



DR
JT - MM

RAD.-SPG 14427

A G E N D A

INTERNATIONAL BROADCASTING SPECIALIZED MEETING

Stockholm, 11th and 12th June 2007

DAY 1: Monday 11th June 2007

09.00-09.30: **Registration**

09.30-09.45: **Welcoming remarks**

- ▶ Peter Örn (Director-General, SBC)
- ▶ Jan Hoek (Director-General, RNW, Chairman EBU International Broadcasting Group)

09.45-10.00: **News from the EBU**

- ▶ Michael Mullane (EBU Radio News & Sport)

10.00-12.30: **News & Views (Part I)**

Delegates will be requested, in an informal and roundtable environment, to identify their organization's most important success over the past year and their single biggest challenge.

- ▶ Moderator: Guido Baumhauer (Managing Director of Strategy, Marketing, and Distribution, DW)

12.30-13.30: **Lunch**

13.30-14.15: **Kate Adie**

Kate Adie is the BBC's most famous news correspondent. She has reported from many of the major wars of recent years, including the Gulf War, the conflicts in the former Yugoslavia, Albania, Rwanda, China and Sierra Leone.

- ▶ Moderator: Anne Sseruwagi (SR)

14.15-16.15: **Breakaway session - the content conundrum**

Are we broadcasters or content-providers? Do we want to be both? Can we be both?

- ▶ Moderator: Mark Cummins (SR)

16.15-17.00: **International Broadcasting Group elections** (EBU members only)

End of first day

DAY 2: Tuesday 12th June 2007

09.00-10.30 News & Views (Part II)

Delegates may use text, audio and/or video to identify their organization's most important success over the past year and their single biggest challenge.

- ▶ Moderator: Guido Baumhauer (Director of Distribution, DW)

10.45-12.45: Breakaway session - the distribution dilemma

Multimedia presentation followed by discussion

- ▶ Moderator: Ruxandra Obreja (Controller, Business Development, BBC WS)

12.45-13.00 Final remarks

- ▶ Jan Hoek (Director-General, RNW, Chairman EBU International Broadcasting Group)

Close of conference

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