

Convergence again?

Cutting out the middle man in the audiovisual sector

Wednesday 27th of September, 12.00 – 15.00 (Entry from 11:45 for Moroccan buffet lunch)

Representation of the Free State of Bavaria to the European Union, Rue Wiertz/Wiertzstraat 77, Brussels

The concept:

The European Audiovisual Observatory, part of the Council of Europe in Strasbourg, organises a major free entry conference in Brussels every autumn. Target groups for this conference are media industry professionals, decision makers and interest groups, regulators, representatives from the European institution, academics and researchers and press. This year's conference, the fourth edition of this highly successful event, will focus on the "disintermediation" of the audiovisual sector in Europe. Audiovisual content providers are now cutting out the middle man, sometimes producing content themselves, and delivering straight to the consumer. This means that new internet-based players such as online video services, video sharing networks, and social networks are competing with traditional media platforms for viewers' attention and spending. What are the economic and legal consequences of this 'disintermediation' of content production and delivery? Join us and find out!

Our Panel:

Colin Bortner, Director of Global Public Policy, Netflix

Daniel Friedlaender, Head of EU Office, Sky

Bernardo Herman, Director General, CSA (Belgium)

Nik Powell, Producer, Scala Productions

Our Programme:

13.00 – 13.05: **Greeting** – Barbara Schretter, Director, Representation of the Free State of Bavaria to the European Union

13.05 – 13.10: **Opening** – Susanne Nikoltchev, Executive Director, European Audiovisual Observatory

13.10 – 13.15: **Presentation of theme and speakers** – Maja Cappello, Head of the Observatory's Department for Legal Information

Keynote 1

13.15 – 13.30: **Economic impact of the disintermediation of the audiovisual sector – Scene setting of European and national market realities** Presented by Gilles Fontaine, Head of the Observatory's Department for Market Information

Keynote 2

13.30 – 13.45: **Regulatory challenges of the disintermediation of the audiovisual sector – what place for regulation, co- and self-regulation?** Presented by Alexander Scheuer, Head of Media Policy & Media Regulation, Deutsche Telekom

Panel discussion

13.45 – 14.45: An energetic discussion, moderated by Maja Cappello, Head of the Observatory's Department for Legal Information, on how the various audiovisual clusters are affected by these new internet based players and the disintermediation of content delivery.

This will be followed by 10 minutes of Q&A with the audience.

Summing up of conference conclusions

14.55 – 15.00: Closing remarks by Susanne Nikoltchev, Executive Director, European Audiovisual Observatory