



DR  
JT - MM

Geneva, 05 April 2005

RAD.-SPG 13435

**INTERNATIONAL BROADCASTING SPECIALIZED MEETING  
Geneva, 17-18 May 2005**

**Room: B  
Start of meeting: 10.00**

**FIRST DRAFT AGENDA**

**THE PARADIGM SHIFTS FOR INTERNATIONAL BROADCASTING**

**Day One - Tuesday 17 May 2005**

- 10.00            WELCOME FROM EBU**  
**Mr Javier Tola**  
Head of EBU Radio News & Sport
- 10.05            OPENING REMARKS FROM THE CHAIR**  
**Mr Jan Hoek**  
Director-General NL RNW
- 10.10            NEWS FROM MEMBERS (Members only)**
- 11.20            *Refreshments***
- ARE WE REACHING OUR AUDIENCES?**
- 11.30            Ms Elizabeth Smith**  
Secretary-General CBA
- 11.45            Mr Antoine Schwarz**  
President and Director-General FR RFI
- 12.00            Mr Frank Williams**  
Marketing Director RFE / Radio Liberty
- 12.15            PANEL DISCUSSION**  
**13.00            *Lunch***

**DAVID AND GOLIATH: MAINTAINING A DOMESTIC PROFILE**

**14.30**            **Ms Anne Sseruwagi**  
Director SR International

**14.45**            **Mr Jean Larin**  
Director CA RCI

**15.00**            PANEL DISCUSSION

**15.40**            *Refreshments*

**TURNING THE NEW MEDIA WORLD TO OUR ADVANTAGE**

**15.50**            **Mr Guido Baumhauer**  
Editor-in-Chief DE DW Online

**16.05**            **Ms Katherine Farnon**  
Head of Crossmedia Development (NL RNW)

**16.20**            PANEL DISCUSSION

**17.00**            **CLOSING REMARKS FROM THE CHAIR**

**17.15**            End of Conference Proceedings for Day One

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**Day Two - Wednesday 18 May 2005**

**09.30**                    **OPENING REMARKS FROM THE CHAIR**  
**Mr Jan Hoek**  
Director-General NL RNW

**MEMBERS ONLY SESSION**

**09.40**                    **Radio News Exchange**  
**Michael Mullane**  
Project Manager EBU

**09.50**                    **EBU ELECTIONS**

**10.45**                    *End of Members Only Session and Refreshments*

**SERVING NEW AUDIENCES: WHAT IS HOT AND WHAT IS NOT**

**11.00**                    Seamless communications on the move  
**Edgar Wilson**  
EBU Technical Department

**11.15**                    Is DMB the future?  
**Yannick Andre-Masse**  
CEO VDL

**11.30**                    How to broadcast to millions and still cut costs  
**Stephen Alstrup**  
CEO Octoshape

**11.45**                    Internet radio dos and don'ts  
**Robert Freeman**  
Click Online GB BBC

**12.00**                    Just out in Beta  
**Jonathan Marks**  
"Cross Media Insultant" to NL RNW

**12.15**                    **PANEL DISCUSSION**

**13.15**                    **CLOSING REMARKS FROM THE CHAIR**

**13.30**                    *Lunch*

**15.00**                    **End of Conference**

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