



AUTORITÀ PER LE
GARANZIE NELLE
AGCOM COMUNICAZIONI

Giornata Internazionale / International Day
Venerdì 21 ottobre 2016 / Friday 21st of October 2016

Villa Medici, Accademia di Francia a Roma

Viale Trinità dei Monti 1, Roma

Seminario congiunto **AGCOM ed Eurovisioni / Joint seminar AGCOM – Eurovisioni:**

Le riforme dell'audiovisivo europeo: verso una posizione comune sulla Direttiva Servizi Media Audiovisivi (SMA), Copyright e Mercato Unico Digitale? / *The European Audiovisual reforms: towards a common position on the Directive Audiovisual Media services (AVMS), Copyright and Digital Single Market?*

9h00

Registrazione / Registration

9h30

Saluti iniziali / Welcome speeches

Villa Medici: Muriel Mayette Holtz

Eurovisioni: Michel Boyon

AGCOM: Antonio Martusciello

EBU: Guillaume Klossa

10h30

Panel 1: La revisione della Direttiva SMA tra tensioni istituzionali e di mercato / The review of the AVMS Directive: institutional and market pressures

The session aims at evaluating the European Commission's proposal for a review of the AVMSD in the light of DSM goals, in particular, the proposed provisions on NRAs independence and the role of ERGA, the rules on the Country of origin principle and the new provision on video-sharing platforms will be discussed, as well as the recent development of the legislative debate at EP and Council).

Moderatore / Chair: André Lange

AGCOM: Francesco Posteraro

CSA Schramek (*TBC)

Confindustria Radio Televisioni: Franco Siddi

DGMIC: Martin Ajdari

ERGA Madeleine De Cock Buning

Roma Tre: Fabio Bassan

Q & A

12h00

Panel 2: La diversità culturale e dei media in Europa nel nuovo ecosistema digitale / The diversity of culture and media in Europe in the new digital ecosystem

The diversity of culture and media is a pillar of Europe. It is important to discuss how to preserve it in the audiovisual field within the new digital

ecosystem dynamics and to evaluate the suitability of the tools provided by the proposed AVMSD reform

Moderatore / Chair: Muriel Mayette Holtz (French Academy in Rome)

AGCOM: Antonio Nicita

APT Marco Follini

CSA: (*TBC)

FRANCE TV: Francis Donnat

RADIO FRANCE Mathieu Gallet

RAI: Luca Milano

Q & A

[repas privé avec Mme Silvia Costa]

14h30

Panel 3: Il mercato dei Servizi Media Audiovisivi nel contesto del Mercato Unico Digitale/The audio-visual media services market within the big picture of the Digital Single Market strategy

Aim of the session is to take stock and assess the various policy and legislative actions taken by the European Commission within the framework of the DSM Strategy, their coordination and potential impact on the audiovisual sector (among others, in the field of AVMS; Geo-blocking; Copyright on line; electronic communications networks; e-commerce....)

AGCOM: Antonio Preto

EBU: Richard Burnley

E-media: Emilio Pucci

European Commission: Lorena Box Alonso

Google: Andrea Stazi

Università Bocconi: Oreste Pollicino

15h30

Conclusioni/ Conclusions

AGCOM: Angelo Marcello Cardani

EU Parliament: Silvia Costa

Eurovisioni: Michel Boyon

MiBACT (Ministry of culture): Nicola Borrelli

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