

The Executive Board is pleased to invite you to register for a webinar on 'understanding key market trends in Covid-19 times'.

- Date and time: **Friday 29 May – from 10:00 to 11:30 (CET).**
- **Conditions of participation:**

The number of participants is limited to 100. To allow every member to participate, we kindly invite you to respect a limit of 2 persons per authority.

The webinar will be held through Webex meetings. We strongly recommend you use the Webex Application.

Once registered, you will receive a Webex invitation by email to join the meeting.

- **Presentation of the webinar:**

The current COVID-19 induced health crisis has impacted audiovisual markets and affected players throughout Europe. With this webinar on understanding key market trends, we aim to raise the awareness of EPRA members on potential **impact zones** of the crisis, to **present preliminary research findings** on short and middle-term effects on the market and the players and also **to engage in a discussion on support measures and policy responses.** During the webinar, two expert analysts of European audiovisual markets will share their insights with EPRA members and interact with them.

Agenda of the session:

- Introduction by Board sponsor **Johanna E. Fell**, *EPRA Vice-Chairperson.*
- Presentation by **Gilles Fontaine**, *European Audiovisual Observatory*
- Presentation by **Florence Hartmann**, *EBU Media Intelligence Service*
- Q/A session with the participants.

Before the webinar:

To prepare for the webinar, we warmly invite you to read the introductory document drafted by the session Content Producer as well as the in-depth documentation produced by our market experts. The documents will provide food for thought for the interactive discussions with EPRA members.

With this in mind, we encourage you to send any questions or comments that you might have for the session on the topic or the related documents to the EPRA Secretariat in advance of the webinar.

- [Introductory paper](#) by Wagner-Hatfield
- [Exploring the impact of the COVID-19 crisis on the European audiovisual sector](#), Discussion Paper by Gilles Fontaine, European Audiovisual Observatory
- "[European audiovisual market trends in times of crisis - the PSM perspective](#)", PowerPoint Presentation by Florence Hartmann, EBU-MIS

Our expert speakers

Gilles Fontaine, Head of the Department for Market Information at *the European Audiovisual Observatory (EAO)*



The **European Audiovisual Observatory** is a major source of information on the audiovisual sector in Europe. Recently, the EAO has released its [new Key Trends for the year 2019](#) and is closely following the impact and responses of the sector to the current crisis notably by providing a [data tracking service](#) on the measures undertaken to support the audiovisual market.

In the webinar, Gilles will identify short-term and potentially **systemic impact zones of the COVID-19 crisis**, such as the rebalancing between audiovisual players, the influence on the advertising market and the production of audiovisual works based on recent research findings of the EAO.

Dr. Florence Hartmann, Senior Media Analyst at the *EBU Media Intelligence Service (MIS)*



The Media Intelligence Service, the **market research unit** of the European Broadcasting Union, identifies issues that impact public service media and provides reliable data and trustworthy analysis of the audiovisual market in Europe. Recently, the MIS has researched the impact of the crisis on [PSM audience performance](#) and on media markets.

Florence will present **current market trends from the angle of Public Service Media**. She will also report on the data that EBU is currently collecting on the **estimated impact of the COVID-19 crisis** on issues such as PSM audiences, online consumption of media and trust in media.

[Register for the webinar](#)



Please read our recommendations and the EPRA Webinar Etiquette before participating

For further queries, please contact machet@epra.org or geraldine.denis@coe.int