

Question	Your response
<p><b>Question 1:</b> What matters should Ofcom take into account in defining “live’ coverage”? We’d particularly welcome views on:</p> <ul style="list-style-type: none"> <li>• The existing approach treating coverage shown while the event is in progress as “live”;</li> <li>• Where live coverage of an event begins and ends; and</li> <li>• How the definition may need to reflect new functionalities, e.g. ‘watch from the start’</li> </ul>	<p>Confidential? – N</p> <p>ITV/STV expects to be able to offer a compelling programme structured around, but not limited to, real-time live coverage of the sporting event in question. This includes pre-match build up, halftime analysis, and post-match coverage (including any trophy presentations).</p> <p>This is crucial for a number of reasons:</p> <ul style="list-style-type: none"> <li>• <u>It’s in the interest of audiences:</u> who are able to enjoy events of national significance in their entirety, and in full - imagine the presentation of the World Cup trophy to one of the home nations being behind a paywall?</li> <li>• <u>It supports the economics of listed events broadcasting:</u> with no ability to advertise during live play, ITV/STV monetises listed events in the breaks contained within the pre- and post-match elements of the live broadcast</li> </ul> <p>In defining ‘live’ for the purposes of listed events rules, Ofcom should be careful to ensure that PSBs have access to the necessary rights to offer these fuller broadcasts.</p> <p>Ofcom must also ensure that the economics of live coverage cannot be undermined. A commercial competitor (including a mainly-UGC platform such as YouTube or Facebook) offering high quality near-live highlights or clips via any media including online, perhaps just minutes or even seconds after crucial in-match events, such as goals or tries, would fundamentally undermine the commercial proposition ITV/STV needs to deliver (given the cost of the rights) by dissipating the audience. This would clearly also run contrary to one of the purposes of the Listed Events rules in seeking to bring audiences together for national events. Such a prospect may be particularly plausible for younger audiences who have a greater propensity to watch even live sport in this way.</p> <p>What is critical for ITV/STV is the ability, as a minimum, to offer the event live and exclusively, with no alternative offered elsewhere during live coverage. A delay after the event in the ability of others to offer highlights and clips would also help ensure that coverage</p>

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	<p>of the events remain commercially viable (and that rights holders therefore see competitive bids from PSBs for events).</p> <p>It seems reasonable that the live rights should include the sort of functionality that is offered as standard by most major TV platforms, such as 'watch from start'. Again, we would caution against an approach that would allow a competitor to undermine live coverage by allowing 'watch from start' coverage whilst the live broadcast is in progress.</p> <p>We think there is a case for the definition of live to be extended into waking hours the following morning for events starting after c10:30pm UK time to allow for the way in which many UK viewers might engage with the event for the first time on a delayed basis.</p>
<p><b>Question 2:</b> What factors should Ofcom take into account in defining adequate live coverage? We'd particularly welcome views and evidence on:</p> <ul style="list-style-type: none"> <li>• The ways in which audiences engage with coverage of multi-sport events and how this has changed over time, and</li> <li>• The considerations that underpin arrangements where both PSBs and providers of non-qualifying services acquire live rights (including from rightsholders).</li> </ul>	<p>Confidential? – N</p> <p>We note that this clause relates very specifically and solely to the Olympics, Paralympics and Commonwealth Games as 'multisport' events, and not to other listed events containing multiple matches within the same sport (e.g. the football or rugby World Cups). Given this constrained scope, ITV/STV has no view at this stage.</p>
<p><b>Question 3:</b> What factors should Ofcom take into account in defining adequate alternative coverage for Group B events? We'd particularly welcome views and evidence on:</p> <ul style="list-style-type: none"> <li>• The minimum duration and maximum delay provisions;</li> <li>• The requirement for live radio commentary for Group B events; and</li> </ul>	<p>Confidential? – N</p> <p>Where PSBs hold the exclusive live rights for Group B events, it is critical that any 'adequate alternative provision' is not required by Ofcom to be so extensive that it undermines the economics of the live event (see response to question 1 above).</p> <p>ITV/STV is not currently a provider of highlights for any Group B events and sees little commercial value to offering such a proposition at this stage. For Group B events intended to be exclusively live behind a paywall, we can see some merit in ensuring that a more substantial package of alternative provision is</p>

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<ul style="list-style-type: none"> <li>The ways in which audiences engage with highlights and radio coverage for Group B events and how this has changed over time.</li> </ul>	<p>in place, to ensure everyone in the UK is able to appropriately participate in an event of national importance.</p>
<p><b>Question 4:</b> What matters should Ofcom consider when revising the listed events Code? We'd particularly welcome views on:</p> <ul style="list-style-type: none"> <li>Ofcom's approach and process for giving and revoking consent;</li> <li>Ofcom's approach and process for giving and revoking consent to televise an event designated by an EEA State or other CTT State;</li> <li>Ofcom's approach to enforcing compliance with restrictions on showing live coverage of a listed event without authorisation; and</li> <li>Any additional comments on revising the Code.</li> </ul>	<p>Confidential? – N</p> <p>ITV/STV recognises the desirability of a consent process that ensures an appropriate amount of time is allocated to it. At the same time, the nature of the sports rights market is such that deals can sometimes be finalised very close to, or even during, live events. Ofcom should ensure that its processes are capable of making decisions on consent in such circumstances.</p>