



2ND INTERNATIONAL BROADCASTING ASSEMBLY

AGENDA

Crystal Palace Boutique Hotel
14 Shipka Street
1504 Sofia
Bulgaria

Wednesday 17 May 2017

Reception dinner at Crystal Palace Hotel (time tbc)

Day 1 - Thursday 18 May 2017

9.00 – 17.30

1. START OF THE MEETING :

- a. Welcoming speech by Mrs Vyara Ankova, Director General, BNT and by Mr Klaus Bergmann, Chairman of the assembly
- b. Approval of the minutes of the previous 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.

Coffee break

3. CONTINUATION OF THE TOUR DE TABLE

4. PRESENTATION OF THE PORTAL "MIGRANTS INFO"

Common project from Ansa, DW and France Médias Monde – presented by John Maguire, FMM.

13.15 – 14.30 Lunch at Crystal Palace Hotel

5. DIGITAL STRATEGIES IN INTERNATIONAL BROADCASTING

Presentation by DW, followed by a discussion

6. CYBER SECURITY

Presentation tbc

Coffee break

7. HISPASAT PRESENTATION

By Mr Jorge Rodríguez, Marketing Director, Hispasat

Dinner sponsored by Hispasat – place and time tbc

Day 2 - Friday 19 May 2017

9.00 – 12.30

1. EUROPEAN AFFAIRS

By Ms Nicola Frank, Head of EBU European Affairs

2. CHANGES IN INTERNATIONAL DISTRIBUTION FOR RADIO

Presentation by Mr David Fernandez Quijada, Senior Media Analyst at the EBU Media Intelligence Service (MIS), followed by a discussion

3. PSM IMPACT ON SOCIETY

Presentation of some inspiring examples on how to measure an organisation's impact on society, followed by a discussion – By Mr David Fernandez Quijada, EBU

Coffee break

4. THE MEDIA SITUATION IN BULGARIA

Presentation by Mrs Sofia Zhivkova, Marketing Director, BNT

5. CONCLUSIONS – END OF MEETING

12.30 – 14.00 Lunch at Crystal Palace Hotel

14.30 - 16.00 : Sightseeing tour of Sofia in an open-platform bus