



THE AUTHORITY FOR TELEVISION **ON DEMAND**

Minutes of the third meeting of the ATVOD/Industry Forum Fees Working Party held at the offices of NBC Universal, Friday 4th November 2011, 10.30am

Present:

ATVOD:

Pete Johnson (mins)

Industry Forum

Gidon Freeman – NBC Universal

Janet Greco – Consultant, Broadcast Projects, representing Microsoft (by phone)

Martin Stott – Channel 5

Steve Middleton – IP Vision (by phone)

1. Apologies

1.1 Apologies were received from Derek Nelson of Classical TV.

2. Minutes

2.1 Minutes of the last meeting were approved as an accurate record.

3. Matters arising

3.1 PJ reported that Virgin Media had indicated that they provided the number of views/streams (rather than hours) to each of the third party service providers on their platform on a monthly basis. Responses were awaited from other major platform operators.

It was noted that, if service providers using third party platforms waived concerns about confidentiality, ATVOD might be able to get such information directly from the source.

4. Membership of the working party

4.1 It was agreed that the current Membership of the working party was appropriate.

5. Possible metrics

5.1 The working party considered each of the metrics taken forward from the previous meeting and **agreed** that:

- The revenue of the service should not be taken forward for further consideration as it was considered to be too complex, too difficult in terms of data collection and too likely to result in perverse outcomes given the number of services which were offered as 'added value' rather than revenue generating propositions.
- The revenue of the service provider should be kept as an option for Year Three as it was consistent with the statutory requirements and, as the basis of the Year Two tariff, was clearly a workable, if sub-optimal, metric. As sufficient data was already available on this metric it was not considered necessary to take any further action on it at this stage.
- The number of programmes viewed should be taken forward for further consideration. It was agreed that a definition of 'viewed' would need to be agreed and that the working party would need more information on the audience data available to service providers, whether it was reliable and consistent across platforms, and the extent to which it could be verified.
- The number of minutes or hours of programming viewed should be taken forward for further consideration. It was agreed that the working party would need more information on the audience data available to service providers, whether it was reliable and consistent across platforms, and the extent to which it could be verified.
- The type of service was not in itself a metric which should be taken forward, but if a common audience metric was not available for all types of service, the working party would need to consider whether it was possible to proceed with an audience based option by using different audience metrics for different types of service.

ACTION: PJ undertook to contact a range of service providers to request information about the audience data to which they currently have access.

6. Next steps

- 6.1** A fourth meeting would be scheduled as soon as possible to consider responses to the information to be requested by PJ under 5.1.

ACTION: PJ undertook to arrange next meeting

7. Reporting on progress

- 7.1** Once approved the minutes will be published on the ATVOD website.

8. AOB

- 8.1** There being no other business, the meeting closed at 12.00