

Paying more for less...

the impact of cross-border access initiatives on consumers in Eastern Europe and Baltic countries



Drivers



Converging prices are likely to disadvantage Eastern European and Baltic consumers



Move to pan-European model is likely to hurt local diversity



Consumers are likely to face quality issues such as enforced dubbing



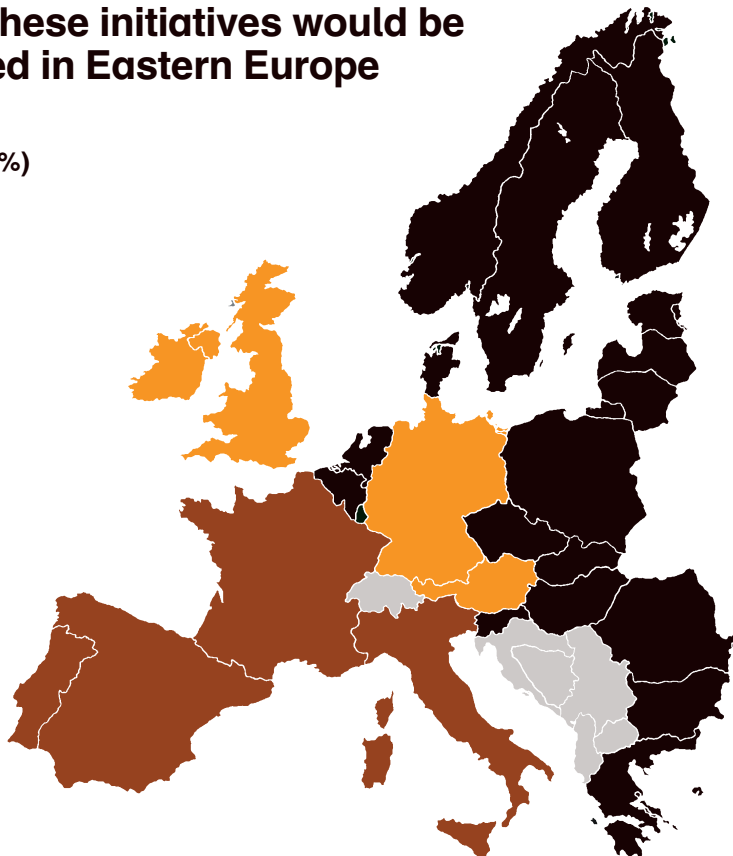
Availability and diversity of content on OTT platforms are likely to decline

The impacts of these initiatives would be most pronounced in Eastern Europe

Long-term welfare loss(%)



Not included in study



Local output reduction of up to 35%



Local platform revenue reduction of up to €1.1bn (39%)



Consumer welfare loss of up to €590m (25%)