

CONFERENCE: Traditional broadcasting – is it still relevant?

15:00 – 18:00, Thursday 9th of June, 2016, Prague 7, Hotel Parkhotel, Veletržní 1502/20

This year's European Audiovisual Observatory Presidency Conference asks whether on-demand audiovisual media services are about to take a leading role in the audiovisual media market and might even be so strong as to question the business models of traditional broadcasting.

15:00-15:10 Welcome by Lenka Holubová Mikolášová representing the Czech Ministry of Culture holding the Observatory Presidency for 2016 and Susanne Nikoltchev, Executive Director, European Audiovisual Observatory.

15:10-15:20 Introduction to the topic by our moderator, Alexander Michailidis, HBO Europe

15:20-15:50 **Setting the scene**

Firstly, the Conference will give an overview of today's usage and the economic importance of audiovisual media services on the one hand and on the other hand, highlight the main points distinguishing the legal regimes which are applicable to the two types of services at European level.

- **The economic weight of different audiovisual media services and adjusting European legislation**
by Gilles Fontaine and Maja Cappello, European Audiovisual Observatory

15:50-16:30 **Broadcasters' views**

Secondly, representatives of public service and commercial broadcasters will report on how their business models and scope of activities have changed over the past years in light of competing content and present their view on the future of linear services.

- **The recent developments of the Public Service Model and future of linear services**
by Michael Wagner, Head of Media and Communications Law, EBU
- **The recent developments of the Commercial Model and future of linear services**
by Emilie Anthonis, European Affairs Advisor, ACT
- **Today's role of television in the Czech Republic**
by Vlasta Roškotová & Vladimír Kroupa, Czech Association of Television

16:30-16:50 Coffee Break

16:50-17:00 **Setting the future...**

- **Introduction to the main elements of the draft revised AVMSD**
by Marcel Boulogne, Head of Sector 'Audiovisual Media Services' (Converging Media and Content) at the European Commission

17:00-17:40 **Regulators' views**

How the legal framework seeks to accommodate the co-existing services will be explained by a representative of the regulatory authorities, namely, Czech, Slovak, and Polish.

- **Regulatory challenges relating to the co-existence of different audiovisual media services**
By Petr Kozák, Czech regulator, by Luboš Kukliš, Slovak regulator, by Halina Rostek, Polish regulator

17:40-18:00 **Panel discussion: Why do we (still) need broadcasters ?**

Last but not least, representatives of the industry and regulators will exchange on whether traditional broadcasting is still relevant and how it adapts to the new environment. This discussion will be enriched by contributions from a representative of the European Commission who will present the latest developments concerning the pending review of the Audiovisual Media Services Directive. The panel will include representatives from the EBU, ACT, the Czech Association for Television, Czech and Slovak regulators. ***The Czech Presidency will close and invite you to the networking drinks reception.***