

Index

- 64/QAM 114–15
- Adda, Jerome 11
- ADSL
in analogue switchoff 58
broadcasting costs 70, 73
Italy 93
triple play 68
- advertising
Broadcast Flag rules 31
expenditure decrease 81
Italian market 96–7
- Albornoz, Luis 50
- Amaya, Ryuji 140, 142, 143
- Amazon 165–6, 171, 182
- Argentina 49–50
- Armstrong, M. 102, 227
- Asai, S. 280, 282, 283
- B-CAS cards 234–5
see also CAS
- Bailey, J. P. 171
- Bakos, J. Y. 171
- Baldwin, C. Y. 273
- Baraldi, L. 100
- Baumol, W. J. 227
- BBC
adoption of digital 107–9
history 105–6
- Becker, E. 184
- Belgium, digital TV, takeup 2, 5
- Besanko, D. 129, 135
- Besen, S. 168
- Bhargava, H. K. 172
- Binmore, K. 184
- Bjorkdahl, J. 263
- Bohlin, E. 263
- Bolaño, César 46
- Brazil 45–7
- Broadcast Flag 187
see also Copy Once
- Broadcast Flag Order 30–31
- Brown, Allan 12, 51
- Brynjolfsson, E. 165
- BS (broadcast satellite) broadcasting,
Japan 123–4, 139
- BSkyB *see* Sky
- Carlton, D. W. 128, 135
- CAS (conditional access system) 205
see also B-CAS cards; STB
- Cave, Martin 6, 9, 10, 42, 116, 118,
134, 282
- Caves, R. 180
- CGMS (copy generation management
system) 164
- Chipty, T. 95
- Choudhary, V. 172
- Christensen, L. R. 258
- Clark, K. B. 273
- Coase, R. H. 189
- communications infrastructure
243–6
- compression 67–8
- Conner, K. E. 197
- content protection 162
see also digital content transaction
system
- convergence
definitions 2, 55, 146, 233
EU Green Paper 208
Europe 55, 74–6, 203, 207–8
Italy 83, 99
Japan 120, 124, 131–2, 134, 263–4,
279
see also triple-play
convoy system 151–2
- Copy Once 234
see also Broadcast Flag
- copyright
fair use 189–91
file sharing 191–6
Japan 130–31, 234–5, 236, 276
overview 187–8

- see also* digital content transaction system
- copyrighted goods, characteristics 188
- cost-benefit analysis 113–14
- costs, digitisation, Japan 152–4
- Cowie, C. 175, 181
- Crane, Rhonda J. 43
- CS (communications satellite)
 - broadcasting, Japan 123–4, 139
- CSS (content scramble system) 164
- cut-and-paste once 241–2

- Davies, Gayn 107
- DBS (Direct Broadcast Satellite)
 - signal availability 27
 - signal carriage rules 33
- De Fraja, G. 100
- decentralisation of mass media
 - principle, Japan 154–6
- decoder/demodulators *see* STB
- Del Bono, F. 100
- Del Monte, A. 99
- Depoorter, B. 197
- digital content transaction system 237–43
- digital inclusion, digital broadcasting
 - as tool for 43
- digital TV
 - differences from analogue 1–2, 39–40
 - and Internet 243–50
 - take up 2–5
- Directive 95/47/EC 204–5
 - Article 4 206–7
- DRM (digital rights management)
 - background 163–6
 - and intermediaries 171–4
 - legislation 170
 - pay TV 175–80
 - pricing of content 180–83
 - US 29–31
 - see also* piracy
- DTT (digital terrestrial television)
 - advantages 70, 140, 232–3
 - analogue transmitter reuse 114–15
 - competition with other networks 66–70
 - definitions 55
 - European market 72–6
 - and Internet 233–4
 - Italy, market structure 80–83
 - as paradigm shift from analogue 143–7
 - penetration, Europe 60–66
 - potential impact, Europe 56–8
 - as strict substitute for analogue 141–3
- DTT pay-TV
 - characteristics 80, 81
 - UK failure 16, 65, 73
- dual must-carry 33
- DVB
 - Brazil 49–50
 - definitions 52
 - EU 204
- DVB-H (DVB Handheld) 71–2, 110, 117

- Economides, N. 227
- economies of scale, Japan 254–6, 258–60
- economies of scope, Japan 256
- economies of vertical integration, Japan 257, 260–63
- ECPR (Efficient Component Pricing Rule) 212
- Electronic Frontier Foundation 183
- empty frequencies 10–11
- EU
 - DTT penetration 60–66
 - DTT potential impact 56–8
 - policy overview 54–5
 - regulation, technical services 204–11
 - switchover 12–13
 - see also* FRND
- Evans, Peter 47

- fair use, copyright 189–91
- Finland, switchover 63
- football *see* soccer
- Foster, R. 127
- Fox, Elizabeth 52
- free-to-air channels, Europe 58–60
- Freesat 109
- Freeview 108–9
- FRND (fair, reasonable, non-discriminatory) provisions
 - concern over 224–6
 - definitions 207
 - history 211–15
 - need for 218–24
 - problems with 215–18

- Fujimoto, T. 273
 Funada, Masayuki 156
- Galperin, Hernan 2, 6, 43, 52, 79, 118
 Geller, Henry 44
 Germany
 set top box subsidies 65
 switchover 63
 Gnutella 192
 Goodwin, Peter 108
 Gordon, W. J. 189, 190
- Hart, Jeffrey A. 43
 Hausman, J. 165
 Hayashi, Koichiro 143, 145, 147, 151, 153, 158, 159
 Hayashi, P. M. 261
 Hazlett, Thomas W. 8, 42
 HDTV (High Definition TV)
 content production, US 27–8
 DTT capacity 68
 imposition on terrestrial 65
 as proxy for higher willingness to pay 182
 Henning, V. 184
 Hirai, Takuya 152
 home copying 29–31
 Hotelling, H. 125, 128
- Ikeda, Nobuo 147, 151, 159
 incumbent channels 63
 inter-operability 75
 Internet
 advertising 81
 and digital TV 243–50
 Japan 233–4
 Internet adoption, Latin America 43
 Internet Protocol (IP), Japanese
 terrestrial broadcasting 122–3, 143–7
 ISDB-T 122–3
 Italy
 DTT market structure 80–83
 future 101
 pay-TV market 87–91
 public broadcasters, role 98–100
 set top box subsidies 65
 switchover 11, 63
 transition strategy 91–3
 TV regulation
 history 83–7
 reform 96–8
 response to vertical integration 93–6
 value chain 6–8
 iTunes 164, 171, 195
 ITV-Digital 108
- Japan
 broadcast technology 122–3
 cable 124
 content provision 127–8
 content specificity 128–30
 copyright 130–31, 234–5, 236, 276
 decentralisation of mass media principle 154–6
 digital terrestrial, current status 121
 digital terrestrial TV
 history 139–40, 231, 253, 272–3
 monopolistic status 232
 digital TV
 schedule 142
 takeup 5, 121
 digitisation costs 152–4
 digitisation impact 280–81
 economies of scale 254–6, 258–60
 economies of scope 256
 economies of vertical integration 257, 260–63
 future 134–5
 imposition of HDTV 65
 Internet 233–4
 market structure 124–5, 273–9
 media concentration laws 131–2
 and must-carry rule 156–7
 public service broadcasting 125–7
 satellite 123–4
 spectrum policy 133–4
 switchover 12, 121
 vertical integration 263–4
 Jenkinson, T. 135
 Jensen, Jens J. 2
 Johnson, W. R. 191
 jurisdiction problems, satellites 11
- Kaplan, S. 184
 Kaserman, D. L. 260
 key network stations 232, 243, 254
 Kitahara, Yasusada 145
 Krutilla, J. V. 126

- Laffont, J. 227
 Landes, William M. 197, 251
 Latin America
 opportunities and challenges 42–5,
 50–52
 see also Argentina; Brazil; Mexico
 Lessig, L. 166, 197
 Levy, D. A. 44, 101
 liberalisation of spectrum use 11
 Liebowitz, S. J. 168, 190, 191
- Mankiw, N. G. 227
 market power 5–9
 may-carry rule 157
 Mayo, J. W. 260
 media concentration laws, Japan 131–2
 Mexico 47–8
 MHP (Multimedia Home Platform) 70
 Mitomo, H. 254, 263, 264
 Motokawa, T. 135
 Movielink 174
 MPEG-2, multiplexing capabilities 67
 MPEG-4, multiplexing capabilities
 67–8
 MPVD (multichannel video
 programming distributors) 30–31
 multicasting, definitions 28
 must-carry rule
 DTV not subject to 27
 and Japan 156–7
 see also dual must-carry
 must-carry status 32–3
 Muthoo, A. 184
- Nakamura, Kiyoshi 159
 Napster 192
 Negroponte, N. P. 120, 159
 Netherlands, digital TV, takeup 2, 5
 network tipping 147
 Nevo, A. 184
 Noam, E. M. 80, 125, 126, 141, 145,
 147
 Nolan, D. 282
 Novos, I. E. 168, 197
 NRF (EU New Regulatory
 Framework) 208–11
- Oberholzer, F. 191
 On-Digital 108
 Oniki, Hajime 251, 252
- Ordovery, J. A. 190
 Osborne, M. 184
 Ottaviani, Marco 11
 Owen, Bruce M. 42
- P2P
 Copy Control CDs 196
 definitions 187
 music CD sales 191
 significance for digital copying 192
 transaction costs 194
- Papadias, L. 98
 paradigm shift hypothesis 143–7
 Parisi, F. 197
 Patterson, L. R. 197
 Peacock, A. 127
 Perloff, J. M. 128, 135
 Perrucci, A. 54
 Perry, M. K. 102
 Petrin, A. K. 184
 Picard, Robert J. 12, 51
 piracy 166–71
 platform characteristics 2–4
 ‘Plug and Play’ Order 30
 Pohjola, Matti 51
 Posner, R. A. 197, 251
 Prakash, Aseem 43
 Pritchard, D. 283
 public broadcasters, role, Italy 98–100
 public service broadcasting
 Japan 125–7
 linkage to payment for spectrum 73
- recognition of DRM 169
 regulation
 EU, technical services 204–11
 Japan 124, 154–6
 retransmission consent 33
 Richeri, A. 54
 Rob, R. 167
 Rogers, Everett M. 145
 Rubinstein, A. 184
 Rumelt, R. P. 197
 Rump, N. 184
- Samuelson, P. 166, 169
 satellites 11
 see also BS
 Sauter, W. 227
 Sawhney, M. 184

- SCMS (serial copy management system) 164
- Scotchmer, Suzanne 9
- set top boxes *see* STB
- Shapiro, C. 183
- Shigenobu, Yutaka 157
- Sidak, J. G. 227
- simulcast (parallel DTTV/analogue) 139
- Sinclair, John 52
- Sky
 - BSB 106
 - pay-TV market, Italy 90–91
 - soccer 106, 178
- soccer
 - DTT takeup 65
 - pay-TV, Italy 87–91
 - providing political deadlines 142
 - Sky 106, 178
- spectrum policy
 - development of 9–11
 - Japan 133–4
 - linkage to public service obligations 73
 - UK 115–17
- spectrum release, as incentive 73
- Spitzer, Matthew L. 42
- sports 121
 - see also* soccer
- standards
 - development 46
 - regional policy usage 43
- STB (set top boxes)
 - prices 62–3, 108
 - subsidies 11–12, 34–5, 65
 - see also* B-CAS cards; CAS
- Strumpf, K. 191
- substitution hypothesis 141–3
- Sunstein, Cass R. 42
- Sutton, J. 128, 135
- Sutton model, vertical product differentiation 127–8
- switchover
 - approaches, US *vs* UK 44–5
 - compulsion 63–4
 - consumer costs 111, 113
 - incentives 64–6
 - Italy, strategy 91–3
 - schedules 11–12, 48, 115
 - UK 12, 44, 110–15
- US
 - analogue switchoff 31–5, 64
 - approach 44
 - current status 26–31
 - legislation 26
 - schedule 12
- taboo channels 42
- Tagawa, Yoshihiro 158
- Tanaka, T. 283
- televisions, presence *vs* PCs 55
- terrestrial spectrum, capacity 66–70
- terrestrial TV, Europe 55–60
- Tirole, J. 227
- triple-play (TV, internet, telephone) 68, 70, 124
- TVWF (Television Without Frontiers) Directive, objectives 203
- Ueda, Y. 254, 263, 264
- UK
 - analogue history 105–7
 - digital history 107–9
 - digital TV, takeup 2, 5
 - DTT pay-TV failure 16, 65, 73
 - spectrum policy 115–17
 - switchover 12, 44, 110–15
 - TV spectrum 10–11
- UMTS (Universal Mobile Telecommunications System) 70, 72
- US
 - consumer equipment takeup 28–9
 - content production 27–8
 - digital TV, takeup 2, 5
 - DRM (digital rights management) 29–31
 - imposition of HDTV 65
 - signal availability 26–7
 - spectrum distribution 25–6
 - switchover
 - analogue switchoff 31–5, 64
 - approach 44
 - current status 26–31
 - legislation 26
 - schedule 12
 - value chain 5–8
 - Varian, H. R. 169, 181, 183, 197, 227

Vickers, J. 128, 134
Vieira, Vinicius 46

Waldfoegel, J. 167
Waldman, M. 168, 197
Waterman, D. 198

Weeds, H. 102
Whinston, M. D. 227
White, L. J. 227
Williams, M. 175, 181
Williamson, P. 118
Willig, R. 190