

**Detailed Agenda for the 28th Meeting of the  
EUROPEAN PLATFORM OF REGULATORY AUTHORITIES (EPRA)  
Dublin, Radisson SAS Royal Hotel, 29-31 October 2008**

**29th October 2008: Arrival in Dublin and Welcome Reception**

**Welcome Programme:**

3.00-6.45 p.m. Registration of participants, Radisson SAS Royal Hotel  
7.00 p.m. Welcome Dinner, St. Patrick's Hall, The State Apartments, Dublin Castle  
Address by Mr. Eamon Ryan, Minister for Communications, Energy and Natural resources

**30th October 2008: EPRA Meeting**

8.30 a.m. Registration (Venue: Radisson SAS Royal Hotel)  
9.00 a.m. Opening of the Meeting & Presentation of the Irish Media Landscape

1. **Minutes** of the 27th EPRA Meeting, 14-16 May 08 in Riga (EPRA/2008/07)
2. **Organisation EPRA**
  - 2.1. Chairperson's Report
  - 2.2. EPRA Budget 2009
  - 2.3. EPRA Website

3. **Plenary Session: Scope of the AVMS Directive: Towards a Common Interpretation of Audiovisual Media Services?**

Background paper: EPRA/2008/09  
Presentations by: Marcel Betzel & Edmund Lauf, CvdM (NL); Elisabeth Flüry-Hérard, CSA (FR); Jeremy Olivier, Ofcom (UK);  
The presentations will be followed by a panel discussion and a debate

11.00 a.m. Coffee Break (Plenary resumes afterwards)  
1 - 2.30 p.m. Buffet Lunch (Radisson SAS Royal Hotel)

4. **Simultaneous Meeting of the three Working Groups  
WG I: The role of Regulators in the Supervision of PSB Activities**

Information paper: EPRA/2008/10  
Presentations by: Stewart Purvis, Ofcom (UK); Gudbrand Guthus, NMA (NO);

**WG II: Media and Political Pluralism**

Information paper: EPRA/2008/11  
Presentations by: José Alberto de Azeredo Lopes, ERC (PT); László Majtényi, ORTT (HU);

**WG III: Regulatory Approach to Digital TV – Experience and Lessons learned**

Information paper: EPRA/2008/12  
Presentations by: Eva Bengtsson & Tove de Vries, RTVV (SE); Jadranka Vojvodic, ARD (ME);

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:**

6.15 p.m. Bus transfer from all hotels  
7.15 p.m. Dinner at Slane Castle

**31st October 2008: EPRA Meeting**

9.00 a.m. Opening of the Meeting (Radisson SAS Royal Hotel)

1. **Plenary Session:  
The Implementation of Self- and Co-regulatory Schemes**  
Background paper: EPRA/2008/13

Keynote address by Prof. Kurt-Ulrich Mayer, Kommission für Jugendmedienschutz – KJM (DE)

Presentation by Piet Jaspert, Jury d'Ethique Publicitaire – Jury voor Ethische Praktiken inzake reclame – JEP (BE)

The presentations will be followed by a panel discussion and a debate

11.00 a.m. Coffee Break

2. **MAVISE Database Presentation**  
by André Lange and Deirdre Kevin, European Audiovisual Observatory

3. **European Media Policy update**  
Transposition of the Audiovisual Media Services Directive (AVMS)  
Draft revised Council of Europe ECTT

4. **National Reports**

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, Radisson SAS Royal Hotel

**Afternoon and Weekend (optional) Programmes:**

Detailed information available under:  
[http://www.epra.org/content/english/members/working\\_papers/Dublin/Dublin\\_information.pdf](http://www.epra.org/content/english/members/working_papers/Dublin/Dublin_information.pdf)

**Friday 31st October – 3 p.m. : Guided tour of the Guinness Storehouse**  
Courtesy of the Broadcasting Commission of Ireland

**Saturday 1st November: morning excursions**

Option 1: *The Great Dublin Experience Walking Tour*, 10 a.m. - 12.15 p.m., price: 10 EUR  
Option 2: *Guided Bus Tour, Glendalough, Co. Wicklow*, 9.30 a.m.- 1.30 p.m., price: 15 EUR