

PRESS KIT

2022 Edition

Arcom
The Regulatory Authority for
Audiovisual and Digital Communication

FOREWORD BY ROCH-OLIVIER MAISTRE, PRESIDENT OF ARCOM



Within an audiovisual and digital landscape in full mutation, marked by rapidly changing uses and content and the emergence of major international players, the creation of Arcom, the Regulatory Authority for Audiovisual and Digital Communication, is opening up a new chapter in the now long history of audiovisual regulation.

Created by the merger of the French audiovisual council (CSA) and the French high authority for the dissemination of works and the protection of rights on the Internet (Hadopi), this new independent public authority aims to address the audiovisual, digital and societal issues of its time. As the guarantor of freedom of communication, it also intends to be attentive to the sector and its audiences and stakeholders. Arcom embodies a new type of regulation, capable of better responding to the major challenges of our time.

In light of emerging issues affecting the digital sphere, Arcom's missions now include combating the manipulation of information and online hate and protecting audiences and young people in particular. Arcom also has extensive expertise for supporting French and European creation, from the setting of obligations for the financing of works – now extended to foreign subscription-based video services under the Audiovisual Media Services Directive – to the protection of the associated rights. Its anti-piracy prerogatives have been strengthened in this respect, to promote responsible online practices and combat the considerable loss of revenue – more than €1 billion per year – resulting from illegal behaviour.

"Arcom embodies a new type of regulation, capable of better responding to the major challenges of our time"

Defending freedom of communication and pluralism also remains at the heart of our missions, today more than ever before. The first year of Arcom's existence will be marked by fundamental electoral events for our country that will place great demands on us as part of our mission to preserve pluralism in currents of thought and opinion. The Authority will be particularly vigilant when carrying out this task, which is essential for the proper functioning of our democratic society.

In order to carry out all of its new missions in a field that is at the heart of public freedoms, Arcom's board will be composed of nine members appointed by the executive, legislative and judicial powers, with one third of mandates being renewed every two years. It will be supported by a renewed internal organisation, including a Directorate for Online Platforms and a newly created Directorate for Creation.

Through their skills and commitment, a total of 355 employees will back this new regulator, in conjunction with its multiple partners and stakeholders, always with a will to serve the public interest.

**Roch-Olivier Maistre,
President of Arcom**

ABOUT US

Arcom, an independent public authority (API), is composed of a nine-member board, several directorates under the responsibility of the Director General and his deputies, and 16 regional offices, located in metropolitan and overseas France. This organisation, in line with all of the regulator's missions, integrates specialists with a wide range of profiles who boast expertise relating to the major challenges facing the audiovisual and digital sector.

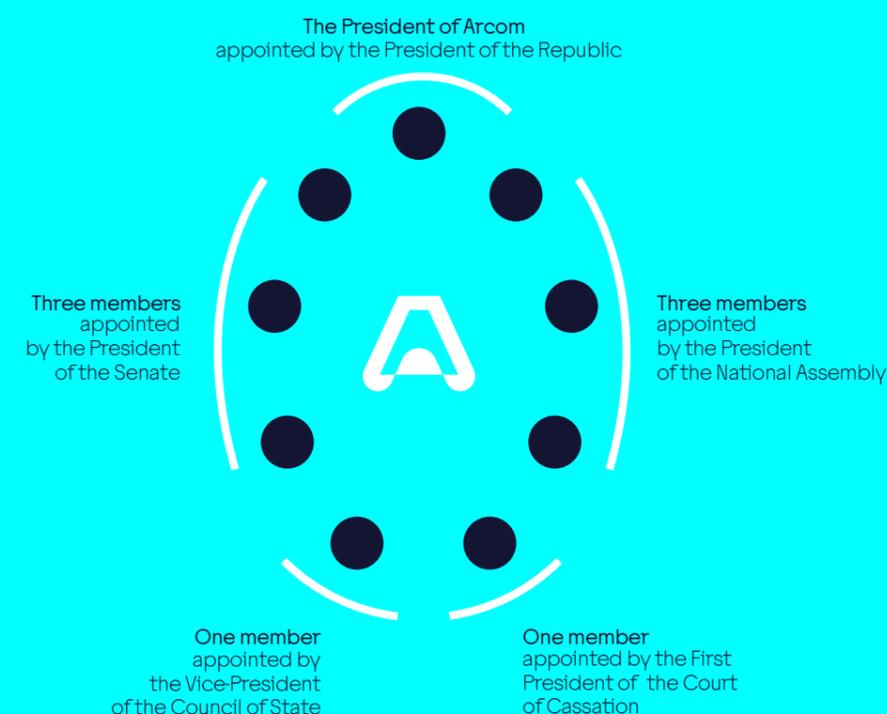
ARCOM'S BOARD

Arcom has a board made up of nine members. Every board member chairs one working group and is Vice-Chair of a second group. Each group's Chair and Vice-Chair lead the group and set its objectives, under the impetus of the board and in conjunction with Arcom's directorates. They are also key partners of stakeholders in the audiovisual and digital sectors with regard to issues falling within their group's sphere of competence.

Arcom's board meets at least every Wednesday in a plenary session. At this meeting, the Chair and the board members rule on all cases where Arcom is expected to issue a decision. Alerts received from viewers and listeners are also examined. Arcom's deliberations, opinions, recommendations and sanctions are adopted by all of the board members.

THE MEMBERS OF THE ARCOM BOARD ON 1 JANUARY 2022

Roch-Olivier Maistre, Chair;
Carole Bienaimé Besse, board member;
Jean-François Mary, board member;
Anne Grand d'Esnon, board member;
Hervé Godechot, board member;
Juliette Théry, board member;
Benoît Loutrel, board member;
Laurence Pécaut-Rivolier, board member;
Denis Rapone, board member.



The Chair and the eight other board members are appointed by five separate authorities (Presidency of the French Republic, National Assembly, Senate, Council of State, Court of Cassation), reinforcing the institution's independence.

ARCOM'S DIRECTORATES

DIRECTORATE FOR CREATION

It ensures that audiovisual media services comply with their obligations regarding the financing and broadcasting of audiovisual and cinema works. It implements effective means for protecting digital content from illegal use and promotes its legal dissemination on the Internet.

DIRECTORATE FOR AUDIENCES, PLURALISM AND SOCIAL COHESION

It ensures that service providers comply with rules and commitments relating to pluralism, rights and freedoms, the protection of children and audiences, and social cohesion.

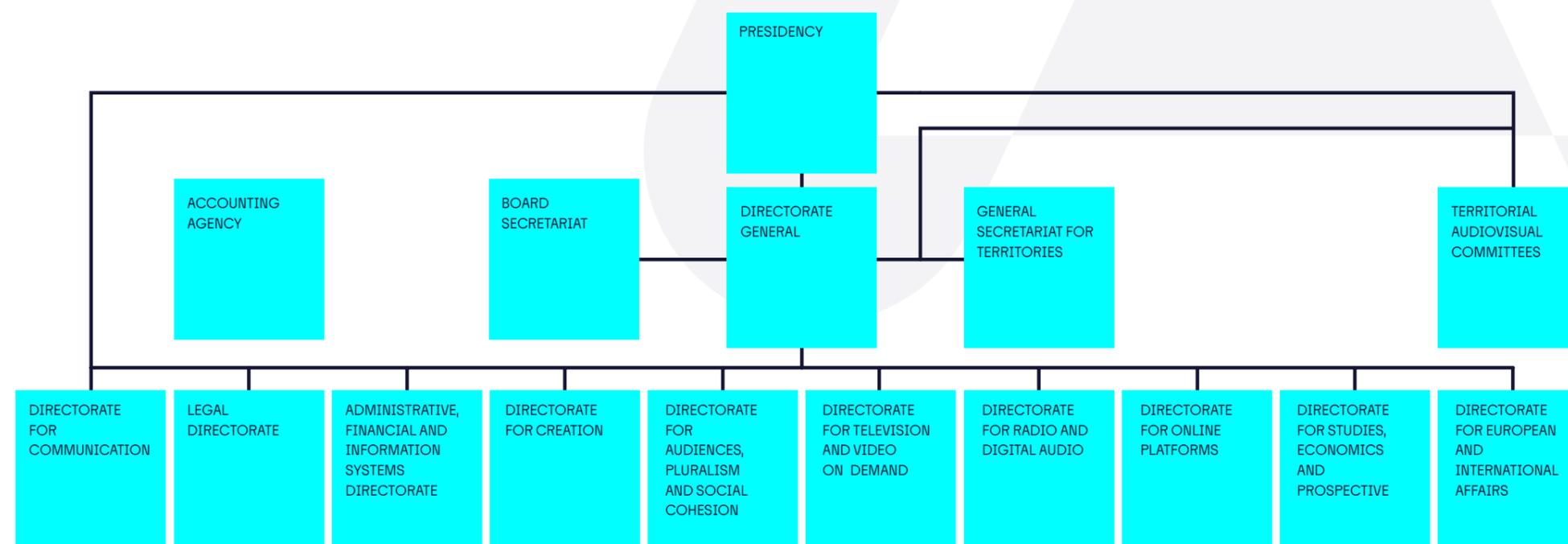
DIRECTORATE FOR TELEVISION AND VIDEO ON DEMAND

The Directorate for Television and Video on Demand implements rules and procedures for market access to audiovisual media services. It is responsible for planning the frequencies used for digital terrestrial television (DTT) broadcasting. It oversees the DTT licensing procedure, from the conduct of calls for applications to the actual broadcasting of the channel.

The Directorate also carries out impact studies, monitors technological developments in the broadcasting sector and participates in the standardisation of broadcasting equipment and techniques. It is responsible for on-demand audiovisual media services (OD-AVMSs) and for television services and OD-AVMS distribution.

DIRECTORATE FOR RADIO AND DIGITAL AUDIO

The Directorate for Radio and Digital Audio is responsible for regulating radio operators and monitoring the development of online audio content. It plans the frequencies used for radio broadcasting, in digital (DAB+) and analogue (FM) mode. The directorate oversees the radio broadcast licensing procedure, from the conduct of calls for applications to the actual broadcasting of the service. It also ensures that public and private radio



services comply with their obligations to programme and broadcast songs and music.

DIRECTORATE FOR ONLINE PLATFORMS

This Directorate is responsible for the systemic regulation and supervision of online platform operators, in particular operators of social networks and search engines, with regard to illegal and harmful content. Its tasks include developing

methods for assessing the means implemented by online platform operators under their legal and regulatory requirements and under the charters and codes that Arcom monitors.

ARCOM'S DIRECTORATES

DIRECTORATE FOR STUDIES, ECONOMICS AND PROSPECTIVE

/ The Directorate for Studies, Economics and Prospective carries out the studies and analyses necessary for the regulation of audiovisual and digital communication, particularly with regard to innovations and digital technologies. Its tasks include implementing economic impact studies, preparing opinions for the Competition Authority and Arcep, and monitoring markets for broadcasting rights for audiovisual, film and sports content.

DIRECTORATE FOR EUROPEAN AND INTERNATIONAL AFFAIRS

/ This Directorate is responsible for proposing and implementing Arcom's European and international activities. In particular, it ensures Arcom's participation in the networks of regulators of which it is a member, defines Arcom's positions and influence strategy with the European Union, leads files relating to non-European channels and participates in regulatory tasks concerning France's external audiovisual media.

LEGAL DIRECTORATE

/ It ensures the legal security of all of Arcom's activities. In this capacity, it is responsible for carrying out the legal studies necessary to interpret the law and prepare the decisions and opinions issued by Arcom. The Directorate also provides legal expertise concerning the various analyses conducted in relation to the regulator's activities. Moreover, it is responsible for preparing Arcom's

defence in litigation cases and is in charge of the registry of dispute settlement proceedings brought before the Authority.

COMMUNICATION DIRECTORATE

/ The Communication Directorate is responsible for promoting the regulator's image, values, missions, actions and messages to all audiences. It defines the overall communication strategy and oversees its implementation, in collaboration with the President and the Directorate General and in liaison with the other Directorates.

ADMINISTRATIVE, FINANCIAL AND INFORMATION SYSTEMS DIRECTORATE

/ The Administrative, Financial and Information Systems Directorate is responsible for budgetary and financial affairs, human resources, social dialogue, general resources and information systems.

1 BOARD OF 9 MEMBERS

10 Directorates and 1 General Secretariat for Territories

€46.6 million budget

355 employees

1 DIRECTORATE GENERAL

1 Board Secretariat

16 ARCOM REGIONAL OFFICES

GENERAL SECRETARIAT FOR TERRITORIES

/ The General Secretariat for Territories is in charge of coordinating and leading Arcom's network of regional offices and implementing its missions relating to reception protection and spectrum monitoring. In conjunction with audiovisual technical officers, it manages the protection of reception in the frequency bands allocated to Arcom and organises spectrum monitoring.

BOARD SECRETARIAT

/ The Board Secretariat ensures that the necessary resources are available for the proper functioning of the board. It is responsible for preparing agendas for plenary sessions, formatting and distributing session files, and drafting, distributing and archiving minutes.

ACCOUNTING AGENCY

/ After checking compliance with all the texts in force, the Accounting Agency records and executes expenditure, revenue and asset transactions in accordance with the rules of public management.

ENABLING ACCESS TO PLURALISTIC AUDIOVISUAL SERVICES THAT RESPECT RIGHTS AND FREEDOMS

ENSURING POLITICAL PLURALISM AND ETHICAL PROGRAMMING

Television channels and radio stations must comply with legal and conventional obligations: respect for human dignity, the fight against discrimination, the safeguarding of public order, the fairness and independence of information, the management of legal cases and respect for the right to privacy are the ethical principles of primary importance with which they are required to comply.

Arcom ensures that these principles are respected within the framework established by the Act of 30 September 1986 on freedom of communication. The regulator is also required to ensure that service providers respect the constitutional principle of political pluralism in their programmes. The Act of 30 September 1986 provides that Arcom shall "ensure the diverse expression of currents of thought and opinion in the programmes broadcast by radio and television services, including broadcasts of political and general information in particular". This means that the Authority has to make sure that political figures benefit from fair speaking time in audiovisual media.

"Arcom ensures respect for the pluralistic expression of currents of thought and opinion in the programmes of radio and television services"



PROMOTING FAIR REPRESENTATION OF FRENCH SOCIETY AND ACCESS TO AUDIOVISUAL SERVICES AND PROGRAMMES

Ensuring that diversity in French society is properly represented in audiovisual media (television channels and radio stations) and through all corresponding outlets is an essential mission for Arcom. The Authority places representation of this diversity at the heart of its work by encouraging each service provider to take tangible steps to promote its expression on screen and on the air. It ensures that television channels make their programmes accessible to everyone, including people with hearing or visual impairments.

PROTECTING YOUTH

Arcom strives to protect young audiences, from early childhood. The Authority regularly takes direct action with television channels and radio stations. Age ratings for youth and "Children and screens" campaigns are just some of the tools aimed at providing clear information to parents and teachers so they may better manage the use of screens for young children.

"Arcom strives to protect young audiences, from early childhood"



ENSURING OPTIMUM RECEPTION OF PROGRAMMES

One of Arcom's historical and main missions is to allocate and manage television and radio frequencies (DTT, FM, DAB+). The Authority is responsible for guaranteeing optimum reception of programmes for audiences and ensuring the quality of audiovisual services. To this end, it helps operators modernise their broadcasting.

Arcom supports the deployment of DAB+ (digital terrestrial radio) and the continuation of the digital terrestrial television (DTT) modernisation project.

"The Authority is responsible for guaranteeing optimum reception of programmes for audiences and ensuring the quality of audiovisual services"

DAB+: DIGITAL TERRESTRIAL RADIO

Arcom supports the deployment of digital radio broadcasting. DAB+, the radio equivalent of DTT, is a major technological breakthrough. For listeners, it guarantees genuine sound comfort and better listening quality, even when on the move. The pooling of broadcasting costs (thanks to the grouping of 13 radio stations on the same frequency within a multiplex*) is an opportunity for public and private service providers to extend their network where the FM band is saturated. This gives listeners access to better sound quality and a wider choice of programmes. By 2022, 50% of the French population will benefit from DAB+ coverage.

THE MODERNISATION OF DTT

Since it was introduced in France in 2005, digital terrestrial television (DTT) has benefited from several successive developments, the most important of which have been the increase in the number of national channels, now standing at 32 in mainland France, and the improvement in image quality. The DTT platform still has many advantages, including the fact that it is free of charge and provides wide coverage. Nevertheless, modernisation would enable it to better meet the new expectations of viewers in terms of sound and image quality and access to interactive features.

In agreement with stakeholders in the sector, Arcom will make a point of specifying the terms and timetable for the implementation of these changes as early as possible.

* A system for simultaneously sending several signals through a single channel. A DAB+ multiplex is a single signal formed from the signals of 13 radio stations.



DEFENDING CREATION AND ITS STAKEHOLDERS

PROMOTING LEGAL OFFERS

Offers providing legal access to online cultural content have developed significantly. Today, 49% of Internet users subscribe – within their household – to a subscription-based video-on-demand service, i.e. an increase of 27 points within three years. Arcom is responsible for promoting legal offers by developing the tools it considers the most appropriate.

Incentives for the development of legal offers are reflected in particular in the listing of these offers. Nearly 450 offers were identified in 2021 in the areas of video games, music, digital books¹, video on demand, and photos and images. Arcom thus provides users with a service where they can search for a legal platform suited to their needs, according to a set of criteria (free or paid, pay-per-view or by subscription, streaming or downloading, for different devices).

Arcom also offers Internet users to install a module on their Internet browser so they may be directly informed of the legality of any service providing cultural content. Developed

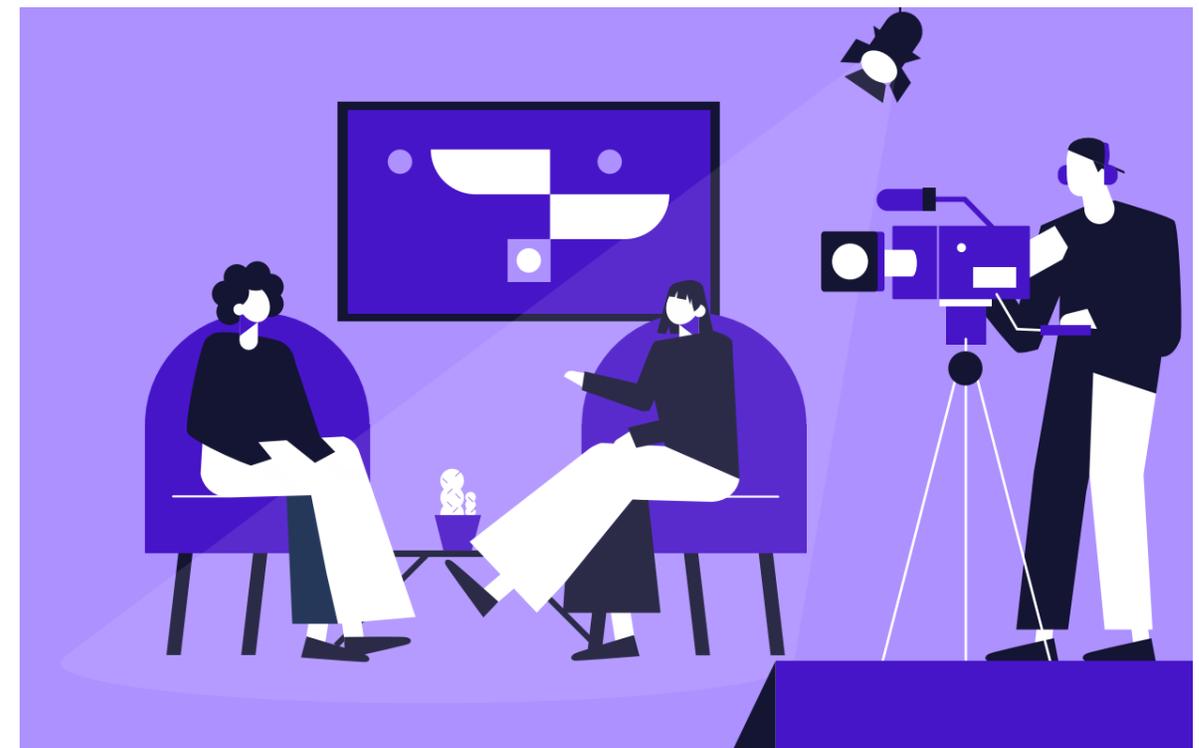
by Arcom, the EOL extension (legal offer extension)² can be downloaded directly from browser stores. When a user finds a service on the Internet, a symbol appears – when the service is well referenced by Arcom – that shows it respects intellectual property rights.

Lastly, the development of legal offers requires that awareness-raising actions aimed at professionals, the general public and, more particularly, school audiences be reinforced. Legal offers protect creation as well as users from the dangers of using illegal services. Eighty percent of these services pose IT risks to their users and expose them to threats to their personal or bank data or to inappropriate content.

¹ Service providers are required to provide institutions open to the public (libraries, archives, documentation centres, etc.) with a digital file of the works they publish in a format that facilitates the production of documents suited to people with disabilities.

Arcom takes action upstream with these stakeholders in order to facilitate dialogue and the implementation of this measure.

² With the EOL extension, Internet users can check at a glance whether the site on which they are watching a film or series, listening to music, reading a book, playing a video game or consulting an image complies with copyright.



FINANCING AND PROMOTION OF AUDIOVISUAL AND FILM PRODUCTION

Arcom ensures compliance with the broadcasting and funding obligations imposed by law on audiovisual stakeholders. For radio services, this contribution takes the form of quotas for French-language songs. For television channels, there are broadcasting quotas and obligations to invest in cinema and audiovisual works. For on-demand audiovisual media services (OD-AVMSs), there are programming and promotion quotas as well as obligations to invest in the production of cinema and audiovisual works. Under the aegis of Arcom, French and European creation thus benefits from sustainable sources of funding and guaranteed programming.

"Under the aegis of Arcom, French and European creation benefits from sustainable sources of funding and guaranteed programming"

INTERNATIONAL ON-DEMAND AUDIOVISUAL MEDIA SERVICES (OD-AVMSS) INTEGRATED INTO THE FRENCH SYSTEM FOR THE FINANCING OF CREATION

The main OD-AVMSSs established abroad that offer their film and audiovisual content on the French market (such as Netflix, Disney+, Amazon Prime Video, for its subscription service, and Apple App - iTunes Store) have been integrated into the French system for the financing of creation. The total amount of contributions to audiovisual and film production is expected to range from €250 to €300 million in a full year. Arcom will pay close attention to compliance with these obligations, which will actively contribute to the vitality and spread of French creation.

TAKING ACTION AGAINST ILLEGAL SERVICES

Today, 12.4 million people use Internet services that infringe copyright; the activity of these services causes more than €1 billion per year in loss of revenue in the audiovisual sector alone. While the combined action of creative stakeholders and public authorities has helped to encourage legal practices¹, the piracy of cultural content still continues. In order to take meaningful and effective action against this phenomenon, Arcom is deploying a new mechanism against services that illegally broadcast cultural or sports content.

To combat the piracy of cultural content, the Authority can identify illegal services and add them to a list of infringing services. This list informs users and encourages intermediaries (advertising or online payment intermediaries or hosting providers) to stop collaborating with the identified services.

¹ 56% of Internet users now have exclusively legal cultural practices, which corresponds to a six-point increase within 10 years

² This content is made available on "mirror" sites

"Arcom will pay close attention to compliance with these obligations, which will actively contribute to the vitality and spread of French creation"

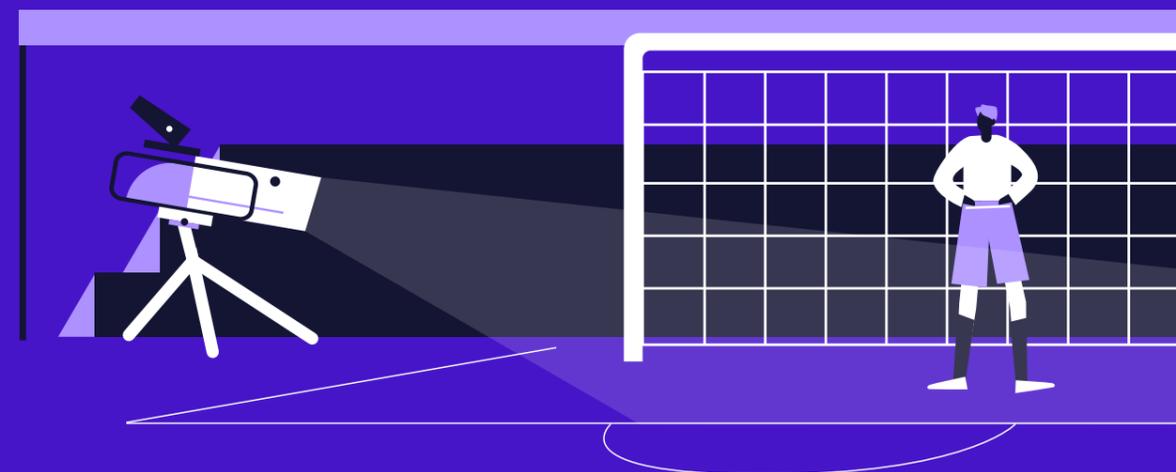
This characterisation carried out by Arcom can also be used by right holders in their legal actions to obtain the blocking of illegal services. The aim is thus to isolate illegal services before right holders ask a judge to block them.

Arcom may also be asked, after the judge's decision, to block services that include all or a substantial part of the content of a service that has already been blocked. It is thus responsible for updating court decisions against services that sometimes succeed very quickly in making illegal content² available again to the general public.

The regulator is also tasked with encouraging the signing of agreements between right holders and all stakeholders likely to put an end to infringements of copyright and related rights on the Internet. Such agreements help to protect creation.

FOCUS ON THE FIGHT AGAINST THE PIRACY OF SPORTS BROADCASTS

The new system, set out in the Sports Code, takes into account the urgency of blocking the live streaming of sports events, considering that the damage caused in this situation is instantaneous and irreversible. With the creation of Arcom, right holders can take legal action to block services that illegally broadcast a sports competition. The judge may decide to temporarily block any service broadcasting the competition illegally, whether or not it has been identified at the time of the decision, for the days listed in the official competition calendar and for the duration of its broadcasting. Arcom is therefore responsible for updating these dynamic orders issued by the judge. Throughout the period covered by the court decision, right holders may transmit data identifying services illegally streaming a sporting event to the Authority, which may request that they be blocked.





"Arcom may be called upon by a user or a right holder to settle a dispute relating to the action taken by a platform in response to a contested blocking order"

MAKING PLATFORMS LIABLE FOR PROTECTED CONTENT

Article 17 of the Copyright Directive gives creators the right to authorise or prohibit the uploading of their works to major platforms and to negotiate, where appropriate, the terms of uploading.

The aim is to restore a level playing field between these new players and providers of music or audiovisual streaming services.

Arcom is responsible for encouraging cooperation between right holders and online content-sharing service providers and for assessing the effectiveness of the measures taken by platforms.

Today, 87% of Internet users consider that the rules put in place by platforms to enable authors to be paid are justified. The Authority will need to ensure that the legitimate uses of users, in particular under exceptions to copyright, are preserved. Arcom may be called upon by a user or a right holder to settle a dispute relating to the action taken by a platform in response to a contested blocking order.

ALERTING USERS AND DETERRING ILLEGAL PRACTICES, WITH THE GRADUATED RESPONSE

The graduated response is the mechanism that allows Arcom to reach out to the general public to curb the phenomenon of piracy. The first step of this response is to inform Internet subscribers that their connection has been used for infringing purposes on peer-to-peer networks.

Its aims are to encourage them to take action to stop these illegal practices and steer them towards offers that respect creators. When the messages sent by the Authority are not sufficient to stop the infringements, a second step is initiated. It consists of transmitting the subscriber's case to the Prosecutor, who decides what action to take.

In more than 70% of cases, warned Internet users do not reoffend. Over a 12-year period, illegal peer-to-peer practices have decreased by more than 60%; the number of users involved dropped from 8.3 million in 2009 to 3 million in 2021.

CONTRIBUTING TO THE DEVELOPMENT OF A SAFER INTERNET



COMBATING INFORMATION MANIPULATION

The Act of 22 December 2018 on the fight against information manipulation entrusts Arcom with the task of monitoring the obligation for online platform operators to take certain measures to combat the dissemination of false information. Every year, Arcom sends online platform operators¹ a questionnaire – based on its observations and the work of the dedicated committee of experts it has set up – in order to help them prepare their annual declaration. An assessment by Arcom then analyses the means deployed by operators and includes a list of recommendations to improve the effectiveness and transparency of these mechanisms.

¹ Platforms with five million or more unique visitors per month.

COMBATING ONLINE HATE

The Act of 24 June 2020 provides for the creation of a monitoring centre to combat hateful content on the Internet. Chaired by Arcom, the "Online Hate Observatory", which brings together operators, associations, government agencies and researchers, analyses and quantifies this phenomenon in order to improve the understanding of its drivers and dynamics. In May 2020, the Observatory drew up an initial assessment of the work carried out and described consolidated dialogue and cooperation between stakeholders.

Article 42 of the Act of 24 August 2021 consolidating the respect of the principles of the Republic introduces two articles that amend the Acts of 2004 and 1986 and establish the administrative regulation of illegal online content of a hateful nature.

Article 6-4 of the Act of 21 June 2004 imposes procedural obligations and obligations of means on operators exceeding a certain threshold of unique monthly visitors; above a higher threshold, very large platforms are subject to obligations to assess and mitigate the systemic risks associated with their service.

"Arcom is not meant to regulate the Internet. Its mission is to ensure that the measures provided for by the legislature are implemented and respected by content platforms and social networks"

Arcom is responsible for issuing guidelines for online platform operators.

The regulator should also adopt regulatory clarifications concerning the publication of the periodic transparency reports required of platforms.

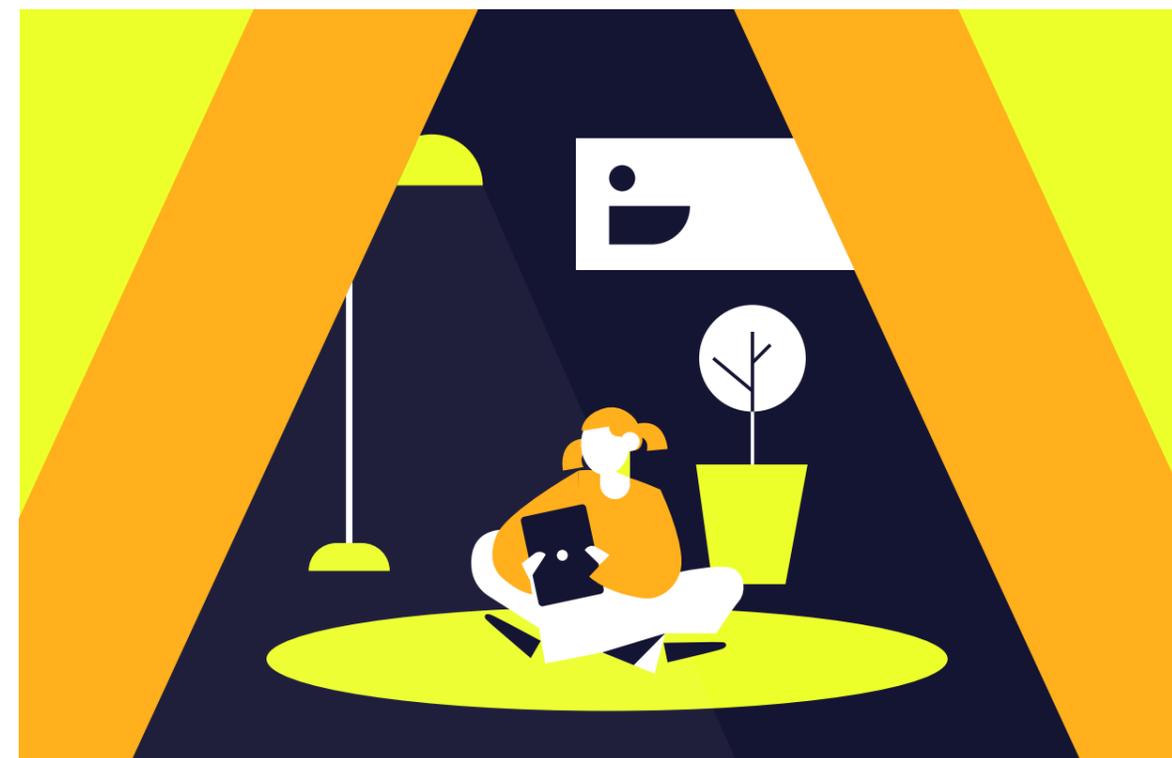
Lastly, the Authority has the power to impose penalties of up to €20 million or 6% of worldwide turnover.

Article 62 of the Act of 30 September 1986 establishes the administrative regulation of the obligations of means imposed on operators and endows Arcom with a mission to monitor these obligations and the power to sanction in the event of continued infringement after formal notice.

FOCUS ON MEDIA AND INFORMATION LITERACY

Arcom implements media and information education actions as well as awareness-raising actions on the protection of creation. Faced with the spread of hate speech and false information, it seemed essential to give young people keys for understanding information and digital systems, inform them about the responsible use of the Internet and social networks, and test their critical thinking.

Moreover, this young audience is the one that accesses the most cultural content online and is the most exposed to the risks posed by illegal services. The regulator, together with its educational and institutional partners, designs educational kits for parents, pupils and their teachers. The content addresses various issues such as gender equality in the media, freedom of expression, respect for creation, and Internet rights.



PREVENTING MINORS FROM ACCESSING ONLINE PORNOGRAPHY

The Act of 30 July 2020 aimed at protecting victims of domestic violence mandates Arcom to enforce the ban on access to pornographic sites for minors. A provider of an adult website whose age control system is not satisfactory may be warned by Arcom and have its service blocked and/or removed from search engines, by decision of the President of the Paris judicial court. As with television and radio, Arcom protects young people in the digital sphere from age-inappropriate content.

REGULATING THE COMMERCIAL USE OF CHILDREN'S IMAGES ON ONLINE PLATFORMS

The Act of 19 October 2020, known as the "Studer Act", aims to regulate the work of "child influencers" on online video platforms. As is the case for child actors and models, the activity of children under the age of 16 is now subject to specific provisions in the Labour Code. Children also have the right to digital oblivion. Arcom, in conjunction with child protection associations, is responsible for promoting the signing of charters by video-sharing platforms where they agree to better inform minors about the consequences of exposing their private lives on the Internet.

ACTION IN FAVOUR OF THE ECOLOGICAL TRANSITION

Article 14 of the Act of 22 August 2021 gives Arcom the task of promoting sectoral and cross-sectoral codes of good environmental conduct called "climate contracts". They aim to reduce the number of commercial communications about goods and services that have a negative impact on the environment.

Arcom is responsible for carrying out an annual assessment, in conjunction with the French Environment and Energy Management Agency (ADEME), of the effectiveness of these codes of conduct in terms of reducing commercial communications dealing with activities with a negative environmental impact.

"Arcom monitors work on the Digital Services Act (DSA), which aims to increase the accountability of online content platforms"

PARTICIPATING IN THE EUROPEAN REGULATION OF PLATFORMS

The European Regulators' Group for Audiovisual Media Services (ERGA) is composed of the 27 national regulatory authorities of the European Union. Its role is to advise the European Commission and facilitate cooperation between EU regulatory bodies.

Within ERGA, Arcom monitors work on the Digital Services Act (DSA), which will create a new regulatory model aimed at increasing the accountability of online content platforms; it will be placed under the supervision of independent public authorities.

This model will ensure both freedom of communication and a safer environment in the European digital space.

OUR STUDIES AT THE SERVICE OF THE PUBLIC AND PROFESSIONALS

The studies undertaken by Arcom cover all the topics within the regulator's remit. They report on cultural, technical, economic and legal uses and developments observed on the airwaves and online. This work informs the reflection, decisions and opinions of Arcom's board and provides the general public and the research community with elements for understanding the challenges of the audiovisual and digital sector. These publications, which are based on numerous figures, observations and analyses, constitute a set of expertise made available to the general public and professionals.

¹The representation of disability is still very marginal: only 0.6% of the total number of indexed individuals in 2020 were perceived as having a disability. This proportion has been relatively stable since 2016 and still fails to exceed the symbolic threshold of 1%, which continues to be very unsatisfactory. Source: [Survey on the representation of French society - results of the 2020 wave](#)

²While public service media groups - France Télévisions, Radio France and France Médias Monde - have commitments in terms of media and information education and therefore carry out numerous actions, private broadcasters are also spontaneously committed. Source: [Media and information education - Report on the 2020-2021 fiscal year](#)

³Source: [Combating information manipulation: the CSA publishes a review of the measures taken by online platforms in 2020](#)

⁴Source: [Hadopi / CSA study: The proliferation of subscription-based video-on-demand services](#)

⁵Source: [Audiovisual equipment in households in the 3rd and 4th quarters of 2020 for television and in the year 2020 for radio](#)

⁶Source: [Audiovisual equipment in households in the 3rd and 4th quarters of 2020 for television and in the year 2020 for radio](#)

⁷Source: [Consumer survey 2021](#)

⁸Source: [OpinionWay survey for Hadopi, 2019 CSPLA - Hadopi - CNC mission](#)

KEY FIGURES



ARCOM IN IMAGES

ARCOM'S LOGO

The presence of moving elements in the logo reflects a living and creative audiovisual and digital ecosystem, with a wide range of content, media and uses. Built around a statutory A, the logo illustrates the authority of an independent regulator whose fundamental missions are pluralism, the protection of audiences and support for creation.

"The logo illustrates the authority of an independent regulator whose fundamental missions are pluralism, the protection of audiences and support for creation"



ARCOM'S COLOURS

A nod to a test pattern – the emblematic screen of the audiovisual space – Arcom's colourful and accessible graphic identity¹ symbolises the diversity of the regulator's missions and the rich cultural landscape in which it works.

These colours are combined around a series of different shapes, always oscillating between rigour and creativity, and structure and movement. A wide range of illustrations testifies to the great diversity of the audiences reached by Arcom.

¹When used in accordance with the rules defined in Arcom's graphic charters. Accessibility rules based on the recommendations of the [Web Accessibility Initiative \(WAI\)](#) and complying with the [Web Content Accessibility Guidelines \(WCAG 2.1\)](#) – Levels AA (minimum) and AAA – for web content, as [Directive \(EU\) 2016/2102](#) requires that the websites and mobile applications of public-sector organisations be at least Level AA compliant.



ARCOM AND YOU

On 1 January 2022, the regulator launched a web portal before rolling out a site fully dedicated to Arcom. In order to be as close as possible to its audiences and their concerns, Arcom will distribute newsletters and will be present on social networks (Facebook, Twitter, LinkedIn).

TOUT S'EXPLIQUE

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En savoir plus

ON VOUS RÉPOND

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Our social networks:



[@Arcom_fr](https://twitter.com/Arcom_fr)



[@Arcom](https://www.linkedin.com/company/arcom)



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