



**Detailed Agenda for the 32nd Meeting of the
EUROPEAN PLATFORM OF REGULATORY AUTHORITIES (EPRA)
Belgrade, Serbia, 6-8 October 2010**

6th October 2010: Arrival in Belgrade and Welcome Reception

Welcome Programme:

8.00 - 10.30 p.m. Welcome dinner – City Hall

7th October 2010: EPRA Meeting

8.30 a.m. Registration (Venue: Sava Center)

9.00 a.m. Opening of the Meeting & Presentation of the Serbian Media Landscape

1. **Minutes** of the 31st Meeting, 12-14 May in Barcelona (EPRA/2010/07)
2. **Organisation EPRA**
 - 2.1. Chairperson's Report
 - 2.2. Revised budget 2010, membership fee 2011, draft Budget 2011
 - 2.3. Next steps towards a revamped EPRA Website
 - 2.4. Guests, observers & membership applications

3. **Plenary Session > Advertising Regulation: What Next?**

Background paper: EPRA/2010/09

Session Chair: Jürgen Brautmeier, EPRA Chairman

Content producer: Mónica Ariño, EPRA Vice-Chair

Introduction: Sebastiano Sortino, AGCOM (IT)

Panel: Ciarán Kissane, BAI (IE), Juraj Polák, CBR (SK), Chris Banatvala, Ofcom (GB); Emmanuel Joly (EU Commission)

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

1- 2.30 p.m. Buffet Lunch (Sava Center)

4. **Simultaneous Meeting of the three Working Groups**

WG I > Product Placement

Introduction & objectives: EPRA/2010/10

Content producer & WG Chair: Johanna Fell, DLM (DE)

WG II > Connected TV: what Impact on Broadcasting Regulation?

Information paper: EPRA/2010/11

WG chair: Jean-François Furnémont, EPRA Vice-Chair

Content producer: Bernard Celli, CSA (FR)

Speakers: Emmanuel Gabla, CSA (FR), Michael Wagner, Peter McAvock, EBU

WG III > Assessing PSB: Round table on Methods & Experiences

Introduction & objectives; summary of answers EPRA/2010/12

WG Chair: Marcel Betzel, CvdM (NL)

Content producers: Ingvil C. Andersen, Marie Therese Lilleborge, NMA (NO)

Presentation: Marcel Regnotto, OFCOM (CH)

4.30 p.m. Coffee Break

4.45 p.m. **European Media Policy Update: EU Commission & Council of Europe**

5.30 p.m. Closure of the Meeting

Evening Programme:

8.00 -11.00 p.m. Official (Gala) dinner, Kalemegdanska Terasa Restaurant.

8th October 2010: EPRA Meeting

9.00 a.m. Opening of the Meeting (Sava Center)

1. **Plenary Session> Regulatory & Licensing models for DTT**

Introduction & Objectives; Background document EPRA/2010/13

Session Chair: Jean-François Furnémont, EPRA Vice-chair

Content producers: Kerstin Morast (SE), Miha Kriselj (SI)

Panel: Joan Barata, CAC (ES), Damir Hajduk, AEM (HR), Miha Kriselj, APEK (SI), Kerstin Morast, SBA (SE)

11.00 a.m. Coffee Break

2. **Examination of Draft Yearly Work Programme for 2011**

3. **Update on EU Commission's Study on Independence of RAs**

Indicators for independence and efficient functioning of AVMS regulatory bodies for the purpose of enforcing the rules in the AVMS Directive

Speaker: Michèle Ledger, Cullen International

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, Sava Center

Afternoon/weekend (optional) Programme: all tours courtesy of the Tourist Organization of Belgrade
(For more details, see the [detailed information file](#):
http://www.epra.org/content/english/members/working_papers/Belgrade/Belgrade_Information.pdf)

Friday 8th Oct: City Bus Tour (sightseeing tour): approx. 4.00 p.m. - 5.30 (90 min)

Saturday 9th Oct: Tours - Option 1 - Avala television Tower

- Option 2 - Walking Tour of Old Belgrade