

International Conference on “Strengthening the European audiovisual media market for the development of the European identity”

9 –10 March, 2015,
Venue: National Library of Latvia, Riga

MEDIA PROGRAMME

Journalists are welcome to participate in all conference sessions (see [conference programme](#)).

Live stream of the Conference will be available on www.eu2015.lv

All interview requests shall be communicated sintija.lase@km.gov.lv, +371 28675333 by 6 March.

Please note that only accredited media will be allowed to enter the venue: <https://eu2015.lv/media-eu/accreditation> . Questions on media accreditation: mediaaccreditation@es2015.lv

MONDAY, 9 MARCH

10.30 Press Centre opens

11.00 – 11.30 **Opening of the conference**
Venue: “Imanta Ziedoņa” Hall

Speakers:

Ināra Mūrniece – Speaker of the Saeima (The Parliament of the Republic of Latvia)

Dace Melbārde – Minister for Culture of the Republic of Latvia

11.30 – 11.50 **Keynote address**

Vaira Vīķe-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**

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

WORKING GROUPS

16.30 – 18.00 *Venues: “Imanta Ziedoņa” Hall, “Jūra” Hall and Hall Nr. 122 on the ground floor
Please, follow the signs in the lobby*

Working group I: Independence of regulators

Working group II: Technical compatibility – one European standard?

Working group III: Access and findability

18:00 Press Centre closes

TUESDAY, 10 MARCH

- 8.30 Press Centre opens
- 09.00 – 09.30 **Plenary session II: Reporting back from the working groups**
Venue: "Imanta Ziedoņa" Hall
- 09.30 – 11.00 **Ensuring plurality and values in a converged media environment: Monitoring of national-level freedom and pluralism of the media**
- 11.30 – 13.00 **Plenary session II (continued):
Convergence – is graduated regulation still appropriate?**
(European works. Advertising. Protection of minors.)
- 13.00 – 13.30 **Summing up, closing speeches**
- Ainārs Dimants** – Chair of the National Electronic Mass Media Council of Latvia
Giuseppe Abbamonte – Director for Media and Data at the European Commission's Directorate-General for Communications Networks, Content and Technology
- 14.00 Press Centre closes

The conference is organised by the Ministry of Culture of the Republic of Latvia and the National Electronic Mass Media Council of Latvia, supported and co-funded by the European Commission.

This is one of three international conferences organised by the Ministry of Culture under the Latvian Presidency as part of the [Annual Creativity Action Week radi!2015](#) (create!2015) in Latvia. Various discussions, seminars, workshops and other creative events will be held in Riga during this week to promote public awareness and interest about creative and cultural industries, creativity-promoting education, innovations, knowledge economy and creative management. Please, see the event calendar at: www.radiLatvija.lv/en

Media contacts:

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