

Protecting the Danish Model

Ulf Lund, Chief Content Officer, TDC Group
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TDC's digital timeline

"European Digital Innovator of the Year"

2005: Digital TV introduced

2008: TDC Play (music streaming two years before Spotify)

2009: Start Over (if you missed the first part of the show, just push a button)

2009: YouSee Clear (unencrypted digital TV, including full HD)

2010: Web TV at home (watch all your channels on your PC, iPad etc.)

2011: Full a la carte (choose your individual channel(s) from a selection of 100+)

2012: Web TV to go (watch all your channels on your mobile wherever you are)

2013: YouBio (thousands of movies and series for a 99 DKK subscription)

2014: Mix it yourself TV (compile your own TV package – without paying extra)

2014: Telmore Play (get 12 great on demand services for your mobile)

2014: 7 days catch-up (a lot of last weeks shows from a lot of channels)

2014: Blockbuster (digital video store – all the latest movies and series)

2015: Today and Yesterday (all shows from all channels for the past 48 hours)

2015: nPVR (record all your favourite shows in the cloud, no physical hard disc required)



Hjerterstarter



4:44



TDC Play



Inspiration

TDC Play

Tema playlister

Hitlister

Musikradio

Generer

★ Min Musik

Mine kunstnere

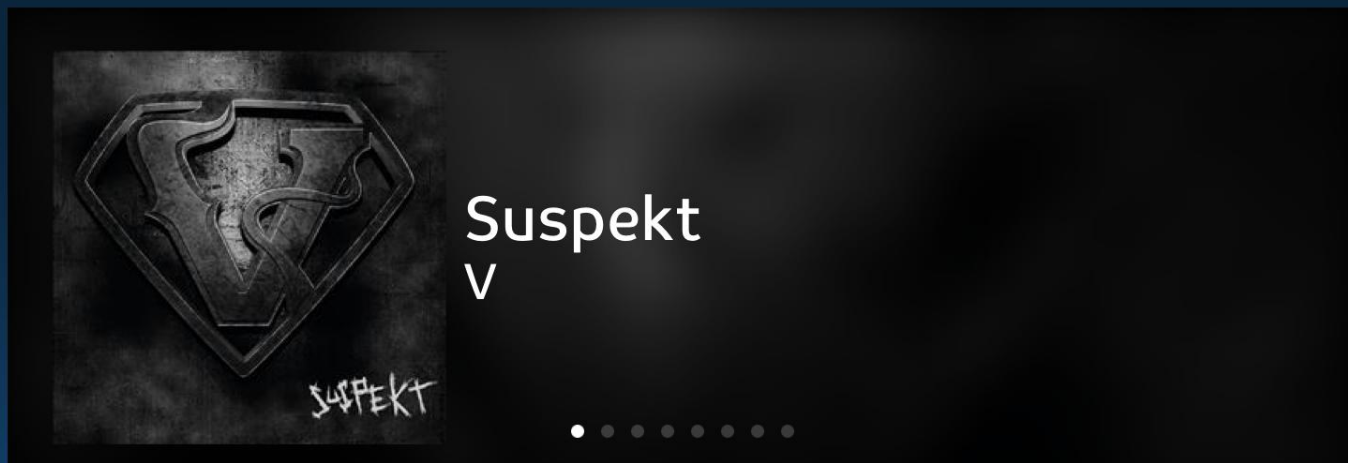
Mine album

Mine sange

Mine playlister

Mere...

⚙ Indstillinger



Tema playlister

[Se alle](#)



Love Shop - De største



Tina Dickow - De største



Dejlige danske sommerhits



Arctic Monkeys - De største hits



Musikradio

[Se alle](#)





Se tv



Tv guide

Generer i arkiv

Live tv

Populært i TV Arkiv

Seneste nyheder

Serier fra TV Arkiv

Tv kanaler i arkiv

Mest sete lige nu

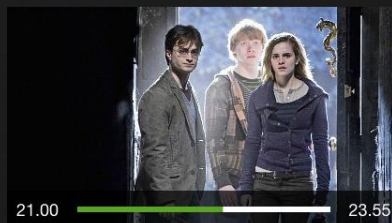
Vis alle



The Adjustment Bureau

Film

DR 1



Harry Potter og Dødsregalierne, del 1

Film

4



Et perfekt mord

Thriller

5



Priest

Action

3



Deadline

Nyheder

DR 2



Star Trek: Nemesis

Science fiction

3



Broadchurch (8)

Krimi

TV CHARLIE



Robyn - Don't fucking tell me what t...

Musik

DR 3

Mine live tv kanaler



The Adjustment Bureau

Film

DR 1



Deadline

Nyheder

DR 2



De fabelagtige Baker Boys

Fakta

DR K



Hitman

Action

TV 0000



Tv



Film



Serier



Børn



Musik



Min side



Med TELMORE Play får du fri adgang til 12 digitale tjenester fyldt med nyheder og underholdning. Brug dem på fx din mobil, tablet og computer, også med WiFi. Og jo, du får selvfølgelig stadig masser af tåletid og data med TELMORE Play.



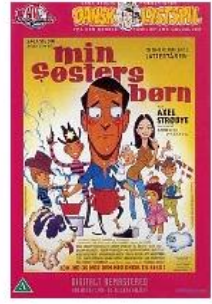
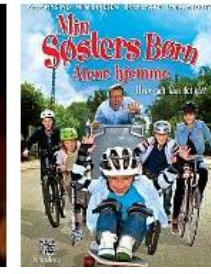
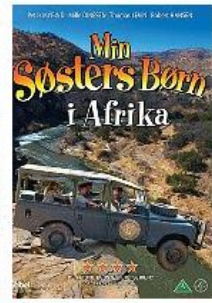
TELMORE Play

TELMORE Play er en helt ny type mobilabonnement, der giver dig mobiltelefoni og verdens bedste underholdning. Få fri adgang til de bedste serier og film, tusindvis af e-bøger, populære magasiner, masser af børneindhold, nyheder og musik. Det hele til en fast, lav pris.

Brug tjenesterne, hvor og når du vil, fx på din mobil, tablet eller pc, også på WiFi. Du får præcis det samme indhold, som hvis du abonnerede på tjenesterne hver for sig.

Klik på logoerne herover og læs mere om alt det, der er med i TELMORE Play.

DANSKE FILM



Protecting the Danish Model

Denmark has a unique system

The "Danish Model" is balanced:

- Good legislative framework
- Strong commercial partnerships
- Forward looking rightsholders

The Copydan system works well:

- One-stop-shopping is key
- Shared common interests
- Issues tend to be solved

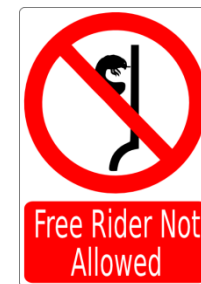
But globalisation is a threat

- Google, Apple and Netflix are here for real
- But only small contribution to Danish eco-system
- Local players need a level-playing-field



So put your focus there

- Make everybody contribute, including US free riders
- Don't punish the local players (just because you can)
- Incentivise local investments (instead of taxing it)



Thank you!
