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Opinion

Title

Impact Assessment on: Communication on "Strengthening

the Internal Market for Mobile TV"

(draft version of 26 April 2007)

Lead DG

DG INFSO

1) Impact Assessment Board Opinion

(A) Context

This Communication is part of the i2010 Commission initiative, aiming at the creation of a Single European Information Space, and of the EU regulatory framework for electronic communication.

(B) Positive aspects

The IA report offers a good overview of the current market and technology trends in Mobile TV with detailed information on current standards being developed and used in the European Union as well as in other countries with developing M-TV markets.

(C) Main recommendations for improvements

The recommendations below are listed in order of descending importance. Some more technical comments have been transmitted directly to the author DG.

General recommendations: The case for the preferred policy option should be made more strongly and uncertainties should be more clearly analysed.

(1) The IA should be strengthened by better weighing costs and benefits of the different options. The IA report makes it clear that setting a single standard would result in costs (legacy costs and danger of stifling innovation) and benefits (economies of scale, increased competition). It should attempt to weigh these against each other to establish what sort of action should be taken. Particular attention should be paid to the medium and long term impact on innovation and further development of interoperability. The analysis of costs and benefits should be completed by having more quantitative analysis where possible, but at least qualitative arguments with regard to interoperability, environmental

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impacts (waste), job creation, and to the impacts on administrative costs of the options.

- **(2)** The problem definition and objectives should be made internally coherent. Especially the general objective of supporting the introduction and take-up of mobile TV in the EU seems to go beyond the issues raised in the problem definition.
- (3) Uncertainties surrounding the future development of mobile TV should be better addressed. Especially with regard to market demand and technological developments, the IA report should avoid assuming excessively optimistic scenarios on the benefits of mobile TV, and restrict itself to EU-related aspects.

(D) Procedure and presentation

The IA report should state whether and how consumer organizations and other potentially interested non-industry stakeholders have been consulted, and if this was not (yet) done this should be justified.

With regard to presentation, the IA report should align the Table of Impacts in Annex I with the analysis of impacts in the main text in order to make them consistent and offer a better basis for comparison.

IAB scrutiny process

Reference number	INFSO/2007/003; CLWP 2007 Priority Initiative
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