

4TH INTERNATIONAL BROADCASTING ASSEMBLY

DRAFT AGENDA

Venue :

Hotel Ramada <http://www.ramadakazan.com/en/>
39, Chernyshevsky street,
Kazan,
Russian Federation

Sunday 2 June 2019

Arrivals

Day 1 – Monday 3 June 2019

9.00 – 17.45

(Meeting of the Executive Board 8.00 – 9.00)

1. Introduction

Welcoming words by IBA chairman, Mr Klaus Bergmann, and RTR Director of Foreign Affairs, Mr Peter Fedorov

Approval of the minutes of the 3rd IBA

2. Tour de table of the situation of the Members

During 5 minutes, each Member presents recent developments in his/her organisation. The topics can include distribution, programming, commercial strategies, marketing, licencing issues, etc.

3. How to reach young audience ?

Presentation by RAI followed by a discussion

4. Distribution

Market updates, Pay TV market evolution and competition; breaking down the distinction between linear and non-linear distribution; possible cooperation between international PSM – joint presentation by RTVE and RTP

5. International audience measurement

New ways of measuring online audience – Dr Bernhard Engel, expert in audience measurement

6. Staff safety

Presentation on safety of staff from all types of attacks

- Charlie McGrath, expert in hostile environment safety
- John Maguire, France Médias Monde

7. Eutelsat Presentation

By Agnès Pleinecassagne, Director, Marketing and Sales

Evening dinner sponsored by Eutelsat; restaurant PASHMIR. <http://pashmir.ru/eng/>

Day 2 – Tuesday 4 June 2019

9.00 – 12.30

1. Elections ad interim chairman, for a one-year term

2. European Affairs / EBU update

- Update on EC initiative on disinformation – EBU publication 50 ways to make it better;
- Feedback from European elections;
- CabSat directive;
- WRC-19
- EBU Public Affairs Roadmap for the next five years

3. Technologies and trends driving changes in media production and consumption

RAI "stretched TV"

Afternoon : sightseeing tour of Kazan, including a walk in the Kremlin

Evening dinner at Ramada hotel

Tour and dinner are both offered by our host, RTR Planeta