Dividendo Digital: A Herança

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Licenças

- 02/10/92 - Alvará original da SIC (RCM 6/92 de 22/2/92).
- Nos termos do Ponto III das Condições Gerais a licença era válida até 22/02/07, renovável por iguais períodos de 15 anos, a requerimento da SIC, desde que se mantivessem "as condições e requisitos de que depende a sua atribuição".
- 26/10/06 - Renovação da Licença da SIC (Licença ICP-ANACOM 02/2006).

Dividendo Digital

Comunicação da Comissão Europeia ao Parlamento Europeu, ao Conselho, ao Comité Económico e Social Europeu e ao Comité das Regiões de 13.11.2007:

Quanto aos serviços adicionais de radiodifusão terrestre, a Comissão adita que *"a radiodifusão está a entrar num período de intensas transformação e inovação, na transição para os serviços digitais e de alta definição. O aumento do número de canais oferece perspectivas de maior pluralismo nos meios de comunicação, crescimento da produção de conteúdos e serviços mais interactivos e de melhor qualidade para os telespectadores.* ***Justifica-se, pois, que as empresas de radiodifusão televisiva possam reclamar um quinhão equitativo no dividendo digital, em troca dos seus esforços e investimentos na passagem para o digital****." (cfr. p. 5* da Comunicação*).*

Exemplos de outras jurisdições da UE sobre o Dividendo Digital

SPAIN	FRANCE	GERMANY	UNITED KINGDOM
Spanish analogue TV broadcasters will receive extra capacity (up to one full multiplex each) upon the analogue switch-off in 2010. *"desirable freeing-up of the spectrum is of great importance to boosting competition in the provision of electronic communications services and to favouring the continuing convergence of fixed /mobile services, as well as to the future implementation of mobile television services."*	According to the national scheme of reuse of released frequencies adopted on 22/12/08, the general approach in France towards the digital dividend is aimed at satisfying the needs of both television channels and mobile operators. Law n° 2007-309 enacted on March 5, 2007 on the Modernization of the Audiovisual Distribution and Future Television allocates one additional channel for each of the three "analogous" private broadcasters (TF1, M6 and Canal Plus). This additional channel is aimed at compensating the expenses in connection with the transfer to digital television.	The cleared spectrum, which is referred to as the Digital Dividend, therefore provides for many new options for uses of the television broadcasters as well as mobile services operators.	OFCOM is packaging cleared spectrum to enable the widest possible range of uses to meet potential demand for spectrum for additional DTT multiplexes, for mobile broadband and for mobile television, which it regarded as likely uses of cleared spectrum

Exemplos de outras jurisdições da UE sobre o Dividendo Digital

IRELAND	CZECH REPUBLIC	FINLAND
It is likely that there will be a certain amount of positive discrimination in favour of digital broadcasting in the future use of the Digital Dividend insofar as a certain amount of the spectrum will be reserved for this purpose. It is anticipated that a mix of broadcasting and non-broadcasting services will benefit.	On a long term basis the CTO prepares the possibility of using the digital dividend by the broadcasting network providing mobile multimedia services. On the basis of tests carried out successfully and in conformity with the Commission's opinion, the CTO expected an agreement with the parties involved in the process - potential network operators, mobile networks operators and content providers. Unfortunately CTO must state that this agreement has not been reached and in the meantime mobile telephones that enable reception of common DVB-T broadcasting became available in the market. This, to a certain extent, puts into doubt the need for a specific network. Moreover CTO states that there is only one opportunity to build a broadcasting network for reception of mobile television and if the planned allocations are used for other applications (for example other DVB-T networks) it will not be possible to coordinate appropriate new allocations (with regard to DVB-H specifications). CTO intends to keep this specific network in its plan and to elaborate on conditions of granting rights to use frequencies according to further development.	The report of the working group, published on 30 March 2007, proposed that future recommendations of the European Union, prospects of television broadcasting, future needs of mobile communications networks and wireless broadband should all be taken into account when deciding on the distribution of the digital dividend.

Exemplos de outras jurisdições da UE sobre o Dividendo Digital

LATVIA	POLAND	ROMANIA
There is a proposal from the European Commission for all MS to adopt a common approach of allocation of Digital Dividend	The Chairman of Office of Electronic Communications presented a concrete proposal how to "use" the Digital Dividends: a certain scope of frequencies – for the terrestrial radio communications systems, and other frequencies - for the terrestrial digital television and multimedia mobile systems.	The analogue television broadcasters which shall switch to digital format are not discriminated vis-à-vis the mobile operators.

TV Everywhere

- Permitir aos clientes de «pay-tv» o acesso ao seu pacote de canais através de outras (todas) plataformas («pay-tv» ubíqua) – Jeff Bewkes, Chairman and CEO, Time Warner.
- As «eye-balls» são essenciais para os canais FTA por causa da maior cobertura em termos de audiência («prime-time» alargado).
- O DVB-H permitirá o conceito de

  Free TV Everywhere!

Dividendo Digital

A SIC deve ser compensada pelos investimentos necessários à migração da televisão analógica para a digital, através de:

- Possibilidade de emissão simultânea em DVB-T e DVB-H.
- Possibilidade de ter canais DVB-H próprios.
- Condições preferenciais na atribuição das frequências DVB-H.
- Tarifas preferenciais (redução/isenção) pelas licenças de espectro digital.
- Emissão integral e simultânea noutras plataformas, como televisão móvel ou Internet, sem necessidade de outra licença.
- Compensação financeira por investimentos pré-determinados.

Muito Obrigado!