



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 interpretation)**

**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



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

Speakers:

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

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

**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

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

**Toms Meisītis** – Director of Legal Affairs, Lattelecom, Latvia

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

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*