APEK

Post and Electronic Communications
Agency of the Republic of Slovenia

Ljubljana Welcomes BEREC

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Media in Digital World

European Perspective

Digital Agenda for Europe

- **Who will make 200+ billion € investment**
- **Limited ARPU and consumer expectations**
- **Fragmented markets**
- **Different Member State conditions**
- **Regulatory challenges**
- **Network Neutrality, QoS**

Do we really need DAE Networks soon?

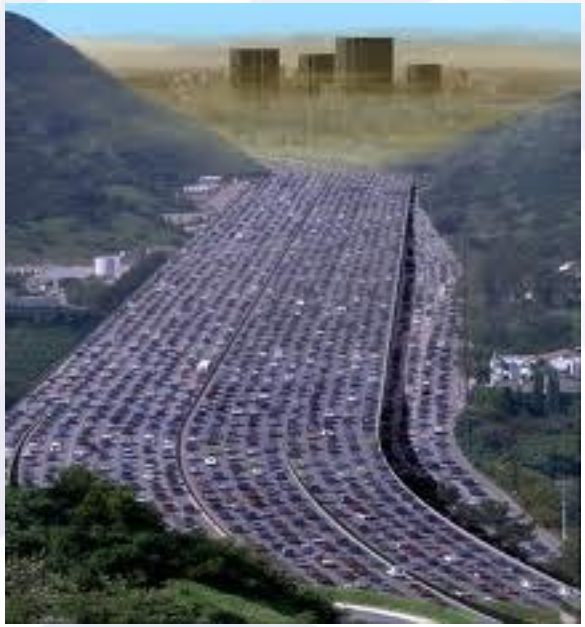
Do we have content, attractive services and demanding consumers?

Smart Next Generation Networks

- **10 x speed**
- **100 x total bandwidth capacity**
- **Major improvements in Qos and reliability**
- **Pan European standardisation of network services?**
- **Harmonisation of fixed and mobile networks**
- **High quality video will be the main content 90%+**

Sustainable Next Generation Networks

- **Investment, financing and operating costs**
- **Do no expect too much from “State Aid” - CEF?**
- **Need for efficiency and carefull planning**
- **Consumers will pay for content not for networks**



Challenges of NGA and Digital Service Platforms

Outstanding Efficiency in Capex and Opex

Support for SmartNetworks for Energy, Ecology…

Vibrant Competition in Consumer Services,

but also

eEducation, eHealth, eGovernment push

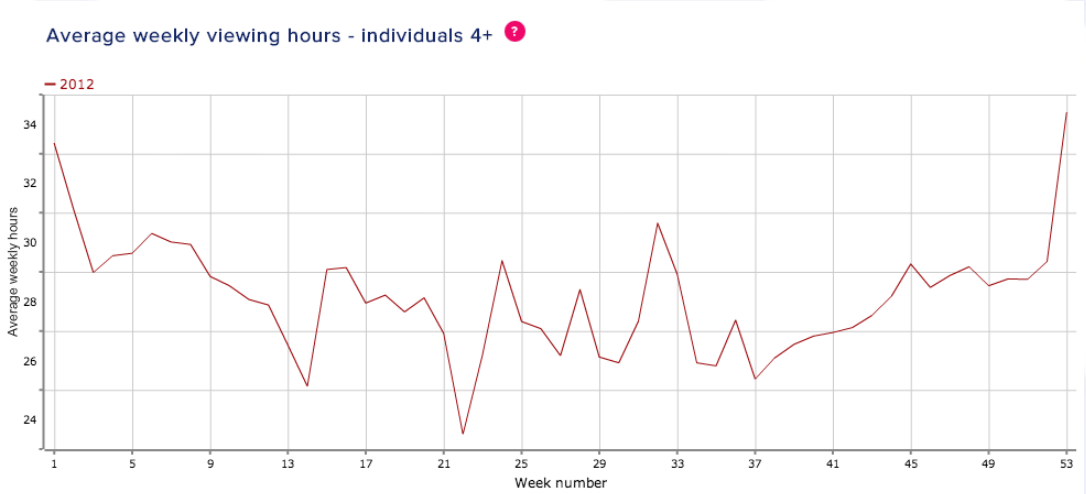
Inclusive Next Generation Networks

- **Connecting:**
  - Rural and Urban Areas
  - Social Groups
  - Generations
  - Countries and Regions
  - Cultures
  - Language Areas
  - Special Interest Groups

Nobody is left behind!

costs a lot of €€€

Future Role of Television



- View time has grown 10% in 5 years in spite of alternative content (Social Media, YouTube…
- Up to 300 minutes viewing time per day in Europe
- 100 billion € per year TV related income in Europe and growing
- Fantastic developments in User Experience, Mobile devices, innovative sevices and Smart TV

Over The Top TV
Time of Convergence

How can DAE based Next Generation Networks and Digital Platforms assist in European TV future growth?

- Unified “Unicast” QoS based High Performance bidirectional transport of content
- Transmission Cost Savings and enhanced User Experience
- Reach “Beyond Borders”
- Interactivity and Personalisation
- Outstanding scalability and “Long Tail” content

Media in Digital World

- **Is European TV media content industry ready for DAE based Primetime?**
- **Can European media promote our best in tradition, culture, values in global competition?**
- **Can Europe become major exporter of Information Society goods providing additional jobs?**
- **How do we take care for societal needs such as education and inclusivity?**
- **Do we care for “Long Tail” content?**

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