



# 1<sup>ST</sup> INTERNATIONAL BROADCASTING ASSEMBLY

## DRAFT AGENDA

réf.(facultatif)

Hotel Mercure Porte de Versailles  
36-38 rue du Moulin  
92170 Vanves (Paris)

### Wednesday 18 May

**19.00 - Reception dinner at Hotel Mercure, sponsored by Asiasat**

### Day 1 – Thursday 19 May

**9.00-17.30**

- 1. START OF THE MEETING - Welcome speech by a FMM representative and by Mr Klaus Bergmann, acting Chairman of the Assembly**
- 2. TOUR DE TABLE OF THE SITUATION OF THE MEMBERS**

Each member has 5' to present recent developments in its organisation to the audience. It can be about distribution, programming, commercial strategies, marketing, licenses issues, etc.

<b>Coffee break</b>
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- 3. CONTINUATION OF THE TOUR DE TABLE**
- 4. PRESENTATION: ASIASAT**

by Ms Sabrina Cubbon, VP Marketing and Global Accounts

<b>13.15 – 14.30 Lunch at Mercure Hotel</b>
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**5. PRESENTATION: Results of the survey about international broadcasting**

By Mr David Fernandez Quijada, Senior Media Analyst at the EBU Media Intelligence Service (MIS)

**6. DISCUSSION: International Broadcasters and the threat of cyber attacks**

Discussion with a member of the EBU expert group for cyber security

**Coffee break**

**7. PRESENTATION: Eurovision Network Services**

By Mr Paolo Pusterla, EBU Head of Procurement and Networks Partnerships

**8. PRESENTATION: EUTELSAT**

By Mr Michel Chabrol, Marketing and Innovation Director

**19.30 Departure from Hotel Mercure to the restaurant**

**20.00 Dinner sponsored by Eutelsat – Restaurant “Les Cocottes”, Hotel Sofitel Arc de Triomphe**

## **Day 2 – Friday 20 May**

**9.00-13.00**

**1. SPEECH – by Ms Ingrid Deltenre, EBU Director General**

**2. EUROPEAN AFFAIRS – Copyright and Portability**

By Ms Nicola Frank, Head of EBU European Affairs

**3. ELECTIONS of the Chairman and the Committee – for EBU members only**

The assembly will elect a chairman and up to 6 committee members, for a 2-year period. Election rules follow the EBU bye-laws

**Coffee break**

**4. DISCUSSION**

4.1 Digital Radio – Mr Graham Dixon, Head of Radio, EBU

4.2 Mapping of Russian-speaking programmes in Europe

4.3 Other issues

**5. CONCLUSIONS – End of meeting**

**13.00 – 14.30 Lunch at Mercure Hotel**