, or other matters of interest to the people of the island of Ireland,
- (b) contain impartial and independent journalism,
- (c) relate to an event or issue of major importance to the people of the island of Ireland, and to people of Irish ancestry living abroad,
- (d) relate to environmental sustainability and climate change,
- (e) relate to human rights, including equality, diversity and inclusion, or
- (f) relate to science or education

Possible approach



Challenges

Non - TV providers – “must offer” = alien concept

Algorithms not just commercial journeys

Limited powers of sanction

Manage expectations

Opportunities

Widen access content to all audiences

Promote growth with young audiences

Focus content providers - “market failure content”

Localise/regionalise e-commerce providers

Opportunities (continued)

**Reset commercial arrangements
and terms of trade**

Slow decline of PSM

Legislation flexible (future proofed?)

Pro-EMFA and DSA?

Any Questions?