[IT] AGCOM defines icon to access digital terrestrial television channels

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The Italian Communications Authority (AGCOM), by means of Resolution No. 259/24/CONS of 10 July 2024, published on 24 July, approved a regulation aimed at ensuring the immediate, easy, and clear accessibility of digital terrestrial television content, as provided by the Consolidated Law on Audiovisual Media Services (TUSMA) and its Resolution No. 294/23/CONS.

This regulation was adopted following a specially established technical committee, in which associations of broadcasters and equipment manufacturers participated. These stakeholders progressively aligned their respective positions, allowing AGCOM to arrive at widely accepted solutions.

The regulation defines the icon that serves as an immediate access point to digital terrestrial channels and establishes its specifications. Specifically, this access point is required to be: 1) available to users on the home pages of all devices capable of receiving the transmitted content; 2) of a size no smaller than that of other icons or boxes present in the section of the screen where it is positioned; and 3) identical on all devices and user interfaces to ensure clear and immediate visibility.

The icon itself, which was also presented, features a lightly shaded blue background, a stylised television screen in the centre, and the white text "TV Channels". The design of the new symbol is decidedly minimalist and it will appear on all devices compatible with content reception technology.

Therefore, the icon will appear within the proprietary interface of various devices that can display digital terrestrial programming, including stand-alone decoders or systems integrated within TVs.

The regulation also allows users to customise the interface configurations in accordance with current legislation and the provisions of the European Media Freedom Act (EMFA).

In a scenario where the presentation methods of content on user interfaces can influence or even direct users' choices by emphasising certain content or limiting customisation options, the adoption of this measure represents a significant step for the Authority.

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It aims to ensure, while respecting users' freedom of choice, adequate prominence for informative, political, educational, scientific, and entertainment content, which is essential for building a collective conscience and shaping public opinion.

Delibera 259/24/CONS "Definizione dell'icona per accedere ai canali della televisione digitale terresTRE"

https://www.agcom.it/provvedimenti/delibera-259-24-cons

Resolution 259/24/CONS "Definition of the icon to access digital terrestrial television channels"

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