



The Future of Audiovisual Media Services in Europe

5 February 2015 in Brussels

The **LSE Media Policy Project**, in co-operation with the **Centre for European Policy Studies**, has brought together experts from across Europe to discuss the future of European audiovisual media services regulation.

Today's event is organised in the context of the Regulatory Fitness and Performance Programme's (REFIT) assessment of the Audiovisual Media Services Directive of the European Commission planned for 2015.

This policy-focused conference will contribute new evidence and ideas on how this regulation might be adapted to the new converged media environment and the extent to which it could or should deal with issues of media plurality and the independence of regulatory authorities.

Download the policy papers tabled at today's event from the LSE Media Policy Project website: <http://blogs.lse.ac.uk/mediapolicyproject>



10:00	Welcome and Opening Keynote : Lorena Boix Alonso, Head of Converging Media and Content, DG Connect
10:45	Break
11:00	Panel on Content and Convergence Chair : Dr Sally Broughton Micova, LSE Fellow and Deputy Director, LSE Media Policy Project Presenters : Dr Luca Barra & Dr Massimo Scaglioni; Dr Andres Jøesaar; and Dr Andrej Školikay Respondent : Tino Kunert, Head of Office for Petra Kammerevert, MEP
12:30	Lunch (provided on the premises)
13:30	Panel on Media Plurality and Diversity Chair : Giovanni Melogli, Spokesperson, European Initiative for Media Pluralism Presenters : Dr Alina Dobрева; Dr Indrek Ibrus; and Dr Viktorija Car Respondent : Ross Biggam, Director-General Association of Commercial Television
15:00	Break
15:15	Keynote : Prof Madeleine de Cock Buning
15:45	Panel on Independence of Regulatory Authorities Chair : Prof Chris Marsden, University of Sussex Presenters : Dr Adina Baya; Dr Gábor Polyák & Dr Krisztina Rozgonyi; and Đorđe Krivokapić Respondent : Francesco Sciacchitano, AGCOM
17:15	Closing Keynote : Robert Madelin, Director General, DG Connect, followed by a Drinks Reception

Presenter Biographies



Dr Luca Barra is a fellow at the Università Cattolica, Milan, Italy, and a consulting editor of the television studies journal *Link*. His research focuses on the international circulation of media products, on the history of Italian television, and on the evolution of the contemporary media landscape.



Borde Krivokapić is the legal and policy director of the Belgrade-based SHARE Foundation and an associate lecturer at the University of Belgrade, Serbia. His primary fields of research are the intersection of law and technology and the impact of emerging information technologies on society.



Dr Adina Baya is a junior lecturer at the West University of Timisoara, Romania. Her research interests include media market studies, media communication, and media policies and market regulations.



Tino Kunert is head of office for MEP Petra Kammerevert. Previously he worked as a researcher in the German Parliament and in the regional Parliament of Brandenburg. He was also chair on the Programme Council for the German broadcaster ARD and a member of the Broadcasting Council, Berlin Brandenburg (rbb).



Ross Biggam is Director General of the Association of Commercial Television (ACT), representing the interests of media companies in 37 European markets. He is also a visiting professor at the University of Glasgow. He worked previously as a legal advisor to the House of Lords.



Robert Madelin was appointed Director-General for the European Digital Agenda in 2010. He previously served as Director-General for Health and Consumer Policies from 2004 to 2010, and has served in the Commission since 1993.



Lorena Boix Alonso is the Head of Unit for Converging Media and Content for DG Connect. Previously, she was Deputy Head of Cabinet for Neelie Kroes, European Commissioner for the Digital Agenda. She joined the European Commission Directorate-General for Competition in 2003.



Professor Christopher Marsden is a professor at the University of Sussex. He speaks regularly on internet law and policy matters and has 20 years experience in information society analysis, research and consulting across academia, thinktanks, public sector and commercial organisations.



Professor Madeleine de Cock Buning is president of the Board of Commissioners at the Dutch Media Authority and vice-chair of the European Regulators Group for Audiovisual Media Services (ERGA). She is also a member of the Supervisory Board of the Stedelijk Museum for Modern Art, member of the executive committee of the Association Littéraire et Artistique, vice-chair of the Association for Copyright (VvA) and an arbitrator at the World Intellectual Property Organization (WIPO).



Giovanni Melogli is promoter and spokesperson of the European Citizen's Initiative for Media Pluralism. He is also a board member of the Alliance Internationale de Journalistes and coordinates EU-related issues, an expert in EU audiovisual and media policies, and a former member of the European Commission Media Literacy Expert Group.



Dr Sally Broughton Micova is a fellow in Media Governance and Policy at the London School of Economics and Political Science (LSE), and the Deputy Director of the LSE Media Policy Project. She completed her PhD at LSE and her research focuses on European media policy, with an emphasis on audiovisual media services and content. She publishes regularly on European and UK media issues, and on issues related to the media systems of South East Europe.



Dr Gábor Polyák is an associate professor at the University of Pécs, Hungary, head of that university's Research Center for Information and Communication Technology Law, and founder of the think tank Mertek Media Monitor. He is also the editor of the journal 'Infokommunikáció és Jog' (Infocommunications and Law).



Dr Viktorija Car is an assistant professor at the University of Zagreb, Croatia, and editor of the journal *Media Studies*. Her research interests include public service media, media policy, visual media, digital media, digital activism, television, and narratives in media texts.



Dr Krisztina Rozgonyi, former chair of the Hungarian National Communication Authority, is a lecturer at Eötvös Loránd University in Budapest and a member of the editorial board of the *International Journal of Digital Television*. Her research interests include media and telecommunications regulation, digital switchover strategies, media law, and copyright law.



Dr Alina Dobрева works at the Centre for Media Pluralism and Media Freedom at the European University Institute in Florence, Italy. She conducts research on the risks to media pluralism in Europe, and is interested in political communications, media effects and democratisation, post-communist transition, political attitudes and socialisation, public opinion, political behaviour, and elections.



Francesco Sciacchitano is an expert in Italian and European Audiovisual and Telecommunications Regulation. He works as International Relations Officer for the Italian National Regulator, Autorità per le garanzie nelle comunicazioni (AGCOM), managing international projects and relations.



Dr Indrek Ibrus is an associate professor at the Baltic Film and Media School at Tallinn University and an advisor to the Estonian Ministry of Culture on audiovisual arts and media. His research interests include media innovation, the evolution of cross-platform and ubiquitous web, the broader evolution of modern creative industries, and the implications of cultural heritage digitisation.



Dr Massimo Scaglioni is an assistant professor at Università Cattolica, Milan, Italy, and serves on the editorial boards of the journals *View - Journal of European Television History*; *Culture*; *Series*; *Comunicazioni Sociali*; and *Bianco e Nero*. His research revolves around media and broadcasting history.



Dr Andres Jõesaar is head of media research at Estonian Television, an associate professor at the Baltic Film and Media School at Tallinn University, and the former chairman of the Council of Public Broadcasting in Estonia. His main research interests are media policy and the economy, and media convergence.



Dr Andrej Šolkay is the head of the School of Communication and Mass Media in Bratislava, Slovakia. His research focuses on the relationship between media and politics.