



Alternatives to licensing in the EU territory. New prospects for TV channels

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Context

- June 2016 Great Britain voted to leave EU
- Now 2 months left until BREXIT in October 2019
- Hard BREXIT seems to be most likely scenario
- From Broadcasters perspective it means that Ofcom licenses will not be valid in EU anymore
- About 1200 licences issued by Ofcom for EU coverage
- Need to obtain a licence in one of EU countries

BREXIT to create havoc with TV Broadcasting Licenses

Once Brexit takes effect, the UK broadcasting licence might be at risk for companies broadcasting television channels to other EU member states. After the Brexit activities and when UK has left the EU and as a consequent put UK outside of AVMSD (Audio-Visual Media Services Directive) licensing regime, the OfCom licenses may not be enough anymore to broadcast in rest of Europe. Current developments around Brexit and the EU legislation have created instability, which has already pushed broadcasters into looking for new license countries

There are: 4600+ channels in the main EU markets
 1400+ channels are Ofcom (UK) licensed

1000+ of the UK licensed are exported to other EU countries

Other Consequences

- That UK programming will cease to be classified as EU programming for the purpose of the quota rules in the AVMSD, resulting in reduced demand for UK content abroad (as it will not qualify as EU content for local quota purposes).
- The loss of the benefit of the SatCab Directive, with the effect that UK broadcasters providing cross-border satellite broadcasting services will have to clear rights in all Member States which their signals reach (subject to local law requirements) and not just the UK (as is currently the case).
- The loss of the Regulation on the Portability of Online Content (Regulation 2017/1128), meaning that UK subscribers of online content services (such as Netflix) will no longer be able to access these services while temporarily in other EU Member States (for example, on holiday) unless their provider clears giving such access in the relevant member state(s).
- The imposition of other barriers to trade that could affect the UK's media industry, particularly as the EU's digital single market (DSM) strategy develops.

Factors affecting a broadcaster's choice of licensing regime



- Access to EU Single Market
- Availability of Tech. Services
- Creative sector
- Regulation
- Tax Rates
- Language
- Transport



Estonia to welcome Brexit settlers

Among some other EU member states also Estonia took initiative, patronized by the President, to attract Broadcasters to consider Estonia as an option for their new EU license country:

- *Simple,*
- *Quick,*
- *Flexible,*
- *Affordable*



Home of
innovation

levira

ESTONIA



Doing business in e-Estonia

- High Business Ethics
- Advanced high-tech and ICT industries
- Strong tight-knit Start-up ecosystem. Estonia is named a tech start-up paradise.
- Home of Skype, Transferwise, Bolt/Taxify, CrabCAD, Starship, Cleveron, Pipedrive, Adcash and many others.
- Excellent connectivity throughout Europe and beyond – country fully covered with 2nd mile fiber and the whole state is covered with 4G. Most of the cities are covered with free wifi
- Highly educated, multilingual & skilled labor @ reasonable cost
- Technology education start from kindergarten. Programming languages taught from 1st grade
- Baltic Film & Media School, Tallinn Technical University, University of Tartu, Estonian Business School and others form excellent growth base for skilled and talented personnel.
- Estonia is the most transparent and the least corrupt country in the CEE ranking 21st worldwide. Estonia's economic freedom is regarded as one of the highest in the World, ranking 7th worldwide and 3rd in Europe



◀ we are here

Levira, headquartered at Tallinn TV-Tower in Estonia, is a partner for outsourcing media, broadcast and telecom managed services and infrastructure. Levira provides media, IT and broadcasting network services, which rely on service platforms that we run and develop together with our strategic partners for the business success of our clients.

What do we do for Broadcasters

Levira offers standard or tailored Play-out and Channel/Content Management services together with Distribution across Europe and beyond. As proof of quality of the services Levira provides, we have successfully managed Play-out and Media Management Services for a number of international and regional broadcasters for over a decade.

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- *Quality at competitive price*
 - *The best does not have to be expensive*
 - *State-of-the-art facilities*
 - *Flexibility and responsiveness*
 - *Neutrality in the light of business as well as technology*
 - *Experienced, multilingual professional team*
 - *Short launch terms and high service reliability*
 - *Proven high customer satisfaction (Net Promoter Score: 58)*



Outside broadcasting

Any kind of sporting event, concert, festival or conference. Small or large. Broadcasted live or recorded. Multilateral or unilateral. For TV or for web. Levira is a production partner to customers who value quality and flexibility.



MEDIA Management

By taking care of the whole technical back-office, Levira allows broadcasters to focus on their core business of creating great content, emotions and quality time for the viewers.



Broadcasting

We are a reliable partner for the media industry, especially in the field of terrestrial broadcasting of audio-visual content.



Telecom infrastructure

Levira owns the highest transmitter towers backed by the most reliable power supplies in Estonia, offering an excellent base for the countrywide carrier grade services. We also have long-term international experience in network planning, build and operations. Our staff is certified to perform, build and service operations at towers.



Internet of Things

Levira's IoT services use the latest sensor, network and software technologies to gather, transmit and create actionable insights from the physical world around us. This helps users to make better informed decisions and run business processes with greater benefit.



IT services

Customer orientation and long-term experience with high-availability IT and infrastructure services ensures that our clients get personal and integral IT solutions with a high level of service.

We are a technology partner to companies whose business depends on technologies and who wish to involve a professional service provider that can offer essential infrastructure solutions.

Coming with a long history

- **Long history** – started back in **1920's**.
People carrying our history with competence & professionalism
- **Financially stable** – strong shareholders: Estonian government (51%) & TDF Group; Profitable over last decades and strongly capitalized.
- We have **100+** great colleagues
- **ACT: Agility, Co-operation and Trust** are core of our DNA



Welcome to Levira!

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Thank You !



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