

ENGAGE, EMPOWER, ENJOY!

A FUTURE MEDIA AGENDA FOR EUROPE

Draft Programme

Place: The Square, Silver Room
Mont des Arts, 1000 Brussels

FREE – by invitation only

Time: 12:30 - 18:00

Taking place during the EUROVISION Media Summit in Brussels, this high-level Conference will look at the current place of culture and content in EU media policy and invite participants to think ahead for future EU policies in this field.

The “Engage, Empower, Enjoy! A Future Media Agenda for Europe” Conference will focus on what can and needs to be done to ensure that the media ecosystem remains driven by the creation of great content reaching audiences the way they want it.

Moderated by Director of RAI News 24, **Monica Maggioni**, the conference will be set in a newsroom format with a mix of interviews, discussions, video footage and live reporting.

12:30 – 14:00 Registration and lunch

14:00 – 14:45 Session I: Public Service Media and the media ecosystem

A discussion on the role of Public Service Media as key actors in the media ecosystem, focusing on the production and delivery of high quality content. Speakers will also discuss how to bring the value as well as values to audiences in a convergent media environment.

Welcome: **Jean-Paul Philippot**, EBU President

Key-note: **Pat Rabbitte** TD, Irish Minister for Communications

Roberto Viola, Deputy Director General of DG Connect

Alexander Wrabetz, ORF Director General

James Heath, BBC Controller, Policy and Regulation

14:45 – 16:00 Session II: Meeting the audience: programme strategies and cooperation

Sit back and enjoy some of the best content produced by public service media over the past few years in Europe. This session will give the floor to those who drive the production of great and innovative content on television, radio, online or cross-media platforms.

Speakers will give a practical insight into how such content was made - in many cases in collaboration with other media actors - and how content-focused policies can further drive high quality productions in Europe in the future.

With: **Jan Truszczyński**, Director General of DG Culture and Education: the role of broadcasters for the creative industries, sports and education

Voyelle Acker, Director for Transmedia Storytelling, France Télévisions :
Developing cross-media programmes

Asunción Gómez Bueno– Chairperson of EBU News Committee: News strategies and Eurovision News Exchange

Morten Hesseldahl, DR Director of Culture: “Borgen” and “The Killing” – European drama success stories

Oltea Serban-Parau, Editor-in-chief of Romanian Culture radio: The travelling piano

Christian Gillinger, Swedish Radio Project Manager Digital Media: the Social Media handbook

Jean-François Boyer, independent producer (Tetra Média): "Un Village français"

Johan Walhberg, SVT Head of Distribution Strategy: Putting the audience first! SVT Play from 2006 to now; a service to society

Michael Hill, Managing Director of UK Radioplayer

Jan Bruyneel, VRT: Stievie, an example of public service – commercial broadcaster cooperation

Sophie Jones, Head of Corporate Relations, Channel 4: Paralympics coverage

16:00 – 16:20: Coffee break

16:20 – 17:30: Session III: Universal access in a converging environment

This session will address changing media consumption patterns in a converging environment. What are the needs of public service media to continue ensuring universal access to their programmes and services? How do they adapt their distribution strategies accordingly? How do net neutrality and radio spectrum policies fit into this equation?

With: **Roger Mosey**, BBC Editorial Director
Gunilla Ohls, YLE Director of Strategy
Francis Goffin, Radio Director, RTBF
Luigi Rocchi, Director of RAI Technological Strategies
Eric Scherer, Director of Future Media, France Télévisions
Krzysztof Wojciechowski, Legal Adviser TVP

17:30 - 18:00 : Conclusion - Preparing for a fully converged audiovisual world

Which policies are necessary to refocus on the cultural, societal and democratic role of the media? Is it time to set a "Media Agenda for Europe"?

With: **Lorena Boix-Alonso**, Head of Unit, Converging Media and Content, DG Connect
Peter Weber, Legal Director of ZDF
Ingrid Deltenre, EBU Director General