

Philips position on the mandating of tuners (and other functions) in DTV products

Background

In the USA, the FCC has decided to require that (over a period) DTT tuners must be fitted to all digital TVs. The UK Government has issued a consultation on the same issue.

Philips recognizes that the widespread (and ultimately universal) take-up of DTV is of major importance: for EU competitiveness in the World; in the context of single market objectives in goods and content; and in the universality objectives of eEurope.

Philips is supportive of horizontal and free markets based on open standards, economies of scale and fair competition.

Philips Position on mandating tuners/decoders

Philips will not initiate or push for mandating of tuners. Should legislation be passed to speed up the switchover to Digital TV, Philips would expedite implementation of the requirements.

Rationale

In view of its commitment to and belief in, the open market, Philips does not seek mandating of functions into products including tuner/decoders into DTV products in all normal circumstances. In exceptional situations such as distortion of the free market by monopoly players or the disadvantaging of consumers by excessive competitive forces, Philips recognizes that mandating can provide a desirable modifying force (e.g. in the case of APIs).

In particular, we can see the value to EU and National governments of mandating of digital tuner/decoder into TV and other products, in order to:

- speed up the natural pace of switchover to digital thus speeding the development of eEurope and the freeing of analogue frequencies
- reduce consumer confusion and uncertainty about premature obsolescence of non-standard products with integrated digital tuners
- remove uncertainty in supply industries by creating opportunities for high growth/large “economies of scale” markets

Therefore, if it were to be decided at a European level that such a move was necessary then Philips would respond with supportive actions. Philips would do all that it could to expedite the implementation of the requirements and to support information to consumers and retailers alike.

In spite of this supportive approach, Philips urges the utmost care by legislators and full consultation with interested parties in choosing the time (or times) of implementation of such requirements in respective member states and in determining the scope and technical parameters of the mandated functions.