



**Detailed Agenda for the 30th Meeting of the
EUROPEAN PLATFORM OF REGULATORY AUTHORITIES (EPRA)
Dresden, Dreikönigskirche, 14-16 October 2009**

14th October 2009: Arrival in Dresden and Welcome Reception

Welcome Programme:

7.00 - 10.30 p.m. *Welcome Dinner, Italian Village, Theaterplatz 3
(The registration of participants will also take place there)*

15th October 2009: EPRA Meeting

8.30 a.m. *Registration (Venue: Dreikönigskirche)*

9.00 a.m. *Opening & Presentation of the German Media Landscape*

1. **Minutes** of the 29th Meeting, 6-8 May 09 in Tallinn (EPRA/2009/07)
2. **Organisation EPRA**
 - 2.1. Chairperson's Report
 - 2.2. Revised budget 2009, draft budget 2010
 - 2.3. EPRA Website
3. **Plenary Session: Non-Linear Services: Market Evolution & Regulatory Challenges**
Introduction & Objectives : EPRA/2009/09
Content Producer: Giuliano de Vita, AGCOJM (IT)
Market presentations: Matteo Maggiore, BBC (GB); Lisa di Felicianantonio, Associazione Italiana degli operatori IPTV (IT)
Legal presentations: Emmanuel Gabla, CSA (FR); Alexander Scheuer, EMR (DE)

11.00 a.m. *Coffee Break (Plenary resumes afterwards)*

1 - 2.30 p.m. *Buffet Lunch (Dreikönigskirche)*

4. **Simultaneous Meeting of the three Working Groups**
WG I: Political Advertising
Introduction & Objectives ; information paper EPRA/2009/10
Content Producer & rapporteur: Pierre-François Docquir, CSA (BE)
Presentations: Linda Andersen, NMA (NO) & Joan Barata, CAC (ES)

WG II: Self & Cross-Promotion: Clarifying Concepts – At Last?
Introduction & Objectives; Information paper: EPRA/2009/11
Content Producer & rapporteur: Jette Fievé, RTB (DK)
Presentations: Lottie-Ann Lindström, SBC (SE) & Emmanuel Joly (EU Commission)

WG III: Testing the Media Pluralism Monitor (MPM)

Introduction & Objectives : EPRA/2009/12
Content Producer & rapporteur: Monica Ariño, Ofcom (UK)
Presentations: Peggy Valcke, VRM (BE) & Maja Cappello, AGCOM (IT)

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:

7.00 -11.00 p.m. *Dinner, Sophienkeller, Taschenberg Palais, Taschenberg 3*

16th October 2009: EPRA Meeting

9.00 a.m. *Opening of the Meeting (Dreikönigskirche)*

1. **Plenary Session:**
AVMS Implementation: Mission Accomplished or Mission Impossible?

Introduction & Objectives; Background paper: EPRA/2009/13

Annex: Updated table of AVMS transposition Status

Content Producer: Marcel Betzel, CvdM (NL)

Keynote speech: The revision of the ECTT: Current Status
Anita van de Kar-Bachelet, Council of Europe

Panellists: Chris Banatvala, Ofcom (GB), Barbara Bubula, KRRIT (PL), Emmanuel Joly (EU Commission), Michael O'Keeffe, BAI (IE)

11.00 a.m. *Coffee Break*

2. **National Reports**
3. **Agenda of the next EPRA Meeting/ Further EPRA Meetings**
4. **Any Other Business**
Draft Guidelines on Members' requests
Draft Guidelines on Country reports

1.00 p.m. *Closure of the meeting*

1.15 p.m. *Farewell lunch, Dreikönigskirche*

Afternoon and Weekend (optional) Programmes:

Detailed information available under:

http://www.epra.org/content/english/members/working_papers/Dresden/Dresden_general_information.pdf

Friday 16th Oct. - 3 p.m.: Dresden walk (approx.90 min), price: 6 EUR

Friday 16th Oct. - 4. 30 p.m.: Visit of Historical Green Vault (approx. 60 min) price: 12 EUR

Saturday 17th Oct: Bus excursion to Porcelain town of Meissen, with lunch & walking tour
9.00 a.m. – 3.15 p.m., price: 49- 59 EUR (incl. lunch, depending on number of participants)