



Agenda for the 27th Meeting of the EUROPEAN PLATFORM OF REGULATORY AUTHORITIES (EPRA) Riga, Reval Hotel Latvija, 14-16 May 2008

14 May 2008: Arrival in Riga and Welcome Reception

3.00 - 7.00 p.m. Registration of participants in the lobby of Reval Hotel Latvija

Welcome Programme:

7.00 p.m. Bus transfer from the hotel
7.30 p.m. Welcome Dinner, the House of the Blackheads

15 May 2008: EPRA Meeting

8.30 a.m. Registration (Venue: Reval Hotel Latvija)

9.00 a.m. Opening of the Meeting & Presentation of the Latvian Media Landscape by Dace Buceniece

1. Minutes of the 26th EPRA Meeting, 3-5 October in Sofia (EPRA/2007/14)

2. Organisation EPRA

- 2.1. Chairperson's Report
- 2.2. EPRA Budget
- 2.3. EPRA Website

3. Plenary session

Media Literacy and Regulators: From a repressive towards a proactive Approach for the Protection of Minors

Background papers:

- EPRA/2008/02 by the EPRA Secretariat
- *Media Literacy and regulation, A comparative review and an Israeli perspective*, by Noa Elefant Loffler

Presentations by: Stewart Purvis, Ofcom (UK); Johanna Fell, BLM (DE); Ayelet Metzger, SATR (IL)
The presentations will be followed by a panel discussion and a debate with the audience

11.00 a.m. Coffee Break

1.00 p.m. Buffet Lunch (Venue: Reval Hotel Latvija)

2.30 p.m. Working Groups

4. Simultaneous Meeting of the three Working Groups

WG I: Participation/Call TV – Game over?

Introductory document: EPRA/2008/03

Presentations by Michael Ogris, KommAustria, (AT); Jean-François Furnémont, CSA (BE)

WG II: Prohibited Forms of Advertising: Redefining post-AVMS Limits

Introductory document: EPRA/2008/04

Presentation by Sebastiano Sortino, AGCOM (IT)

Video examples from LRTC (LT), ORTT (HU) and NCRT (GR)

WG III: Implementing the AVMS Directive: Practical Consequences of the Inversion of (Technical) Ancillary Jurisdiction Criteria

Introductory document: EPRA/2008/05

Presentations by: Martine Coquet, CSA (FR); Tom Krieps, CNP (LU); Astrid Bonté, Eutelsat (FR)

4.00 p.m. Coffee Break

4.45 p.m. Report of the Working groups to the Plenary

5.30 p.m. Closure of the Meeting

Evening Programme:

6.45 p.m. Bus transfer
7.30 p.m. Traditional Latvian Dinner

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16 May 2008: EPRA Meeting

9.00 a.m. *Opening of the Meeting (Venue: Reval Hotel Latvija)*

**1. Plenary session
Must-Carry rules: Valuable Tool or Sacred Cow ?**

Background paper: EPRA/2008/06
Keynote address by Prof. Peggy Valcke, ICRI, Leuven (BE)

The presentation will be followed by a panel discussion and a debate with the audience

11.00 a.m. *Coffee Break*

2. EPRA Board: By-Election for EPRA Vice Chair
(in replacement of Tim Suter)

3. National Reports

4. European Media Policy update
Transposition of the Audiovisual Media Services Directive (AVMS)
Alignment of Council of Europe ECTT with AVMS Directive

5. Agenda of the next EPRA Meeting/ Further EPRA Meetings

6. Any Other Business

1.00 p.m. *Closure of the meeting*

1.15 p.m. *Farewell lunch, Reval Hotel Latvija*

Afternoon and Week end (optional) Programme:

Friday 16 May – 3 p.m. : Guided walking tour of Riga

Detailed programme available under:

http://www.epra.org/content/english/members/working_papers/Riga/guided_walking_tour_riga.pdf

Courtesy of the National Broadcasting Council of Latvia

Saturday 17 May – 10 a.m. to 4.p.m.: Day trip to Rundale Palace

Detailed programme available under:

http://www.epra.org/content/english/members/working_papers/Riga/rundale_palace.pdf

Price: 65 EUR (lunch included)