



CONSEIL SUPÉRIEUR DE L'AUDIOVISUEL

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The 14 proposals of the CSA's Connected TV Commission

With the objective to propose precise answers to questions which in themselves are very precise and of a different nature, the Commission succeeded in establishing a diagnosis and objectives widely shared to formulate a first set of proposals and reflections.

The TV and internet user (*télénaute*) is at the centre of attention of the Commission. The proposals and the reflections aim at favouring the creation of a sustainable and fair ecosystem around connected television. This will mean encouraging innovation while ensuring income for the creators, the TV and internet user remaining at the centre of attention.

A. The connected technology must be at the service of the consumer.

The technological environment has to allow the consumer to benefit as much as possible from the connected services and terminals.

Proposition 1: Set up at the European level the technical conditions and the standards ensuring that connected services and terminals can operate together.

Proposition 2: Ensure that all the connected terminals can adapt to the successive technical evolutions without becoming obsolete.

Proposition 3: Favour the transfer of data linked to the program broadcast.

B. The competition should be loyal between all players, for the benefit of the consumer and of the creation.

Competition should take place in fair and loyal conditions between all players, whether they are in France or not, so that the consumer in the long term benefits from a diversified offer.

Proposition 4: Appeal for the adoption of tax measures aim at limiting any imbalance in competition with the new players and to ensure a lasting effect of the financing mechanism of the creation.

Proposition 5: Adopt a code of competitive best practices.

C. The consumer must be able to become a key element of the wealth of connected television and in total security.

The development of connected television will take place along with the evolution of the activities and place the consumer at the centre of a change in which he becomes a real player.

Proposition 6: Examine the legal framework of the various activities of connected television.

Proposition 7: Extend and adapt the current measures for the protection of young viewers to the contents and the media of connected television, in co-regulation with the professionals.

Proposition 8: Reinforce certain principles regarding advertising for new services.

Proposition 9: Simplify some current rules regarding audiovisual advertising.

Proposition 10: Draw up general recommendations and best practices regarding personal data by associating the CSA, the CNIL and the competent organizations.

Proposition 11: Improve information for the TV and internet user by the implementation of a portal referencing websites for the protection of the public.

Proposition 12: Call for the launch of interprofessional studies for the adaptation of the regulatory obligations.

Protection 13: Examine the principle of preference for the services which contribute to the European creation in terms of presentation by default on the homepage.

D. The future studies on the connected TV must rely on a better understanding of practices

Proposition 14: Set up an observatory body of the usage of connected television.

Next steps

The Commission is permanent and the working groups will continue their work in 2013 by pursuing the on-going studies, by discussing new subjects but also by working on how to implement the above proposals.