

INTERNATIONAL BROADCASTING ASSEMBLY

AGENDA

Day 1 – Wednesday 16 October 9.30-18.00

9:30 Welcome coffee / registration

10:00 **1 WELCOME BY CHAIR**
Simona Martorelli, Director of International Relations, Rai

Adoption of agenda

10:10 **2 KEYNOTE SPEAKER**
Jean-Paul Philippot, CEO, RTBF

10:40 **3 TOUR DE TABLE**

11:40 Coffee break

12:00 **4 DISTRIBUTION SESSION**

4.1 International distribution trends and strategy
Presentation: TRT Global
Discussion leads
John Grigoras, Head of Distribution - Greek Diaspora ERT and
Mustafa Saritaş, Head of the International Relations Department, TRT

4.2 FAST channels
Presentation: MIS report: Fast Channels
Discussion leads
William Davies, EBU

13:00 Lunch

14:30 4.3 Discoverability and Prominence
Presentation: EBU's Activities
Discussion leads
Wouter Quartier, Head of Digital, Transformation & Platforms, EBU

4.4 Fighting against piracy
Discussion leads
Nathalie Bobineau, Director of International Development, FT and
Rosalía Alcubilla Alonso, Head of Global Clients at the International
Commercial Department, RTVE

15:30 **5 MEDIA LAW IN KAZAKHSTAN**
Kate Saunders, Head of International Policy, BBC and Xiaoying Zhang,
Senior Officer International Relations, DW

16:00 Coffee break

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- 16:20 **6 AI SESSION**
KEYNOTE: European Commission's AI Strategy
Yordanka Ivanova, Legal and Policy Officer, European Commission
- 6.1 AI and the impact on corporate structure
Ruth Kühn, Senior Technology Manager, IT & media systems, DW
- 6.2 EBU joint committee paper 'Generative AI and public service media'
François Lavoir, Senior EU Policy Adviser, EBU
- 6.3 EBU Academy's school of AI
Justin Kings, EBU Academy
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- 17:30 **7 PREVIEW OF PSM COMPASS**
Michelle Roverelli, EBU
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- 17:50 Closing
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- 19:30 Dinner at **Brasserie Meeus**,
Rue du Luxembourg 17, 1000 Bruxelles

Day 2 – Thursday 17 October

- 9:00 Meet at EBU Office and Transfer to European Parliament
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- 9:30 Meet at Parliament's Accreditation Centre (CdA)
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- 10:15 **8 EUROPEAN PARLIAMENT ELECTION STRATEGY AND NEW TERM**
KEYNOTE: Jesús Carmona, Director for Media, European Parliament
Venue: Anna Politkovskaya Press Conference Room
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- 10:45 Tour of Parliament's Audio-visual facilities
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- 11:15 Transfer to EBU Offices
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- 11:30 **9 DIGITAL CHALLENGES AND OPPORTUNITIES SESSION**
- 9.1 News media scan
Oliver Linow, Internet Freedom Specialist, IT & Cybersecurity, DW
- 9.2 Brainstorm: strategies to circumvent censorship online
Facilitated by Grace Zakka, Platform Strategy Lead, EBU
- 9.3 Connected Car Playbook
Tomas Granryd, Head of Digital Partnerships, SR
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- 12:30 Closing
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- 12:45 End of programme