

41st EPRA MEETING / BERNE, May 2015 / AGENDA



13/05

Arrival in Berne Welcome Reception

18:50
19:00 - 20:00
20:00 - 22:30

Departure from the hotels (Savoy, Bern, Metropole, Waldhorn)
Registration
Welcome Dinner, Kursaal Berne (Forum West)

14/05

EPRA Meeting

8:15 Departure from the hotels Savoy, Bern, Metropole, Waldhorn (to walk)
8:30 Registration / Kursaal Berne
9:00 Opening of the Meeting & Presentation of the Swiss Media Landscape by **Philipp Metzger** (OFCOM) and **Roger Blum** (ICA)

1. Minutes of the 40th Meeting, 8-10 October, Tbilisi (EPRA/2014/14)

2. EPRA Board Update

- 2.1. Chairperson's Report
- 2.2. Final statement of accounts 2014
- 2.3. Guests & Observers

3. Digital Agenda Update by the European Commission

4. Intervention from the ERGA Chair presented by **Nathalie Sonnac**

10:30 Coffee Break

5. Plenary Session 1 > How to ensure a sustainable ecosystem for the media content in Europe?
Special focus: Consumption & distribution aspects

Session chair: **Damir Hajduk**, EPRA Vice-Chair
Content Producer: **Maria Donde**, Ofcom (GB)
Background Paper: **EPRA/2015/02**
Discussion Panel: **Philipp Metzger**, OFCOM (CH); **Peter Davies**, Ofcom (GB); **Magdalena Malinova**, TVBeat; **Lluís Borrell**, Analysys Mason

13:00 - 14:30 Lunch / K Bar & Lounge Kursaal Berne

6. Parallel Working Group Meetings

WG I > Public service content in a multiplatform environment: Focus on remit & financing

WG II > Audiovisual Commercial Communications: Trends & Challenges - Focus on Advertising

WG III > Research & Regulators: towards an evidence - based approach

Board Sponsor: **Celene Craig**, EPRA Vice-Chair
Content Producer: **Maja Cappello**, EAO
Speakers: **Peter Matzneller**, EMR; **Richard Burnley**, EBU/Legal; **Florence Hartmann**, EBU/MIS; **Francesco Sciacchitano**, AGCOM (IT); **Olha Herasymiuk**, NCTR (UA)
Background Paper: **EPRA/2015/03**

Board Sponsor: **Helena Mandić**, EPRA Chairperson
Content producer: **Kerstin Lange**, LFK (DE)
Speakers: **Marcel Betzel**, CvdM (NL); **Geneviève de Bueger**, CSA (BE); **Anthony Szykaruk**, Ofcom (GB)
Background Paper: **EPRA/2015/04**

Coordinator: **Tanja Kerševan Smokvina**, AKOS (SI)
Board Sponsor: **Mònica Ariño**, EPRA Vice-Chairperson
Speakers: **Manuel Puppis**, University of Fribourg; **Alison Preston**, Ofcom (GB); **Marita Bergtun**, NMA (NO)
Information Paper: **EPRA/2015/05**

16:30 Coffee Break
16:45 **6. Update on European AV Observatory and OSCE-RFOM activities**

17:30 Closure of the Meeting
19:15 - 23:00 Gala Dinner, Kornhauskeller Berne

15/05

EPRA Meeting

9:00 Opening of the Meeting / Kursaal Berne

7. Update on Council of Europe Developments by the Media Division

8. Plenary Session 2 > Current initiatives aiming to monitor the level of pluralism in the media

Session Chair: **Mònica Ariño**, EPRA Vice-Chairperson
Coordinator: **Ciarán Kissane**, BAI (IE)
Keynote: **Marie McGonagle**, NUI Galway
Background document: **EPRA/2015/06**
Discussion Panel: **Elda Brogi**, CIMP Florence; **Roger Loppacher** i **Crehuet**, CAC (ES)

11:00 Coffee Break

9. Summary of the Working groups

10. EPRA Board Elections

11. Recent Trends and Decisions/Country Reports

12. Next and further EPRA Meetings

13. Any Other Business

13:00 Closure of the meeting
13:15 - 15:00 Lunch / K Bar & Lounge Kursaal Berne

14:30 - 15:30 Shuttle buses from the Kursaal to Berne main train station or

15:30 - 17:30 Guided tour of the Old Town in Berne - free of charge

16/05

Paying Excursions & Optional Programme

Information File: <http://www.epra.org/attachments/berne-information-file>
- Half day excursion: **Emmentaler showdairy**, 35 CHF/person incl. cheese tasting & rich aperitif
- One day excursion: **Schilthorn/Piz Gloria** (2'970 m), 104 CHF/person incl. cableway & lunch
Accommodation & bookings: <https://event.onax.ch/Event5Bern/371C446D44BB4D878DE9C401A87372CA/EN>