

Dear colleagues and friends,

It is a pleasure and an honour to welcome you all – representatives of the satellite public broadcasters of Europe – to the 2nd International Broadcasting Assembly here in Sofia.

You are a very special part of public broadcasting in Europe that brings people together and helps them remain an active part of their native country and nation even when far away. Helping preserve our common European values and culture, you have a special mission to contribute to maintaining diversity and tolerance worldwide.

Our role and responsibility as public broadcasters is much bigger than to just provide reliable information as mere witnesses to what is happening around us. Rapidly changing Europe, marked by terrorist attacks and the problems of migrants cannot leave us indifferent. All these issues, along with our contribution to society, based on current needs, the new digital strategies and cyber security are going to stand out during your sessions, providing a unique opportunity to exchange knowledge through debates and networking.

Public broadcasters are like one big family with an important impact on society, sharing common understanding and support for the best media standards. We are also fighting similar problems in terms of the ever changing world.

Wishing you success, I am sure that the conference will give new impetus to the deliberation on the development of public service broadcasting in these difficult times, which affect not only our continent, but people in many other parts of the world we reach by means of our satellite services. This meeting is a great opportunity to show optimism, to exchange ideas and experience and to look for the best solutions to the challenges we face, led by the responsibility that we as public broadcasters have, to create meaning and values for the majority of our viewers, help solving problems and contribute to a positive change.

By bringing together colleagues from all over Europe in our capital, this conference will also give us a chance to show you glimpses of our ancient history and beautiful nature. I truly hope you will have a wonderful experience in Sofia, which will make you wish to come back to Bulgaria again.

VYARA ANKOVA