Contents

PREFACE	xxi
TABLE OF CASES	xxiii
TABLE OF UK LEGISLATION	xxxix
TABLE OF UK SECONDARY LEGISLATION	xlix
TABLE OF EUROPEAN AND INTERNATIONAL LEGISLATION	liii
LIST OF ABBREVIATIONS	1xi
LIST OF CONTRIBUTORS	1xv
Tree Market And Market I are	
I. THE MEDIA AND MEDIA LAW	
Gavin Sutter and David Goldberg	1
1.1 Introduction	1
1.1.1 Nature of the book	1
1.1.2 Outline	2
1.2 What is 'the media'?	2
1.2.1 Forms of media	2
1.3 Law	7
1.4 The drivers of media law	8
1.4.1 Technology	9
1.4.2 Power and the fourth estate	9
1.4.3 Protecting the audience: individually and collectively	1 1
1.4.4 Protecting the national heritage	11
1.4.5 Self-regulation and co-regulation	11
1.4.6 Other laws affecting the media	12
1.5 Parameters of media law	13
1.5.1 The bottle analogy	13
1.5.2 The nature of the regulation	14
1.5.3 The implicit theory of communication in media law	14
1.5.4 Rights-based approach to media law	15
1.6 Concluding remarks	16
2. Who Owns the Media? Plurality, Ownership,	
Competition and Access	
Ian Walden	
2.1 Introduction	19
2.2 European developments ,	21
2.3 Licensing and authorisation	23
2.4 Media ownership	25

viii Contents

		2.4.1 Ownership and competition	25
		2.4.2 Public sector broadcasting	28
		2.4.3 Ownership, influence, and control	30
		2.4.4 Foreign ownership	32
	2.5	Competition law	33
		2.5.1 The UK media merger regime	35
		2.5.2 State aids	40
		2.5.3 Access technologies	42
	2.6	Internal pluralism	46
		2.6.1 Right of reply	47
		2.6.2 Content carriage rules	48
		2.6.2.1 'Must-carry'	48
		2.6.2.2 'Listed events'	49
	•	2.6.2.3 'Network neutrality'	51
	2.7	Concluding remarks	54
3.	REC	GULATING JOURNALISM AND NEWSGATHERING	
		bhain Butterworth and Jan Johannes	
		Protection of journalists' sources	57
		Who is a journalist in the new media world?	58
	3.3	Freedom of the press	59
	3.4	Section 10 of the Contempt of Court Act and Article 10 ECHR	61
		Norwich Pharmacal jurisdiction	63
	3.6	Piercing the shield provided by section 10 of the	
		Contempt of Court Act 1981	66
		3.6.1 Prevention of disorder	66
		3.6.2 Prevention of crime	66
		3.6.3 In the interests of national security	66
		3.6.4 In the interests of justice	67
	3.7	Necessity and proportionality	67
		3.7.1 Factors relevant to necessity and proportionality	69
		3.7.1.1 Other avenues of inquiry	69
		3.7.1.2 The type of information	70
		3.7.1.3 The source's conduct and nature of the wrongdoing	71
		3.7.1.4 Public interest in the information disclosed	72
		3.7.1.5 Source's motive	72
		3.7.1.6 Journalist's conduct	73
		3.7.1.7 Truth or falsity of the information	74
	3.8	Criminal investigations	74
		3.8.1 Police powers to breach journalistic privacy	74
		3.8.2 Production orders: Police and Criminal Evidence Act 1984	77
		3.8.2.1 Access conditions	78
	3.9	Journalistic privilege in practice	81

	•
Contents	1X
Contesino	

	3.10	Terrorism, disclosure, and surveillance	84
		3.10.1 Self-incrimination and reasonable excuses	88
	3.11	Covert surveillance	90
	3.12	Serious organized crime and compulsory questions and answers	92
	3.13	Citizens and journalists	93
4.	Con	TEMPT OF COURT	
	Rosa	lind McInnes	
	4.1	What is contempt?	98
	4.2	The 1981 Act	98
	4.3	Is publication contempt in decline?	98
	4.4	What is a court?	99
	4.5	The strict liability rule	100
		4.5.1 When does a case become active?	100
		4.5.2 When does a case cease to be active?	101
		4.5.3 Meaning of 'substantial risk of serious prejudice'	102
	4.6	Susceptibility to influence	104
		4.6.1 Judges	104
		4.6.2 Parties	104
		4.6.3 Witnesses	105
	4.7	Circulation	107
	4.8	Proximity to trial	108
	4.9	Venue	109
	4.10	Memorable facts	110
	4.11	Security	111
	4.12	Emotivity	111
	4.13	Identification and photographs	112
	4.14	Public figure	115
	4.15	Previous convictions and bad character	117
	4.16	'Seriously impeded or prejudiced'	118
	4.17	Innocent publication and distribution	120
	4.18	Discussion of public affairs—section 5	121
	4.19	Common law contempt—section 6	122
	4.20	Court reporting	126
		4.20.1 What is 'fair and accurate'?	126
		4.20.2 What does 'contemporaneous' mean?	128
	4.21	Reporting restrictions under the 1981 Act: section 4(2)	129
	4.22	Section 11 of the Contempt of Court Act 1981	135
	4.23	Injunctions against apprehended contempts	139
	4.24	Jury research	141
		Sound recording	142
	4.26	Contempt and the criminal standard of proof	143
	4.27	Internet archives and contempt	143

5.	ME	DIA, DEMOCRACY, AND REPORTING ELECTIONS	
	Day	vid Goldberg	
	5.1	Introduction	149
		5.1.1 Impartiality	150
	5.2	Political advertisements	152
		5.2.1 Broadcast advertisements	152
		5.2.2 Non-broadcast advertisements	152
	5.3	Other topics	153
		5.3.1 Publication of polling information	154
		5.3.2 Reporting foreign elections	156
		5.3.3 Participation of candidates at a parliamentary or local	
		government election in local items about the constituency	
		or electoral area in question	156
		5.3.3.1 The BBC's Editorial Guidelines	157
		5.3.3.2 Ofcom Broadcast Code	157
	5.4	General principle(s) regarding dissemination of opinion and	
		information at election time	158
		5.4.1 European Court of Human Rights	158
		5.4.1.1 Filatenko v Russia	158
		5.4.1.2 Kwiecień v Poland	158
		5.4.1.3 Krasulya v Russia	159
		5.4.2 Main Framework norm: Recommendation CM/Rec (2007)	159
		5.4.2.1 General framework principles	160
		5.4.2.2 News and current affairs programmes	160
		5.4.2.3 Non-linear audiovisual services of public service media	160
		5.4.2.4 Free airtime and equivalent presence for political	
		parties/candidates on public service media	160
		Monitoring reports	161
	5.6	Broadcasting at election time	-161
		5.6.1 BBC Editorial Guidelines and Ofcom Broadcast Code	161
		5.6.2 Party political and election broadcasts	162
		5.6.3 Referendum broadcasts	163
		5.6.4 Legal basis and rules	163
		5.6.5 Rules on PPBs, etc	164
	5.7	High profile cases	165
		5.7.1 RvBBC and Independent Television Commission,	
		ex p the Referendum Party	166
		5.7.2 RvBBC, expProlife Alliance	167
	5.8	Other cases	167
		5.8.1 Marshall v BBC [1979] 3 All ER 80	167
		5.8.2 Wilson v IBA (1979) SC 351	168
		5.8.3 McAliskey v BBC [1980] NI 44	168
		5.8.4 Lynch v BBC (1983) 6 NIJB	168

Contents

		5.8.5 Wilson v IBA (No 2) (1988) SLT 276	168
		5.8.6 Houston v BBC The Times, 9 May 1995	169
		5.8.7 The Queen on the Application of Craig v BBC [2008]	
		EWHC 1369 (Admin)	169
	5.9	Regulators' decisions	170
		5.9.1 Jason Donovan and Invicta FM	170
		5.9.2 James Whale and TalkSPORT	171
		5.9.3 George Lamb and the BBC	171
		5.9.4 Channel S	172
	5.10	Bodies regulating election broadcasting	172
		5.10.1 Broadcasters Liaison Group	172
		5.10.2 The BBC Trust	173
		5.10.3 Ofcom Election Committee	174
		5.10.4 Department of Culture, Media and Sport	174
		5.10.5 Electoral Commission	175
	5.11	Political advertising	176
		5.11.1 Regional framework: Council of Europe	177
		5.11.1.1 Vgt Verein gegen Tierfabriken v Switzerland	177
		5.11.1.2 TV Vest AS and Rogaland Pensjonistparti v Norway	178
		5.11.2 The prohibition in the UK	179
		5.11.2.1 UK decisions: courts and regulators	181
		(a) Animal Defenders International	181
		(b) RSPCA	182
		(c) Shelter	183
		(d) ITV 1 (Granada)	183
		5.11.2.2 Clearances	184
	5.12	Concluding remarks	184
		5.12.1 Internet and newer technologies	184
		5.12.2 PPBs: allocation and transparency	185
		5.12.3 Political advertising	187
ĺ.	INTE	ELLECTUAL PROPERTY AND THE MEDIA	
		y Golding	
		Introduction	189
	6.2	Copyright	190
		6.2.1 Summary of key aspects of copyright	190
		6.2.1.1 What works attract copyright protection?	190
		6.2.1.2 What does copyright protection confer?	190
		6.2.1.3 What is the term of protection?	190
		6.2.2 Some common issues	191
		6.2.2.1 Work protected by copyright	191
		(a) Literary and artistic works	192

xii

			(b) Dramatic works	192
			(c) Musical works	193
			(d) Broadcast works	193
			(e) Computer games	193
			(f) Television programme formats	194
			Qualifying person	195
	6.2.3		nip of a copyright work	195
			Authorship	195
			Joint authors and co-authors	197
			Works of employees	198
	6.2.4		in or using a copyright work—assignment and licensing	198
			Transferring rights	198
		6.2.4.2	Licensing rights	199
		6.2.4.3	Collecting societies	199
		6.2.4.4	Failing to comply with legal formalities and	
			commissioned works and works written by	
		f	freelance workers	200
	6.2.5	Dealing	in or using a copyright work—infringement	201
		6.2.5.1	Copying	202
		6.2.5.2	Typographical arrangements	204
		6.2.5.3	Secondary infringement	204
		6.2.5.4	The circumvention of effective technological measures	205
		6.2.5.5 I	Free movement of goods principles and copyright	206
	6.2.6	_	ons and defences to copyright infringement	207
		6.2.6.1	Criticism or review	208
		6.2.6.2	Sufficient acknowledgement	208
		6.2.6.3 I	Made available to the public	209
			News reporting	209
			(a) Current events	209
			(b) Sufficient acknowledgement	210
			(c) Fair dealing	210
			(d) Photographs	211
			Incidental inclusion	211
			Public interest'	212
			es for infringement	212
	6.2.8	100	nt and the internet	213
			The position of ISPs	214
			(a) Hosting	214
			(b) Caching	215
			(c) Limitations	215
			File sharing and P2P	216
62	0.2.9 Datah	Moral rig	gnts	217 218
	DAIAL	INSES		/. []

		Contents	xiii
	6.4	Passing off and personality rights	220
		Trade marks	222
		6.5.1 Trade mark use	222
		6.5.2 Trade mark protection	223
		6.5.3 Trade mark exploitation and enforcement	224
7.	INF	FORMATION LAW	
	Tim	nothy Pitt-Payne	
		Information law and the media	227
		The human rights context	228
		7.2.1 The European Convention on Human Rights	
		and the Human Rights Act 1998	228
		7.2.2 Articles 8 and 10 as a source of positive rights to	
		access information	229
		7.2.3 Balancing privacy and freedom of expression:	
		HRA 1998, section 12	232
	7.3	Confidential and private information in the light of HRA 1998	234
		Data protection and the media	240
		7.4.1 Data Protection Act 1998 in outline	240
		7.4.1.1 General issues of interpretation in relation to DPA 1998	240
		(a) The definition of 'data'	241
		(b) What is personal data?	242
		(c) Other key definitions in DPA 1998	243
		(d) Rights of data subjects	244
		(e) Duties of data controllers: the data	
		protection principles	245
		(f) Exemptions to the rights and duties set out above	247
		(g) Criminal offences and enforcement	247
		7.4.2 Application of DPA 1998 to the media	248
		7.4.2.1 Section 13	249
		7.4.2.2 Section 32	249
		7.4.2.3 Section 33	252
		7.4.2.4 Sections 44 to 46: the Commissioner's role in	
		relation to the 'special purposes'	253
		7.4.2.5 Section 55 and the media: unlawful obtaining	
		of personal information	255
		7.4.2.6 Application of DPA 1998 to internet-based publication	257
		7.4.2.7 Conclusion: how significant for the media is DPA 1998?	259
	7.5	Freedom of information	260
		7.5.1 Access rights and the media	260
		7.5.2 Introduction to the Freedom of Information Act 2000	262
		7.5.3 The right of access to information in outline	264
		7.5.3.1 The right of access to information under section 1	264

xiv

			7.5.3.2 What is a 'public authority'?	264
			7.5.3.3 When is information held by a public authority?	265
-			7.5.3.4 Format of requests under FOIA 2000	266
			7.5.3.5 Assistance for requesters	267
			7.5.3.6 Time limits under the Act	267
			7.5.3.7 Costs limits, vexatious and repeated requests,	
			and charges	268
			7.5.3.8 Publication schemes	270
		7.5.4	Exemptions in Part II of FOIA 2000	270
			7.5.4.1 Different types of exemption	271
			(a) The absolute exemptions	271
			(b) The qualified exemptions	272
			(c) Harm- or prejudice-based exemptions	273
			7.5.4.2 Interpreting the harm- or prejudice-based exemptions	274
			7.5.4.3 Qualified exemptions and the public interest test	274
			7.5.4.4 Public interest in the disclosure of information	276
			7.5.4.5 Public interest in maintaining the exemption	277
		7.5.5	Decision-making under FOIA 2000	279
		7.5.6	Personal data under FOIA 2000	282
		7.5.7	Policy-related information under FOIA 2000	286
		7.5.8	Media organizations as public authorities	
			under FOIA 2000	289
		7.5.9	The future of FOIA 2000	290
	7.6	Othe	r rights of access to information	292
		7.6.1	Environmental Information Regulations 2004	292
		7.6.2	Access to local authority information	295
	7.7	Conc	elusion	298
8.	BR	OADC	ASTING	
	Ton	y Ball	ard	
	8.1	The r	neaning of broadcasting	299
		8.1.1	Broadcasting as provision of a programme service	300
		8.1.2	Broadcasting as use of an allocated frequency	300
		8.1.3	Broadcasting as transmission	301
		8.1.4	Broadcasting as Ofcom's regulatory arena in	
			television and radio	301
		8.1.5	A new consensus?	302
	8.2	The r	ationale for regulation/regulatory policy	303
		8.2.1	Why regulate?	303
		8.2.2	Spectrum scarcity and the power of the medium	303
		8.2.3	The internet	305
		8.2.4	Legacy regulation of one-to-one communications	306
		8.2.5	The AVMS Directive	307

XV

	8.3	The rig	ght to broadcast	309
		_	Liberalization	309
		8.3.2	The regulatory scheme for television and radio	309
			The prohibition	310
		8.3.4	Who 'provides' a service?	310
			What services are regulated?	311
		8.3.6	Jurisdiction	311
		8.3.7	The boundaries of television regulation	315
		8.3.8	Restrictions on the holding of licences	317
		8.3.9	The right to call for a licence	319
		8.3.10	The nature and function of a licence	320
	8.4	Regula	ation of networks and network services	320
		8.4.1	Introduction	320
		8.4.2	Abolition of licensing	322
	8.5	Regula	ation of spectrum use	323
		8.5.1	Introduction	323
		8.5.2	The exemption regime	324
		8.5.3	The television licensing regime	324
		8.5.4	The wireless telegraphy licensing regime	324
		8.5.5	'Recognised spectrum access' (RSA)	325
		8.5.6	Spectrum management	325
		8.5.7	Spectrum rights	328
		8.5.8	The scope of a wireless telegraphy licence	329
	8.6	The ch	anging nature of broadcasting	331
		8.6.1	The Audiovisual Media Services Directive	331
		8.6.2	Beyond the AVMS Directive	333
).	REC	GULAT	ON AND EXTRA-LEGAL REGULATION OF	
	THE	E MEDI	A SECTOR	
	Lor	na Woo	ds	
	9.1	Introdu	uction	335
	9.2	Print n	nedia	338
	9.3	Films	and cinemas	342
	9.4	Broade	casting	346
		9.4.1	BBC	347
		9.4.2	Commercial broadcasting	353
	9.5	Videos	s, DVDs, and video games	360
	9.6	Video-	on-demand	365
	9.7	Conclu	ading remarks	369

10. DEFAMATION

Gavin Sutter

xvi

	10.1	Introduction: what is defamation?	3	73
		10.1.1 Classification	3	75
		10.1.2 Other species of related actions	3	77
		10.1.2.1 Criminal libel	3	77
		10.1.2.2 Trade libel	3	77
	10.2	Defamatory meaning	3	77
	10.3	Identification	3	84
	10.4	Publication	3	88
	10.5	Potential libel claimants: who may sue for libel?	3	99
	10.6	Potential libel defendants: who may be sued for libel?	4	00
	10.7	Defences to libel	4	01
		10.7.1 Justification	4	01
		10.7.2 Fair comment on a matter of public interest	4	05
		10.7.3 Consent	4	07
		10.7.4 Privilege	4	07
		10.7.4.1 Absolute privilege	4	07
		10.7.4.2 Parliamentary privilege	4	80
		10.7.4.3 Qualified privilege	4	09
		10.7.5 Offer of amends	4	17
		10.7.6 Innocent dissemination	4	18
	10.8	Remedies	4:	21
		10.8.1 Damages	4:	21
		10.8.2 Injunctions	4	23
		10.8.3 Corrections, apologies, and statements in open court	4	24
	10.9	Conclusion	4	24
11.	CRII	MINAL CONTENT AND CONTROL		
		Valden		
		Introduction	4	2.7
		Illegal content and human rights law	•	28
		Hate speech		31
		Obscene and indecent material		37
	11.7	11.4.1 Obscene publications		38
		11.4.1 Obsectic publications 11.4.2 Video recordings		45
		11.4.2 Video recordings 11.4.3 Extreme pornography		46
		11.4.3 Extreme pornography 11.4.4 Protecting children		49
	115	Controlling foreign illegal content		1 9
	11.3	11.5.1 Foreign television and radio services		52
		11.5.1 Foreign television and radio services 11.5.2 Internet media		55
				55 56
		11.5.2.1 Intermediary liability	4.	

	Contents	xvii
	11.5.2.2 Monitoring and filtering	458
	11.6 Concluding remarks	461
1.0		
12.	2. Cultural Diversity in Broadcasting	
	Irini Katsirea	
	12.1 Introduction	463
	12.2 Cultural diversity of media content and the Council of	1 - 1
	Europe: regulation of minority-language broadcasting	465
	12.2.1 European Convention for the Protection of	1 -
	Human Rights and Fundamental Freedoms	465
	12.2.2 Framework Convention for the Protection of	1//
	National Minorities	466
	12.2.3 European Charter for Regional or	160
	Minority Languages	469
	12.3 Cultural diversity of media content and the European	170
	Union: the European broadcasting quota 12.3.1 Television without Frontiers Directive	470 470
	12.3.1 Television without Frontiers Directive 12.3.2 Audiovisual Media Services Directive	470 471
	12.3.2 Audiovisual ivicula Services Directive 12.3.3 The European quota's cultural conception	471
	12.3.4 The European quota as a means of	7/7
	cultural dissociation	475
	12.3.5 The European quota: a poisoned chalice for	775
	small European states?	476
	12.3.6 What is a 'European work'?	480
	12.4 Cultural diversity and the public service remit	483
	12.4.1 France	484
	12.4.1.1 Language policy	484
	12.4.1.2 High culture	485
	12.4.1.3 Regional programmes	485
	12.4.1.4 Cultural quotas	486
	12.4.2 Germany	487
	12.4.2.1 High culture	487
	12.4.2.2 Regional programmes	487
	12.4.2.3 Cultural quotas	488
	12.4.3 Greece	489
	12.4.3.1 Language policy	489
	12.4.3.2 High culture	490
	12.4.3.3 Regional programmes	490
	12.4.3.4 Cultural quotas	490
	12.4.4 Italy	491
	12.4.4.1 Language policy	491

xviii Contents

	12.4.4.2 High culture	491
	12.4.4.3 Regional programmes	491
	12.4.5 The Netherlands	492
	12.4.5.1 Language policy	492
	12.4.5.2 High culture	492
	12.4.5.3 Regional programmes	493
	12.4.5.4 Cultural quotas	493
	12.4.6 United Kingdom	494
	12.4.6.1 High culture	494
	12.4.6.2 Regional programmes	494
	12.4.6.3 Cultural quotas	496
	12.5 Conclusion	496
13.	Commercial Communications	
	John Enser	
	13.1 Introduction	501
	13.2 Advertising and the general law	502
	13.3 Regulation of television and radio advertising	504
	13.3.1 Introduction and general scheme of regulation	504
	13.3.2 Communications Act 2003	505
	13.3.2.1 Delivery of Ofcom's	
	objectives—subcontracting	506
	13.3.2.2 Delivery of Ofcom's objectives—codes	
	and licence conditions	506
	13.4 Television without Frontiers Directive	507
	13.4.1 Implementation of the TWF Directive into the	
	obligations of broadcasters	509
	13.5 Product placement	511
	13.6 Clearance of advertisements	511
	13.7 Regulation of non-broadcast advertising	512
	13.7.1 Introduction and general scheme of regulation	512
	13.7.2 The CAP Code	513
	13.7.3 CAP Code general rules	513
	13.7.4 CAP Code sales promotion rules	517
	13.7.5 CAP Code direct marketing rules	518
	13.7.6 Other specific rules	519
	13.8 Advertising and promoting premium rate/phone paid services	523
	13.9 Regulation of video-on-demand advertising—a new regime?	524
	13.10 Sanctions for breach of advertising regulations	525
	13.10.1 Broadcasting (television and radio)	525

	Contents	xix
	13.10.2 Non-broadcast	526
	13.10.2.1 Adverse publicity	526
	13.10.2.2 Ad Alerts	526
	13.10.2.3 Withdrawal or withholding of trading	
	privileges and recognition	527
	13.10.2.4 Pre-vetting	527
	13.10.2.5 Referral to the OFT for action	527
	13.10.3 Sanctions applicable to premium rate services	528
INDEX		529

--

•

•