



Latvian Presidency
of the Council of the
European Union

EU2015.LV



Ministry of Culture
Republic of Latvia



Co-funded by the



International Conference

Strengthening the European audiovisual media market for the development of the European identity

9 – 10 March, 2015
National Library of Latvia, Riga
Mūkusalas iela 3

PROGRAMME

Working language is English. Translation in Latvian and French will be provided.

MONDAY, 9 MARCH

10.00 – 11.00 Registration of participants and morning coffee

11.00 – 11.30 **Opening of the conference**

H.E. Ināra Mūrniece – Speaker of the Saeima (Latvian Parliament)

Dace Melbārde – Minister for Culture of the Republic of Latvia

11.30 – 11.50 **Keynote address**

Vaira Viķe-Freiberga – Chair of the High-Level group on Freedom and Pluralism of the Media in the European Union (2011-2013)

11.50 – 13.20 **Plenary session I: Regulatory framework – the scope of the AVMS Directive**

Speakers:

Maja Cappello – Head of the Department for Legal Information, European Audiovisual Observatory

Alexander Scheuer – Head of Media Regulation & Policy, Deutsche Telekom

Lorena Boix Alonso – Head of Converging Media and Content Unit, DG Connect, European Commission

Moderator: **Andris Mellakauls** – Head of Information Space Integration Division, Ministry of Culture of the Republic of Latvia

13.20 – 14.30 *Lunch*

14.30 – 16.00 **Plenary session I (continued):
The country of origin principle for audiovisual media services**

Speakers:

Ross Biggam – Director General, Association of Commercial Television in Europe (ACT)

Henrik Toremark – Group Head of Public Affairs, Modern Times Group (MTG)

Egils Levits – Judge, Court of Justice of the European Union

Moderator: **Andris Mellakauls** – Head of Information Space Integration Division, Ministry of Culture of the Republic of Latvia

16:00 – 16:30 *Coffee break*

16.30 – 18.00 **WORKING GROUPS (no translation)**

Working group I: Independence of regulators (Hall “Jūra”)

Speakers:

Emmanuelle Machet – Coordinator of the Secretariat of the European Platform of Regulatory Authorities (EPRA)

Francesco Sciacchitano – Senior legal expert, AGCOM, Italy

Tim Suter – Managing Director, Perspective Associates

Moderator: **Silvia Grundmann** – Head of the Media Division, DG Human Rights and Rule of Law, Council of Europe



Latvian Presidency
of the Council of the
European Union



Co-funded by the



EU2015.LY

Working group II: Technical compatibility – one European standard? (Room 122)

Speakers:

Klaus Illgner-Fehns – Managing Director of Institut für Rundfunktechnik (IRT),
Chairman of Hybrid broadcast broadband TV Association (HbbTV)

Sheila Cassells – Director of the Digital Interoperability Forum (DIF)

Antoine Larpin – European Legal & International Affairs Manager, Panasonic

Moderator: **Elisabeth Markot** – Policy Officer Converging Media and Content, DG
Connect, European Commission

Working group III: Access and findability (Hall “Ziedoņa”)

Speakers:

Nicola Frank – Head of European Affairs, European Broadcasting Union (EBU)

Chris Hutchins – Vice-President of European Policy, Liberty Global

Agustin Reyna – Senior Legal Officer and Digital Team Leader, European Consumer
Organisation (BEUC)

Moderator: **Lorena Boix Alonso** – Head of Converging Media and Content, DG Connect,
the European Commission

20.00 *Informal evening in the Old Town at the Folk Club ALA Basement, Peldu iela 19*

TUESDAY, 10 MARCH

09.00 – 09.30 **Plenary session II: Reporting back from the working groups**

09.30 – 11.00 **Ensuring plurality and values in a converged media environment: Monitoring
of national-level freedom and pluralism of the media**

Speakers:

Peggy Valcke – Professor in Law, KU Leuven and the European University Institute

Susanne Fengler – Director of the Erich Brost Institute for International Journalism and
the European Journalism Observatory (EJO)

Steve Gettings – Director of International Affairs, OFCOM and Chair of ERGA sub-
group on material jurisdiction

Moderator: **Ingvil Conradi Andersen** – Senior Adviser, Office of the Representative on
Freedom of the Media, OSCE

11.00 – 11.30 *Coffee break*

11.30 – 13.00 **Plenary session II (continued):
Convergence – is graduated regulation still appropriate?**
(European works. Advertising. Protection of minors.)

Speakers:

Tobias Schmid – Chairman of the Board, Association of Commercial Broadcasters and
Audiovisual Services (Germany), Executive Vice-President Governmental Affairs, RTL
Group

Siada El Ramly – Director General, European Digital Media Association (EDiMA)

Toms Meisītis – Director of Legal Affairs, Lattelecom, Latvia

Moderator: **Marcel Boulogne** – Head of Sector Audiovisual Media Services, Converging
Media and Content, DG Connect, European Commission

13.00 – 13.30 **Summing up, closing speeches**

Giuseppe Abbamonte – Director, Directorate G Media & Data, DG Connect, European
Commission

Ainārs Dimants – Chair of the National Electronic Mass Media Council of Latvia

13.30 *Lunch*