

Content Rights in Latin America and the Caribbean - Addressing Piracy

CANTO

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Local cable company

Regulators and IPR owners



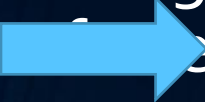
Challenges in Jamaica

CHALLENGES

- Traditional media have shrinking market share - and therefore increasingly disproportionate share of regulatory obligations.
- Now just regulate 20-25% of the market, pressure bears disproportionately on survivors, accelerating the move into unregulated space.
- 49 cable operators – many of them not profitable, providing limited service, not in compliance.
- 243 zones – historical anomaly. Preventing rationalization as some are uneconomic.
- Media strengths: diverse, free and independent.
- Weaknesses: standards (quality control , IPRs etc.) vary. Profitability threatened. Long-term viability therefore in doubt.

Targets for the Broadcasting Commission

POSSIBLE ACTION POINTS

- Find ways to reduce cost and burden of compliance.
- Encourage investment in skills and technologies, mergers and acquisitions
er, stronger operators.
 - Rezoning – fewer zones, geographically sensible & economically viable.
 - Multi-tariff system as part of time-limited transition strategy for industry.
- Negotiate for better access, more affordable prices in low & middle income countries.

Thank you !



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