

Digital Free to Air Broadcasts: How is content protection an issue?

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Digital FTA Television

- High quality audiovisual content broadcast in digital form can potentially be captured and re-distributed by any user
- A threat to content owners?
- US content owners proposed the Broadcast Flag

CMCL Research

- Australian legal protection of digital broadcast content
- 34 qualitative interviews – snapshot from sector experts
- Commercial, national, subscription, community broadcasters
- Questions covering content protection, viewer reuse, technology and regulation, the future of TV

US Broadcast Flag

- Fear that potential for mass re-distribution will deter content owners from providing high quality content
- *FCC Report & Order* 4 November 2003
- Reception devices were to comply by 1 July 2005
- Court ruled FCC did not have power to regulate, but Bills proposed to give FCC power

DVB CPCM

- Technical standard being developed by DVB consortium
- Allows complex usage controls
- Also requires regulation of reception equipment
- Not yet being implemented

CMCL Interviews

- Level of awareness of issues different in different sectors
- Concerns include:
 - Leveraging income from the reuse of content in the digital environment
 - Protecting content while still meeting user demands (personal use)
 - Impact of new delivery methods on existing content producers/distributors

Issues for Australia

- Power / desire to regulate / mandate technologies?
- Broader impact on introduction of DTV
 - Consumer demand for multi-functional receiving devices?
 - High value content still available for FTA?
- Impact on local production funding
- Protecting fair dealing, educational use

Andrew T Kenyon and Robin Wright
'Television as Something Special?
Content Control Technologies and Free-
to-Air TV'

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