

6TH INTERNATIONAL BROADCASTING ASSEMBLY

AGENDA

Morning session 10:00 – 12:00
Afternoon session 14:00 – 16.30

10:00 – 10:30

OPENING

John Maguire, IBA Chair, Director of International Relations and Cooperation, France Médias Monde

WELCOME

APPROVAL OF THE MINUTES OF THE 5TH IBA

10:30 – 11:30

SUMMARY OF MAIN TRENDS OF THE SITUATION OF INTERNATIONAL BROADCASTERS

Nicola Frank, Head of Institutional and International Relations, EBU

MEMBERS' NEWS

- ❖ **Patrick Leusch**, DW and **Bärbel Moser**, France Médias Monde: "ENTR: What's Next" project - a new multilingual digital media offer for young Europeans
- ❖ **Maria Jesus Peres**, RTVE: "PLAYZ" - the new platform for young audiences
- ❖ Other

Q&A

11:30 – 12:00

ELECTIONS OF IBA CHAIR AND IBA EXECUTIVE COMMITTEE

- ❖ Short presentation by the candidates
- ❖ Elections

BREAK

Afternoon session on next page

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AFTERNOON SESSION - OPEN TO ALL EBU MEMBERS

14:00 – 14:45**INTERNATIONAL DISTRIBUTION**

- ❖ **BBC World Service digital distribution strategy – focus on radio**
Nigel Fry, Head of distribution, BBC World Service
- ❖ **WRC-23 preparation and satellite distribution**
Elena Puigrefagut, Senior Project Manager, EBU Technology & Innovation
- ❖ **Reaching your audience: How to deal with internet censorship (internet circumvention tools)**
Oliver Linow, Internet Freedom Specialist, DW

Q&A**14:45 – 16:00****TRUSTED JOURNALISM – MODERATED DISCUSSION****MODERATION: RACHEL BAIG, DW**

- ❖ **How Evidence can help us fight Misinformation**
Rasmus Kleis Nielsen, Director of the Reuters Institute for the Study of Journalism and Professor of Political Communication at the University of Oxford
- ❖ **Journalism and AI**
Alberto Romagnoli, Deputy Director RAI News 24 and **Alberto Messina**, Centre for Research and Technology Innovation, Rai
- ❖ **Launch of the Journalist Trust Initiative**
Heaton Dyer, Executive Director, Strategy and International Relations, CBC/Radio-Canada
- ❖ **Towards a European Public Sphere – the European Recommendation Box**
Justyna Kurczabinska, Senior Editor of News Strategy and Development, EBU

Discussion**16:00****CONCLUDING REMARKS BY THE CHAIR****16:30****END**