



# 42<sup>nd</sup> EPRA MEETING / NUREMBERG, Oct. 2015 / AGENDA



## 28/10

19:30  
20:00 - 22:30

### Arrival in Nuremberg Welcome Reception

Bus transfer from hotels  
Welcome Reception, Kaiserburg

## 29/10 EPRA Meeting

8:30 Registration / NH Nürnberg City Center, room Königsturm  
9:00 Opening of Meeting & Presentation of the German Media Landscape by **Thomas Langheinrich**, DLM (DE)

1. **Minutes of the 41st Meeting**, 13-15 May, Berne ([EPRA/2015/07](#))
  2. **EPRA Board Update**
    - 2.1. Chairperson's Report
    - 2.2. Draft Budget 2016
    - 2.3. Guests & Observers
  3. **Digital Agenda Update** by **Marcel Boulogne**, European Commission
  4. **Launch of AVMSDatabase** by **Maja Cappello**, European Audiovisual Observatory
- 10:30 Coffee Break
5. **Plenary Session 1 > How to ensure a sustainable ecosystem for the media content in Europe?**  
**Special focus: Supply and financing of quality media content in Europe**  
Session chair: **Damir Hajduk**, EPRA Vice-Chair  
Content Producer: **Maria Donde**, Ofcom (GB)  
Background Paper: [EPRA/2015/09](#)  
Speakers: **Johannes Züll**, Studio Hamburg (DE); **Neil Watson**, EFADs/BFI; **Ciarán Kissane**, BAI (IE)

13:00 - 14:30 Lunch / NH Nürnberg City Center, Frühstücksrestaurant

### 6. Parallel Working Group Meetings

**WG I > Public service content in a multiplatform environment:** From must carry to must-be-found

Board Sponsor: **Mònica Ariño**, EPRA Vice-Chair  
Content Producer: **Marie Therese Lilleborge**, NIMA (NO)  
Speakers: **Michael Wagner**, EBU; **Peter Davies**, Ofcom (GB); **Claus Grewenig**, VPRT (DE)  
Background Paper: [EPRA/2015/10](#)

**WG II > Audiovisual Commercial Communications, Trends & Challenges:** Focus on Product Placement

Board Sponsor & Content Producer: **Johanna Fell**, EPRA Vice-Chair  
Presentations: **Alexandra Mielle**, CSA (FR); **Joanna Spiteri**, BA (MT)  
Background Paper: [EPRA/2015/11](#)

**WG III > Local/regional TV: financing models**

Board Sponsor: **Helena Mandić**, EPRA Vice-Chair  
Coordinator: **Oliver Gerber**, OFCOM (CH)  
Speaker: **Christoph Wünsch**, München Live TV (DE)  
Background Paper: [EPRA/2015/12](#)

16:30 Coffee Break  
16:45 **7. Update on OSCE-RFOM activities** by **Frane Maroevic**, OSCE-RFOM

17:30 Closure of the Meeting  
19:30 Bus Transfer from hotels  
20 - 23:00 Franconian Evening, Lederer-Kulturbrauerei

## 30/10 EPRA Meeting

9:00 Opening of the Meeting / NH Nürnberg City Center, room Königsturm

### 8. Plenary Session 2 > The regulators' toolkit to encourage diversity of sources and output

Session Chair: **Celene Craig**, EPRA Chairperson  
Coordinator: **Ciarán Kissane**, BAI (IE)  
Speakers: **David Levy**, Reuters Institute for the study of journalism (GB)  
**Gilles Fontaine**, European Audiovisual Observatory  
**Ivane Makharadze**, GNCC (GE)  
Background document: [EPRA/2015/13](#)

### 9. Update on Council of Europe Developments

by **Silvia Grundmann**, Head of Media and Internet Division

11:00 Coffee Break

### 10. Summary of the Working Groups

### 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 / NH Nürnberg City Center, Frühstücksrestaurant

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

## 31/10

### Paying Excursions & Optional Programme

- 09:00 - 13:00: Thematic tour "Nuremberg in the Third Reich" (€ 7.50 per person)  
- 09:00 - 16:00: Day excursion to Ansbach (€ 35 - € 40 per person, depending on number of participants)  
Information File: <http://www.epra.org/attachments/nuremberg-information-file>  
Accommodation & bookings: <http://www.epra.org/attachments/nuremberg-accommodation-booking-form>