

# 8<sup>TH</sup> INTERNATIONAL BROADCASTING ASSEMBLY

## DRAFT 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](http://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](http://en.lavillette.com/programmation/ramses-the-great_e1111))