

8TH INTERNATIONAL BROADCASTING ASSEMBLY

AGENDA

Meeting venue: France Télévisions - (salle 4260) - Le Ponant Ouest - 27-29 rue
Leblanc – 75015 Paris

Day 0 – Wednesday 31 May 2023

- 17:00** **VISIT OF FRANCE TELEVISIONS**
meeting in the lobby of France Télévisions Headquarters
- 19.00** **WELCOME COCKTAIL:**
2 Pianos, 136 rue de Lourmel, 75015 Paris (les2pianos.com)

Day 1 – 1 June 2023

- 9:00** **WELCOME COFFEE**
- 9:30 – 10:00** **WELCOME AND INTRODUCTION**
- ❖ **Simona Martorelli**, IBA Chair, Director International Relations & European Affairs, Rai
 - ❖ **Eric Scherer**, Director of Innovation and International Affairs, France Télévisions
- ADOPTION OF THE AGENDA**
- 10:00 – 12:00** **RECENT EBU AND MEMBER DEVELOPMENTS - TOUR DE TABLE**
- ❖ **Noel Curran**, EBU Director General
 - ❖ **All Members**
- 12:00 – 12:30** **ELECTIONS**
- ❖ **Presentation of candidates followed by elections**
- 12:30 – 14:00** **LUNCH**

14:00 – 16:00

DISTRIBUTION OF INTERNATIONAL BROADCASTING SERVICES

- ❖ **Introduction, Wouter Quartier**, EBU Senior Manager, Digital, Transformation & Platforms
- ❖ **MIS research – Distribution of PSM international services Matthieu Rawolle**, Media Analyst, EBU Media Intelligence Service
- ❖ **Case studies: France Télévisions, Rai, ERT**
- ❖ **Panel discussion - A strategy for OTT distribution for international services**

moderated by **Wouter Quartier**

Marek Solon-Lipinski, TVP

John Grigoras, ERT

Rosalía Alcubilla Alonso, RTVE

Florence Fortune, France Télévisions

Giacomo Marchettini, Rai

Kazimir Bacic, HRTV

Discussion

16:00 – 16:30

COFFEE BREAK

16:30 - 17:30

A NEW TOOL FOR SATELLITE COMMUNICATION

- ❖ **Laurence Delpy**, General Manager video business unit, Eutelsat

Discussion

19:30

DINNER

La Plage Parisienne, Port de Javel Haut, Statue de la Liberté, 75015 Paris (laplageparisienne.com)

Day 2 – 2 June 2023

- 9:30 – 11:00** **FACT CHECKING AND MEDIA LITERACY**
- ❖ **Tour de France by train**
Amel Cogard, Head of strategy and media education development, France Télévisions
 - ❖ **Critical Thinking – taking journalists to schools**
Juliane von Reppert-Bismarck, Founder & CEO, Lie Detectors
 - ❖ **Technology-assisted verification to counter disinformation,**
Jochen Spangenberg, Deputy Head/Innovation Manager of Research and Cooperation Projects, DW
 - ❖ **News offer coordination**
Cristiana Raffa, journalist, Rai
 - ❖ **Eurovision News Exchange Social Newswire**
Derek Bowler, Head of Social Newsgathering, EBU
- 11:00 – 11:30** **COFFEE BREAK**
- 11:30 – 12:30** **UPDATE ON EU POLICIES AND INTERNATIONAL INITIATIVES**
- ❖ **Wouter Gekiere**, Head of EBU Brussels office
 - ❖ **Nicola Frank**, Head of Institutional and International Relations, EBU
- Discussion**
- 12:30 – 14:00** **LUNCH**
- Afternoon** **Visit of the exhibition ‘Ramses the Great and the Gold of the Pharaos,’** La Villette, 211 avenue Jean Jaurès, 75019 Paris (en.lavillette.com/programmation/ramses-the-great_e1111)