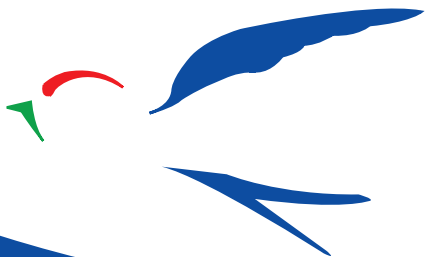


# AUDIOVISUAL MARKET AND REGULATION AN INDUSTRY AT A CROSSROADS

ROME 23 - 24 OCTOBER 2014



2014 Presidenza Italiana  
del Consiglio  
dell'Unione Europea



TEATRO STUDIO GIANNI BORGNA - AUDITORIUM PARCO DELLA MUSICA  
VIALE PIETRO DE COUBERTIN, 30



Presidenza Italiana  
del Consiglio  
dell'Unione Europea



*Italian Presidency of the Council of the European Union  
International Conference*

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TEATRO STUDIO GIANNI BORGNA - AUDITORIUM PARCO DELLA MUSICA  
VIALE PIETRO DE COUBERTIN, 30



Co-funded by the  
Creative Europe Programme  
of the European Union



DIREZIONE GENERALE  
PER IL CINEMA



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**Alberto Pasquale**  
Adjunct Professor of Entertainment Economics, University of Rome, "Sapienza"

**Bruno Zambardino**  
Adjunct Professor of Cinema and Tv Economics, University of Rome, "Sapienza"

*with the expert consultancy of*

**Alessia Camilleri**  
AGCom - Autorità per le Garanzie nelle Comunicazioni

*in collaboration with Centro Sperimentale di Cinematografia*

**Marcello Foti**  
Director General



## AUDIOVISUAL MARKET AND REGULATION: AN INDUSTRY AT A CROSSROADS

Rome 23 - 24 October 2014  
Teatro Studio Gianni Borgna – Auditorium Parco della Musica  
Viale Pietro De Coubertin 30

*The Conference is an event hosted by the Italian Presidency of the Council of the European Union. It is organized by the Directorate-General for Cinema of the Italian Ministry of Cultural Heritage and Activities and Tourism and co-funded by the Creative Europe Programme of the European Union.*

### *Purpose*

The Conference is aimed at encouraging a debate on a possible updating of the European regulatory framework concerning the audiovisual media services, which should take into due consideration the new media context. The debate focuses on the evolution of the technology and the economic context, the role of the new players, as well as future business models and a possible review of public funding criteria.

### *Background*

The European Commission, in its recent Communication **European film in the digital era. Bridging cultural diversity and competitiveness**, states:

*«The digital revolution offers more possibilities and flexibility for distribution and is having a fundamental impact on audience behaviour. It is essential therefore to adapt to the digital era and use its potential to keep existing audiences and reach new ones, and to build bridges between cultural diversity and competitiveness. This comes with challenges: for the industry, in testing new business models and audience development strategies; and for public policies at regional, national and European levels.»*

The digital context, the subsequent increase of solutions for content distribution, as well as access and consumption expansion, are now requiring the adjustment and the strengthening of cultural identity protection measures, as well as of those designed for the promotion of cultural diversity and competitiveness of the European industry. The progressive and broad spreading of new platforms and devices for distribution of audiovisual content requires a discussion on reforming public funding schemes and on the extent of the current regulatory framework, since it does not effectively regulate the role of players accessing on-line audiovisual content. Nowadays, the diffusion of content on the web and the expansion of global digital market imply the protection and the development of “local” films production and European audiovisual works. The protection of intellectual property and copyright are the milestones of cultural progress, considering their crucial relevance for the reinforcement of the industrial structure of the sector.

### *Aims*

The Conference is aimed at promoting an active, extensive discussion among the delegates of the cognizant authorities of all Member States concerning new business models in the production and distribution of works and the creation of a new level playing field for the audiovisual industry in future Europe. The topic is explored under two different perspectives: market and regulations. Besides a direct comparison, the Conference also includes reports by the best-known experts and academics of the sector, as well as the contributions of the most relevant stakeholders of media and audiovisual markets



and of many representatives of public entities committed in providing the sector with a suitable regulatory framework and a competitive environment.

Considering the rapid evolution in the sector, the main purpose of the Conference is to promote a European debate, also encouraging the dialogue among all stakeholders - public authorities and private companies — about film policy in Europe. The debate aims at finding common goals such as a wider access to the rich diversity of European films and making the film sector more competitive and more profitable.

It is also oriented to encourage every Member State to join the discussion on crucial topics, in order to get to the definition of a shared EU stance to stimulate a new environment, allowing the European audiovisual industry to reach its full cultural and economic potential.

### *Outcome*

The final outcome of the Conference will be reported in a document, to be submitted to the Council of Education, Youth, Culture and Sport Ministers of the European Union (EYCS) to be held on 25 November 2014 in Brussels. The document is intended to identify critical areas and to suggest updates and innovations to current regulations. The report will be also useful to detect opportunities offered by the current European regulatory system. The analysis and the possible review of European regulations in audiovisual sector is a priority for every Member State, and for the whole European Union. Indeed media are the most suitable tool for promotion and protection of cultural European identity, in order to deal with the competition with other strong areas at political level and emerging markets. Besides, the communication industry – and the audiovisual sector as part of it – represents a fundamental field for a cultural debate on global scale.



**Thursday 23 October 2014**

09:00 - 09:45 **Registration – Welcome coffee**

09:45 - 10:00 **Opening of the conference**

**Dario Franceschini**, Italian Minister of Cultural Heritage and Activities and Tourism

***Partire è un po' morire*** (*To leave is to die a little*) directed by Giacinto Mondaini (1951), short film restored by Cineteca Nazionale – Centro Sperimentale di Cinematografia

10:00 - 13:00

Session 1:

### **NEW BUSINESS MODELS IN A CHANGING AUDIOVISUAL MARKET**

This session is composed of a single panel on market evolution, as well as its new perimeter, as the outcome of the recent technological transformations and of consumption models in the digital single market. The analysis focuses on how the digitisation process and the convergence of distribution platforms are providing a new framework to the entire value chain and to the development of new business models.

Main issues:

- main trends of audiovisual market
- growth of on-demand market
- new models of production and distribution
- recent technological transformations and consumption models
- release windows and impact of the experimentations in EU preparatory action
- access to private financing and innovative financial instruments (guarantee fund, crowdfunding, etc.)



- Chairperson** ▶ **Alberto Pasquale**, Adjunct Professor of Entertainment Economics, University of Rome, “Sapienza”
- Experts**
- ▶ **André Lange**, Head of the Department for Information on Markets and Financing, European Audiovisual Observatory
  - ▶ **Michael Gubbins**, Partner at Sampomedia
  - ▶ **Thomas Paris**, Professor at HEC Paris
- Panellists**
- ▶ **Ross Biggam**, Director General ACT, Association of Commercial Television in Europe
  - ▶ **Marco Chimenz**, Vice President, European Producers Club
  - ▶ **Maria Ferreras**, Director Partnership, YouTube
  - ▶ **Luigi Gambardella**, Chairman of the Executive Board, ETNO - European Telecommunication Network Operators' Association
  - ▶ **John Higgins**, Director General, DIGITALEUROPE
  - ▶ **Lucia Recalde Langarica**, Head of Unit Creative Europe Media Sub-programme, Directorate-General for Education & Culture (DG EAC) - European Commission
  - ▶ **Christoph Schneider**, Managing Director, Amazon Instant Video Deutschland
  - ▶ **David Wheeldon**, Director of Policy and Public affairs, BSkyB
- Rapporteurs**
- ▶ **Mario La Torre**, Professor of Finance and Economics, University of Rome, “Sapienza”
  - ▶ **Bruno Zambardino**, Adjunct Professor of Cinema and Tv Economics, University of Rome, “Sapienza”
- 13:00 -14:00      **Lunch Break**



14:00 -18:00

Session 2:

## PUBLIC SUPPORT AND REGULATION FRAMEWORK

The afternoon session deals with two matters.

The first one focuses on public support adaptation to new market shape, including the issue of complementarity between EU and national/regional support policies. In addition, the national unbalancing support policy between production (by far the favourite one) and development-promotion-distribution is part of the discussion, bearing in mind that a primary objective of EU policy is to reach a wider audience for EU audiovisual works.

The second matter faces the updating of supranational, national and regional regulatory frameworks, according to new business models and the economic impact of new entrants in the market. The end of the session hosts the focus "The Italian viewpoint".

Main issues:

- overview of public funding sources (supranational, national, regional)
- complementarity between supranational and national/regional support
- analysis and proposals for updating of AVMS Directive (results and feedback of public consultation launched by the recent Green Paper)
- tax incentives role
- balancing of support policy between production and development/promotion/distribution, also to strengthen the accessibility and to enlarge the audience
- new incentives to a better internationalization strategy and a reinforcement of co-productions
- involvement of new comers in the value chain and in the regulatory framework
- rights and licensing (copyright, multi-territory licensing, etc)

**Chairperson** ▶ **Maja Cappello**, Head of the Department for Legal Information, European Audiovisual Observatory

**Keynote Speech** ▶ **Silvia Costa**, Chair of the Committee on Culture and Education of the European Parliament

**Experts** ▶ **Jonathan Olsberg**, Chairman, Olsberg SPI  
▶ **Eugenio Prosperetti**, Professor of Competition Law and Policy, University of Siena

**Panellists** ▶ **Charlotte Appelgren**, Secretary-General, Cineregio  
▶ **Lorena Boix Alonso**, Head of Unit Converging media and content, Directorate-General for Communications Networks, Content and Technology (DG Connect) European Commission  
▶ **Cécile Despringre**, Executive Director, SAA - Society of Audiovisual Authors  
▶ **Christopher Dodd**, CEO, MPAA Motion Picture Association of America  
▶ **Emmanuel Gabla**, Commissioner for European Affairs, CSA / Representative of European Regulators Group for Audiovisual Media Services (ERGA) presidency  
▶ **Annika Nyberg Frankenhaeuser**, Head of Media Department, EBU - European Broadcasting Union





- Rapporteurs**
- ▶ **Ernesto Apa**, Lawyer – Partner, Studio Portolano Cavallo
  - ▶ **Roberto Mastroianni**, Professor of UE Law, University of Naples, “Federico II”

16:30 -17:00      **Coffee Break**

17:00 -18:00

**Focus: the Italian viewpoint**

- Opening Speech / Rapporteur**
- ▶ **Nicola Borrelli**, President AVWP/Director General for Cinema - Ministry of Cultural Heritage and Activities and Tourism

- Panellists**
- ▶ **Elio Catania**, President, Confindustria Digitale\*
  - ▶ **Rodolfo De Laurentiis**, President, Confindustria Radio Televisioni
  - ▶ **Marco Follini**, President, Associazione Produttori Televisivi, APT
  - ▶ **Luigi Gubitosi**, Director General, RAI – Radio Televisione Italiana\*
  - ▶ **Gina Nieri**, Board Member, Mediaset
  - ▶ **Luca Sanfilippo**, Executive Vice President and General Counsel, Sky Italia
  - ▶ **Riccardo Tozzi**, President, Associazione Nazionale Industrie Cinematografiche Audiovisive e multimediali ANICA\*

- Closing Speech**
- ▶ **Antonio Nicita**, Professor of Political Economy, University of Rome, “Sapienza” / Commissioner, Autorità per le Garanzie nelle Comunicazioni, AGCom

\* *to be confirmed*



**Friday 24 October 2014**

09:00 - 10:00 **Registration – Welcome coffee**

10:00 - 13:00 Session 3: **FOLLOW-UP AND OPEN DEBATE**

The session is opened by a presentation of two reports (given by the rapporteurs) to summarize the outputs of the previous day, possible solutions and proposals on new business models and on the creation of a level playing field coherent with the new digital context. In the light of the reports the Member States delegates and the EU Commission and EU Council representatives discuss the focused issues. During the debate, European Commission delegates present the new European Film Forum, explaining objectives and future agenda.

**Chairperson** ▶ **Antonello Giacomelli**, Undersecretary - Ministry of Economic Development

**Report Session 1** **Introduction**

▶ **Alberto Pasquale**, Adjunct Professor of Entertainment Economics, University of Rome, “Sapienza”

**Report**

▶ **Mario La Torre**, Professor of Finance and Economics, University of Rome, “Sapienza”

▶ **Bruno Zambardino**, Adjunct Professor of Cinema and Tv Economics University of Roma, “Sapienza”

**Report Session 2**

**Introduction**

▶ **Maja Cappello**, Head of the Department for Legal Information, European Audiovisual Observatory

**Report**

▶ **Ernesto Apa**, Lawyer - Partner, Studio Portolano Cavallo

▶ **Roberto Mastroianni**, Professor of EU law, University of Naples, “Federico II”

▶ **Nicola Borrelli**, President AVWP/Director General for Cinema - Ministry of Cultural Heritage and Activities and Tourism

## **CAC / AudioVisual Working Party - Presidency communication**

- ▶ **Nicola Borrelli**, President AVWP/Director General for Cinema - Ministry of Cultural Heritage and Activities and Tourism
- ▶ **Fabrizio Gentili**, Vice President AVWP / Permanent Representation of Italy to EU

## **European Film Forum**

- ▶ **Emmanuel Joly**, Principal administrator, Directorate-General for Education & Culture (DG EAC) - European Commission

## **Open debate**

**Delegates of the 28 EU Member States, EU Commission and EU Council representatives.**

## **Closing Speech**

- ▶ **Dario Franceschini**, Italian Minister of Cultural Heritage and Activities and Tourism

## **End of session**

*the Conference is held in Italian and English, simultaneous interpretation is provided*

## THE PANELLISTS





Thursday 23rd October 2014 / Friday 24th October 2014

## OPENING AND CLOSING SPEECH



### **Dario Franceschini**

Minister of Cultural Heritage and Activities and Tourism

<http://www.beniculturali.it>

#### **Panellist profile**

Dario Franceschini, born in Ferrara, October 19, 1958. Former Secretary of the Democratic Party. Supreme Court qualified civil lawyer, enrolled in the College of Auditors.

MP since 2001, was a member of the Committee on Elections and Constitutional Affairs Commission of the Chamber of Deputies and the OSCE Parliamentary Assembly in the Fourteenth Legislature. Deputy Secretary of the Partito Popolare Italiano from 1997 to 1999, in 2001 was one of the founders of the Margherita Party and coordinator of the national executive body. Writer. Author of several novels.

#### **Company profile**

The Ministry of Cultural Heritage and Activities and Tourism has entrusted the full range of topics referred to cultural heritage, museums, libraries and archives, visual arts, performing arts and cinema, cultural institutions; tourism functions have been added since April 2013.

#### **Key issues regarding the panel's topics**

- Fostering the digital single market
- Encouraging cultural diversity and competitiveness
- Level playing field for all players
- Adaptation of regulatory framework
- Enhancing transnational circulation of European works
- Supporting media literacy



Thursday 23<sup>rd</sup> October 2014

## Morning session - NEW BUSINESS MODELS IN A CHANGING AUDIOVISUAL MARKET



### **Alberto Pasquale**

Chairman of the Session

Adjunct Professor, Economics and Management of Entertainment Companies  
University of Rome "Sapienza"

<http://www.lettere.uniroma1.it>

### **Chairperson profile**

Alberto Pasquale has an extensive lecturing experience. Besides Sapienza University, he teaches in master classes at LUISS University (Rome), Cattolica University (Milan), and Media Business School (Madrid). He has authored articles and books on the Economics of the Audiovisual Industry. At present he is consultant for the Italian Directorate of Cinema; for twenty years has been executive manager in top media industry companies. Prof. Pasquale holds a degree in Economics from Bocconi University and a postgraduate degree in Audiovisual Production (EAVE).

### **Company profile**

Sapienza University of Rome, founded in 1303 by Pope Boniface VIII, is one of the oldest universities in the world and a high performer among the largest universities in international rankings. The course of Entertainment, within the faculty of Arts and Humanities, is designed to provide specialized training, both theoretical and operational, in performing arts, music, film, television and multimedia.

### **Key issues regarding the panel's topics**

Alberto Pasquale will be chairing the morning panel.



Thursday 23<sup>rd</sup> October 2014

## Morning session - NEW BUSINESS MODELS IN A CHANGING AUDIOVISUAL MARKET



### André Lange

Head of the Department for Information on Markets and Financing,

European Audiovisual Observatory

<http://www.obs.coe.int>

### **Panellist profile**

André Lange joined the European Audiovisual Observatory in 1993. He edits or supervises the *Yearbook* published by the Observatory, *FOCUS – Trends of the world film market*, various thematic reports and various databases (KORDA, LUMIERE, MAVISE).

### **Company profile**

Set up in December 1992, the European Audiovisual Observatory's mission is to gather and diffuse information on the audiovisual industry in Europe. The Observatory is a European public service body comprised of 40 member states and the European Community, represented by the European Commission. It operates within the legal framework of the Council of Europe and works alongside a number of partner and professional organisations from within the industry and with a network of correspondents. In addition to contributions to conferences, other major activities are the publication of a *Yearbook*, newsletters and reports, the compilation and management of databases and the provision of information through the Observatory's Internet site.

### **Key issues regarding the panel's topics**

Presentation of the overall EU market of on-demand audiovisual services – Evolution of business models – Issues of transparency – Role of the on-demand audiovisual services in the promotion of European audiovisual works and in the financing of film and audiovisual production.





Thursday 23<sup>rd</sup> October 2014

## Morning session - NEW BUSINESS MODELS IN A CHANGING AUDIOVISUAL MARKET



### Michael Gubbins

Founder, Sampomedia  
Chair, Ffilm Cymru Wales

<http://www.sampomedia.com>

### **Panellist profile**

Michael Gubbins is an analyst, journalist and consultant, co-founder of SampoMedia and chair of Ffilm Cymru Wales. He is the former editor of *Screen International*, on the experts committee of Europa Cinemas and the board of Power to the Pixel. He lectures and speaks about demand-driven change around the world and chairs a many industry conferences.

### **Company profile**

SampoMedia is an international consultancy focused on audience-driven change in the film and media industries. It has mentored film-makers, advised businesses and test models and ideas with public bodies in more than 20 countries. Ffilm Cymru Wales is the national film body of Wales.

### **Key issues regarding the panel's topics**

Audience fragmentation, disruptive technologies, the decline of physical media formats, pressure on public finances, an over-supply of content, and increasing competition for consumer time and money have all created something of a perfect storm. The industry is polarising and segmenting – there is no one new model.



Thursday 23<sup>rd</sup> October 2014

## Morning session - NEW BUSINESS MODELS IN A CHANGING AUDIOVISUAL MARKET



### **Thomas Paris**

Professor at HEC Paris

<http://www.hec.edu/Faculty-Research/Faculty-Directory/PARIS-Thomas>

### **Panellist profile**

Thomas Paris, PhD, is researcher at CNRS (GREG HEC), affiliate professor at HEC Paris, where he is the scientific director for the Media, Art, Creation master program.

Expert in the creative industries, he carries research both on the creation management and on the economical and regulatory points of view.

### **Company profile**

CNRS is the French national research center.

HEC Paris is one of the world top business schools. The MAC (Media, Art, Creation) program prepares students to take managerial positions in the different domains of culture.

### **Key issues regarding the panel's topics**

Thomas Paris presents a study led for the European Commission and the European Parliament, that analyzes the context, the stakes and the results of experiments of new ways of releasing movies in Europe. More generally speaking, he questions the issues raised by the changes of the value chain in the movie industry.



Thursday 23<sup>rd</sup> October 2014

## Morning session - NEW BUSINESS MODELS IN A CHANGING AUDIOVISUAL MARKET



### **Ross Biggam**

Director General

ACT, Association of Commercial Television in Europe

<http://www.acte.be>

### **Panellist profile**

Ross has been Director-General of the ACT since 2000. Previously he studied at Exeter and Saarbrücken, then worked for ITV and for the House of Lords EU Select Committee. He is Visiting Professor in Creative Industries at Glasgow University.

### **Company profile**

The ACT represents the interests of the commercial television business at the EU institutions. Its members are the leading free to air and pay TV TV operators in 37 European markets. Key issues include copyright, regulatory framework and fair competition against established and new players.

### **Key issues regarding the panel's topics**

Looking across European media markets, television viewing remains high and advertising and subscription revenues are strong. Yet on-demand and OTT viewing is growing. Companies who began as “broadcasters” are rethinking their business models – but retaining a focus on outstanding content. Can regulation keep up with this pace of change?



Thursday 23<sup>rd</sup> October 2014

## Morning session - NEW BUSINESS MODELS IN A CHANGING AUDIOVISUAL MARKET



### **Marco Chimenz**

Vice President

European Producers Club

<http://www.europeanproducersclub.org>

### **Panellist profile**

Marco Chimenz is Vice President of the European Producers Club and President of the Italian production company Cattleya.

### **Company profile**

EPC is an association of European independent film producers that follows the evolution of political issues on a European and member state level, promoting international film co-production.

Cattleya is Italy's leading independent film and TV producer. The company has produced over 60 feature films and is an active television producer, working with the major Italian networks. Its most recent hit is Gomorrah – The Series.

### **Key issues regarding the panel's topics**

- How do the VOD and SVOD services affect the movie and TV markets?
- What do the new IPTV and streaming technologies mean for Independent Producers in terms of new market opportunities?



Thursday 23<sup>rd</sup> October 2014

## Morning session - NEW BUSINESS MODELS IN A CHANGING AUDIOVISUAL MARKET



### Luigi Gambardella

Chairman of the Executive Board

ETNO - European Telecommunication Network Operators' Association

<http://www.etno.be>

### **Panellist profile**

Mr Gambardella is the Chairman of the Executive Board of ETNO, European Telecommunications Network Operators' Association. He has joined the Telecom Italia Group in 1999, in charge of relations with the National Regulatory Authority, and he is currently Group Vice President for Relations with International Institutions and Organisations. He is also President of EUBrasil – the Association for the development of the relationship between Europe and Brazil, BIAC Vice Chair to the OECD ICCP Committee, a member of the Advisory and Support Group of BUSINESSEUROPE, a member of the board of the Transatlantic Business Council, a member of the board of the European Internet Foundation, Associate at the European Round Table of Industrialists, President of Puntotit – the Italian Association for the development of the digital economy.

### **Company profile**

ETNO has been the voice of Europe's telecommunications network operators since 1992 and has become the principal policy group for European electronic communications network operators. Its 50 members and observers in 35 countries collectively account for a turnover of more than € 600 billion and employ over 1.6 million people. ETNO companies are the main drivers of broadband and are committed to its continual growth in Europe. ETNO members are pan-European operators, also holding new entrant positions outside their national markets. ETNO brings together the main investors in innovative and high-quality e-communications platforms and services, representing 70% of total sector investment. ETNO closely contributes to shaping the best regulatory and commercial environment for its members to continue rolling out innovative and high quality services and platforms for the benefit of European consumers and businesses.

### **Key issues regarding the panel's topics**

Technological evolution, the convergence of different platforms, the massive growth of on demand market, new models of production and distribution of audiovisual products, new players and a new value chain are changing the traditional paradigms and the competitive structure of the market. In order to allow investment in innovation and innovative businesses, including in the ultra-broadband delivery networks, key aspects are the regulatory regime applicable to players and the suggestion for a more business-friendly regulatory approach. A level playing field is to be established among actors of the value chain. The new EU institutional scenario is the right environment to discuss about the need to review and/or modernize the current rules. With the view of allowing investment in innovation, a number of features are to be investigated, including new models of distribution, new competitive schemes, new partnerships among players, the role of regulation and voluntary commitments, etc.



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## Morning session - NEW BUSINESS MODELS IN A CHANGING AUDIOVISUAL MARKET



### **John Higgins**

Director General

DIGITALEUROPE

<http://www.digitaleurope.org>

### **Panellist profile**

Having lead the British IT industry association TechUK for nine years, John is Director General of DIGITALEUROPE since November 2011. He is also a member of the governing body of the University of Warwick and the global policy action committee of the World IT Services Association.

### **Company profile**

DIGITALEUROPE represents the digital industry in Europe. Its members include large IT, telecoms and consumer electronics companies and national associations from all over Europe. It wants European businesses and citizens to fully benefit from digital technologies and for Europe to attract and sustain the world's best digital companies.

### **Key issues regarding the panel's topics**

DIGITALEUROPE believes that both technology-driven innovation and user demand drive the development of new, personalised, and exciting audiovisual services in Europe . Our vision is that European users are placed at the centre of the audiovisual and media experience - with full control over the content they access, where, when and how.



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## Morning session - NEW BUSINESS MODELS IN A CHANGING AUDIOVISUAL MARKET



### **Christoph Schneider**

Managing Director

Amazon Instant Video Deutschland

[www.amazon.de](http://www.amazon.de)

#### **Panellist profile**

Christoph Schneider is the Managing Director of Amazon Instant Video Deutschland, and has held management positions in the German entertainment and media industry for many years. In his position at Amazon's online platform, he is responsible for the content strategy of the Video-on-Demand offering and the distribution of the service on partner platforms.

#### **Company profile**

Amazon's vision is that customers and sellers in all 28 EU member states be able to purchase or sell online, conveniently and at a great price. Amazon has made significant investments in digital content distribution and innovation in Europe through its video services in the UK and Germany. With the launch of Amazon Fire TV and Fire Phone, Amazon is making it even easier for customers to stream movies, TV shows and music as well as to download apps and games.

#### **Key issues regarding the panel's topics**

The audiovisual sector is central to the Digital Single Market. For the EU to fully benefit from its potential, the regulatory framework must foster creativity and innovation, and leverage the widespread adoption of digital opportunities by consumers, businesses and creators. This will enhance Europe's cultural diversity and economic competitiveness.



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## Morning session - NEW BUSINESS MODELS IN A CHANGING AUDIOVISUAL MARKET



### David Wheeldon

Director of Policy and Public affairs

BSKYB

<http://www.sky.com>

### **Panellist profile**

David Wheeldon is BSKyB's Director of Policy and Public Affairs. He looks after group public policy, government relations and industry engagement in the UK and Europe for all of Sky's business areas including its TV channels, satellite platform, broadband and internet TV services. He has extensive policy expertise in media, digital, privacy and telecoms. Prior to joining Sky in 2007, David had a similar role at the London Stock Exchange Group.

### **Company profile**

BSkyB is the UK and Ireland's leading pay TV business. Following completion of its acquisition of Sky Italia and Sky Deutschland, the combined company will become a multi-territory operation in five European countries serving almost 20 million customer homes. It will employ more than 30,000 people and will be one of Europe's largest investors in TV content, at €6 billion annual content spend.

### **Key issues regarding the panel's topics**

- Growing number of ways to connect TV to the internet
- Viewers expect to be able to watch on any video screen
- Programme choice is becoming unlimited
- Competitors are getting bigger and more global





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## Morning session - NEW BUSINESS MODELS IN A CHANGING AUDIOVISUAL MARKET



### **Mario La Torre**

Professor of Financial Markets and Intermediaries  
University of Rome “Sapienza”

<http://www.management.uniroma1.it/node/5606>

### **Rapporteur profile**

Mario La Torre is Full Professor in Financial Markets and Intermediaries at the University of Rome “La Sapienza”. He is currently member of G8 taskforce on Social Impact Investments, member of the Board of the Italian National Body for Microcredit and member of the Audiovisual Working Party at the European Commission. He has been member of the Board of Directors of Cinecittà Holding and Councillor of the Minister of Culture. He has been lawmaker of the Italian Tax Credit Law for the film industry.

His main publications includes: *The Economics of the Audiovisual Industry*, Palgrave Macmillan (to be published), *Agevolazioni fiscali per il cinema*, Quaderni Anica, 2008, *La Finanza del Cinema*, Bancaria Editrice 2006.

### **Company profile**

With over 700 years of history and 120 thousand students, La Sapienza is the first university in Europe.

Over 30 thousand non resident students, about 7,000 registered non-Italian students and about 1000 Erasmus students per year.

With 11 faculties, 63 departments, several research centers, 59 libraries and 21 museums, La Sapienza offers over 250 undergraduate programs and 200 master courses.

See more at:

<http://www.uniroma1.it/ateneo/chi-siamo#sthash.3bCvwxNi.dpuf>



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## Morning session - NEW BUSINESS MODELS IN A CHANGING AUDIOVISUAL MARKET



### **Bruno Zambardino**

Professor of Cinema and Tv Economics  
University of Rome, "Sapienza"

<http://www.lettere.uniroma1.it/users/bruno-zambardino>

<http://www.i-com.it>

### **Rapporteur profile**

Degree in Political Science - International Economics at "La Sapienza" University of Rome, is an expert in the field of economic studies and strategic analysis of audiovisual media and show business. Actually is the Director of Media Observatory of I-Com . Institute of Competitiveness.

### **Company profile**

The Institute for competitiveness (I-com) is an association without lucrative purpose, founded in 2005 by a group of young scholars, professionals and managers, to promote issues and analysis on the innovative key competitiveness, within the policy framework-European and international economic.

The I-com intends to influence the public debate on the future of the system Italy, on the basis of a multidisciplinary competence, enhanced by a high-profile Scientific Committee, and thanks to a variety of tools for analysis and dissemination.

### **Key issues regarding the panel's topics**

New business models  
Impact of Public funding on audiovisual market  
EU works transnational circulation



Thursday 23<sup>rd</sup> October 2014

## Afternoon session - PUBLIC SUPPORT AND REGULATION FRAMEWORK



### **Maja Cappello**

Head of the Department for Legal Information

European Audiovisual Observatory

<http://www.obs.coe.int>

### **Chairperson profile**

Maja Cappello joined the Observatory as Head of the Department for Legal Information in 2014. She previously worked for the Italian regulator AGCOM from 1998 and was Head of AGCOM's Digital Rights Unit of the Media Services Directorate. She was also Vice President of EPRA (European Platform of Regulatory Authorities) from 2011 to 2014. Italian-Norwegian mother tongue, in her daily work at the Italian regulator she has been dealing with audiovisual regulatory issues at European level, both contributing to international conferences and committees, and participating as national expert in EU and Council of Europe cooperation projects. She is author of articles and speeches in the areas of audiovisual media services, media pluralism, copyright and consumer protection and holds an LLM in EU law and a PhD in European social law after graduating in Law in 1994. She has been lecturing in Media law at University level (Bachelor, Master and PhD) since 2001.

### **Company profile**

Set up in December 1992, the European Audiovisual Observatory's mission is to gather and diffuse information on the audiovisual industry in Europe. The Observatory is a European public service body comprised of 40 member states and the European Community, represented by the European Commission. It operates within the legal framework of the Council of Europe and works alongside a number of partner and professional organisations from within the industry and with a network of correspondents. In addition to contributions to conferences, other major activities are the publication of a Yearbook, newsletters and reports, the compilation and management of databases and the provision of information through the Observatory's Internet site.

### **Key issues regarding the panel's topics**

Maja Cappello will be chairing the afternoon panel.



Thursday 23<sup>rd</sup> October 2014

## Afternoon session - PUBLIC SUPPORT AND REGULATION FRAMEWORK



### **Silvia Costa**

Chair of the Culture and education committee

European Parliament

### **Keynote speaker profile**

Silvia Costa, Member of the European Parliament, is Chair of the Culture and education committee.

Professional journalist, in her mandate 2009-2014 as MEP she has been Member of Committees Culture and Education, Women's Rights and Gender Equality and Civil Liberties. She has been rapporteur for the European Parliament of the Creative Europe Programme 2014-2020.

She has been previously Lazio regional councillor responsible for education, educational rights and training; president of the National Commission on Gender Equality, counselor at the National Council for Economy and Jobs (CNEL), deputy-minister for University and Research in the Ciampi government, an MP, Rome city councilor of Rome, president of the Academy of Fine Arts, Rome (1995-2005).



Thursday 23<sup>rd</sup> October 2014

**Afternoon session - PUBLIC SUPPORT AND REGULATION FRAMEWORK**



**Jonathan Olsberg**

Chairman

Olsberg • SPI Limited

<http://www.o-spi.com>

**Panellist profile**

With almost 33 years experience working in the screen industries, Jonathan has built an international reputation as a strategy advisor. His career also involved time as a producer, financier, distributor and sales agent, having been based in both Europe and the USA. He brings theoretical and practical understanding to assignments, delivering creative, informed and realistic solutions.

**Company profile**

Olsberg • SPI is a creative industries strategy consultancy that provides detailed, strategic advice to public and private sector clients, specialising in the worlds of film, television and digital media. Since 1992, the firm has provided guidance worldwide, with a track record in delivering expert, robust and practical solutions and studies.



Thursday 23<sup>rd</sup> October 2014

## Afternoon session - PUBLIC SUPPORT AND REGULATION FRAMEWORK



### Eugenio Prosperetti

Professor of Competition Law and Policy / TMT & Media Lawyer

University of Siena / Studio Prosperetti e associati

<http://tmtlaw.typepad.com>

### **Panellist profile**

Eugenio Prosperetti is active since 15 years as a lawyer in the TMT field in Rome, teaches Competition law in the University of Siena and holds a Ph.D in commercial law. He recently published the book "L'Opera Digitale tra Regole e Mercato" on online copyright. Since September 2014 he is a member of the Italian Government Permanent Digital Agenda Commission.

### **Company profile**

Mr. Prosperetti's work in the audiovisual field, both as an academic and a lawyer deals with the circulation of digital works between US/EU and other jurisdictions, including defining the legals of multi-territorial innovative business models for online copyright and digital rights management/online piracy/interoperability issues.

### **Key issues regarding the panel's topics**

- The AVMSD Directive, what was missing?
- Do the principles emerging from EU case law on linking and streaming require a more close integration between copyright, audiovisual media and e-commerce framework?
- What is the role of AVMSD legislation in the new technological and competition scenario?



Thursday 23<sup>rd</sup> October 2014

## Afternoon session - PUBLIC SUPPORT AND REGULATION FRAMEWORK



### **Charlotte Appelgren**

Secretary-General

CineRegio aisbl

<http://www.cinergio.org>

### **Panellist profile**

M. Sc. (economics), General Secretary of Cine-Regio, author of *The Fine Art of Co-producing* (2002, 2007, 2010), board member of Cineuropa.org and on the EAO's advisory committee. Studies in DK, Ireland, USA and Singapore and has previously worked at Merlin Films (IR), MEDIA Desk DK, Festival Manager for DFI (DK) and at two Danish production companies.

### **Company profile**

Cine-Regio is the European Network of Regional Film Funds and includes 43 regional film funds from 13 Member States. The members exhibit a range of support schemes and initiatives aiming to support film culture, encourage social cohesion and build regional infrastructure. The members represent a total funding capital of €165 million per year.

### **Key issues regarding the panel's topics**

A general introduction to today's public film funding landscape in Europe, incl. a focus on regional film funds; how the majority of films in Europe are financed; the complementarity among regional, national and supranational schemes regarding the film financing eco-system; tomorrow's reality and challenges ahead.



Thursday 23<sup>rd</sup> October 2014

## Afternoon session - PUBLIC SUPPORT AND REGULATION FRAMEWORK



### Lorena Boix Alonso

Head of Unit Converging media and content Directorate-General for Communications Networks, Content and Technology

European Commission

<http://ec.europa.eu/dgs/connect/en/content/dg-connect>

### **Panellist profile**

Before becoming Head of Unit for Converging Media and Content Lorena Boix Alonso was Deputy Head of Cabinet of Vice President Neelie Kroes, European Commissioner for the Digital Agenda. She holds a Master of Laws from the Harvard Law School. She graduated in Law from the University of Valencia and obtained a Licence Spéciale en Droit Européen from the Université Libre de Bruxelles.

### **Company profile**

The European Commission is the executive body of the EU. Directorate General for Communications Networks, Content & Technology is managing the Digital Agenda of the EU. It helps to harness information & communications technologies, to provide better goods and services for all and to build on the greater empowerment with digital technologies.

### **Key issues regarding the panel's topics**

- Review the regulatory fitness of the Audiovisual Media Services Directive.
- Importance of smart and efficient public support schemes.
- Best practices in the promotion of European films and TV-series in on-demand services.
- New comers in the value chain: new investors and distributors of European works.





Thursday 23<sup>rd</sup> October 2014

## Afternoon session - PUBLIC SUPPORT AND REGULATION FRAMEWORK



### **Cécile Despringre**

Executive director

Society of Audiovisual Authors

<http://www.saa-authors.eu>

### **Panellist profile**

Cécile Despringre studied International and European law at Paris I University. She started working as the European Affairs Officer of SACD in 1997 and became Deputy Director in 2001. Between 2006 and 2009, she was the CEO of FERA, an organisation she left to develop and launch the SAA in 2010.

### **Company profile**

The Society of Audiovisual Authors (SAA) represents the interests of 25 collective management societies from 18 countries and their 120,000 audiovisual authors' members. SAA's main objectives are to defend and strengthen the economic and moral rights of screenwriters and directors, to secure fair remuneration for every use of their works and to develop, promote and facilitate the collective management of rights.

### **Key issues regarding the panel's topics**

The audiovisual sector online in Europe is worryingly dominated by global giants. The dominance of these services puts pressure on the value of audiovisual works as well as on European legislation designed to promote Europe's competitiveness and cultural diversity. Digital distribution offers great opportunities for the dissemination of European works that need to be adequately seized both by market operators and legislators.



Thursday 23<sup>rd</sup> October 2014

## Afternoon session - PUBLIC SUPPORT AND REGULATION FRAMEWORK



### **Christopher J. Dodd**

Chairman and CEO

Motion Picture Association of America (MPAA)

<http://www.mpa.org>

#### **Panellist profile**

Chris Dodd is the Chairman and CEO of the MPAA. For 36 years, he represented Connecticut in the US Congress and was recognized as one of the most widely respected legislators in Congress. Appointed in 2011, his priority is to champion the creative freedoms of filmmakers by safeguarding IPRs, advancing technology-driven innovation and opening global markets to the uniquely powerful medium of film.

#### **Company profile**

The MPAA serves as the voice of the motion picture association around the world. We aspire to advance the business and the art of filmmaking and celebrate its enjoyment. Our members include: Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; and Warner Bros. Entertainment Inc.

#### **Key issues regarding the panel's topics**

We are witnessing a growing importance of the film and television industry. We are a driver for making the Internet attractive by developing new, interesting content and platforms thereby contributing to the development of a digital society and economy. Intellectual property and copyright are the most effective enablers for the creation, production and dissemination of cultural works.



Thursday 23<sup>rd</sup> October 2014

## Afternoon session - PUBLIC SUPPORT AND REGULATION FRAMEWORK



### Emmanuel Gabla

Commissioner for European affairs

CSA – Representative of European Regulators Group for Audiovisual Media Services (ERGA) presidency

<http://www.csa.fr>

### **Panellist profile**

Since January 2009, Emmanuel Gabla has served as a Member of the French *Conseil supérieur de l'audiovisuel*, as Commissioner in charge of Economics and European affairs, New services and Internet, Free-to-air commercial TV. Before that, he worked as an adviser for the Permanent representation of France to the European Union and for several ministerial cabinet offices, in the field of industrial affairs and services of the information society.

### **Company profile**

The *Conseil supérieur de l'audiovisuel* (CSA) is an independent public authority in charge of guaranteeing broadcasting communication freedom in France. The scope of the CSA's responsibilities is wide-ranging: ensuring plurality in opinions expressed and rigorous news treatment, organising radio and TV electoral campaigns, allocating frequencies, ensuring the respect of human dignity, protecting consumers, etc. In March 2014, the President of the CSA has been appointed as the Chair of the European Regulators Group for Audiovisual and Media Services (ERGA), created by the European Commission.

### **Key issues regarding the panel's topics**

- The ERGA, a new institutional framework for the collaboration between European regulatory authorities in the field of audiovisual media services
- The need to adapt the EU regulatory instruments to the challenges of a convergent audiovisual world



Thursday 23<sup>rd</sup> October 2014

## Afternoon session - PUBLIC SUPPORT AND REGULATION FRAMEWORK



### **Annika Nyberg-Frankenhaeuser**

Media Director

EBU, European Broadcasting Union

<http://www3.ebu.ch/home>

### **Panellist profile**

After qualifying as an art teacher at the University of Industrial Arts in Helsinki, Annika Nyberg Frankenhaeuser began an enduring relationship with the Swedish Language Services of YLE. Several years as a radio reporter were followed by a move into print, when she became managing editor of a cultural magazine. In 1986 Ms Nyberg Frankenhaeuser returned to YLE, this time as a TV reporter for the Swedish Language Services, where she climbed through the television ranks to become Head of TV News & Current Affairs. She was appointed Director of Programmes for Radio in 1997, adding the TV and internet portfolios to her responsibilities in 2006. Ms Nyberg Frankenhaeuser is bilingual in Swedish and Finnish, and fluent in English and German. She is competent in Danish and Norwegian and has a working knowledge of French and Italian.

### **Company profile**

Largest association of national broadcasters in the world promoting cooperation between broadcasters and facilitating the exchange of audiovisual content. The EBU works to ensure that the crucial role of public service broadcasters is recognized and taken into consideration by decision-makers. Its news department operates the Eurovision News Exchange. It provides access to live and recorded news content that broadcasters can use across all media. The quality and reputation of Eurovision's Special Operations, News & Events are unrivalled in the industry.

### **Key issues regarding the panel's topics**

The role of Public Service Media in supporting the diversity of cultural products in national and local languages for media industry directly or through independent producers.



Thursday 23<sup>rd</sup> October 2014

## Afternoon session - PUBLIC SUPPORT AND REGULATION FRAMEWORK



### Ernesto Apa

Lawyer

Portolano Cavallo Studio Legale

<http://www.portolano.it>

### **Rapporteur profile**

Ernesto is a digital/media and technology lawyer, partner of Portolano Cavallo.

He authored a book on advertising, the entry “Television” for the Treccani online legal encyclopaedia and co-authored with Oreste Pollicino a TMT code and a book on the Google-Vividown case.

He has a PhD in Public Law.

### **Company profile**

Portolano Cavallo Studio Legale is an Italian law Firm focusing on technology, media and telecoms clients, top ranked by Chambers Europe and Legal500.

Its clients include top brands in the technology and internet sectors, leading Silicon Valley players, fashion houses, over 50 TV channels, etc.

### **Key issues regarding the panel's topics**

Ernesto will be rapporteur of the afternoon session and will focus on the regulatory framework relating to the following issues: promotion of European works, proposals for updating the Audiovisual Media Service Directive, policies to foster the involvement of the new comers in the value chain, etc.



Thursday 23<sup>rd</sup> October 2014

**Afternoon session - PUBLIC SUPPORT AND REGULATION FRAMEWORK**



**Roberto Mastroianni**

Professor of UE Law

University of Naples “Federico II”

**Rapporteur profile**

Roberto Mastroianni is full Professor of European Union law at the University “Federico II” in Naples, Italy.

He holds a Ph.D. in European Law from the University of Bologna and a LL.M. from the Penn State/Dickinson School of Law in Carlisle (PA), USA. He specialized in International Copyright Law and in European Media Law at the Universities of Geneva, Amsterdam and New York (NYLS).



Friday 24<sup>th</sup> October 2014

## single session - FOLLOW-UP AND OPEN DEBATE



### Antonello Giacomelli

Undersecretary

Ministry of Economic Development - ITALY

<http://www.sviluppoeconomico.gov.it>

### **Chairperson profile**

Antonello Giacomelli, born in Prato in 1962, is an Italian professional journalist. He started working for Tvr Toscana, then passed to the Cecchi Gori Group as an editor of the regional broadcasting tv Canale 10.

He was the Chairman of the Board of Directors of Metastasio theater. Deputy Mayor of Prato from 1999 to June 2004, he enforced the reform of local public services, in particular in the sectors of energy and networks. He is a member of Parliament since 2004.

### **Company profile**

The Ministry of Economic development – Communication sector is responsible for the implementation of the allocation frequencies national plan for the services of radio and television broadcasting, cellular telephone and emergency services. The Ministry protects and safeguards the system through monitoring and control of the radio spectrum nationwide. It is also involved in the regulatory framework for the sector of electronic communications, the radio and television broadcasting and postal sector, and in the management and execution of the national broadband and ultra broadband plans for the next generation telecommunication networks.

### **Key issues regarding the panel's topics**

The so-called “creative industry” is undergoing the most profound transformation in its history. The process of convergence between media, Internet and tic is changing irreversibly the mechanisms of distribution and consumption of film and television content. The most important innovation is represented by the so-called over-the-top services: a cultural challenge to European audiovisual industry and Public service media more than a technological or economic one.



Friday 24<sup>th</sup> October 2014

## single session - FOLLOW-UP AND OPEN DEBATE



### Emmanuel Joly

Principal Administrator, Directorate-General for Education & Culture (DG EAC)

European Commission

### **Panellist profile**

Emmanuel Joly graduated with a Master's degree in Law (public and private law) from the University of Rennes, before completing a postgraduate study in comparative law from Paris II in Paris and a postgraduate diploma in intellectual property from the university of Strasbourg.

Before joining the Commission, Emmanuel Joly began his career in 1990 as a lawyer specialising in intellectual property rights in a well-known Paris based law firm. In 1998, he joined the Office for Harmonisation in the Internal Market (OHIM), Alicante, where he represented the Office in cases brought before the European Court of Justice.

Following six years in DG CNECT's Audiovisual Policy Unit, Emmanuel Joly is currently working for the Creative Europe-MEDIA Unit in DG EAC.

### **Key issues regarding the panel's topics**

Creative Europe – Media programme  
Communication on European film in the Digital era  
The European Film Forum





## THE EU MEMBER STATES DELEGATES





## UE MEMBER STATE DELEGATE



### **Barbara Fränzen**

Head of film department of the Federal Chancellery

AUSTRIA

#### **Delegate profile**

Barbara Fränzen is Head of film department of the Federal Chancellery of Austria since 2008.

Studied Law and Fine Arts. Worked for the Austrian Broadcasting Corporation ORF and also for Austro-Mechana, Collecting Society for Music Rights.

#### **Institution profile**

The Federal Chancellery of Austria promotes contemporary art in Austria as well as Austrian artists abroad. The Ministry is responsible for federal funding programmes for all segments of contemporary art.

The Film Department funds innovative films of all genres (documentaries, feature films, experimental films, short films), offers training programs for young filmmakers and represents Austria in management boards of European institutions, such as the filmfunding body Eurimages (Council of Europe) and the MEDIA programme (European Union).

<http://www.kunstkultur.bka.gv.at>



## UE MEMBER STATE DELEGATE



### Johan Bouciqué

Media Advisor  
Flemish Government  
Department of Culture, Youth, Sports and Media

BELGIUM

### **Delegate profile**

Johan (°1970) holds a law degree (KU Leuven) and an LL.M. in EU and International law (U.C.L.). During 9 years, he worked for Belgium's incumbent telephone operator on product management, regulatory and strategy (incl. digital tv).

Since 2005, Johan is media advisor for the Flemish Government at the Department for Culture, Youth, Sports and Media in support of the Minister of Media, focussing a.o. on policy, legal and strategic issues.

### **Institution profile**

Belgium is a federal state, consisting of several communities and regions, which have specific competences and own legislation and of which the Flemish Community is the largest. The Flemish Community is (solely) competent for e.g. education, culture, etc. One of those cultural competences is media, which includes both radio and television broadcasting and transmission, press support, etc. The Department of Culture, Youth and Media consists of about 85 people of which 10 are focussing on media, supporting the Flemish Minister of Media in technical, legal, political and administrative issues.



## UE MEMBER STATE DELEGATE



### **Axenia Boneva**

Expert on audiovisual policy  
Ministry of culture

BULGARIA

### **Delegate profile**

Ms. Boneva has many years experience in the production of audiovisual content and process management for the Bulgarian medias. Currently she is expert on audiovisual policy, member of working groups for Media Literacy, Member States Expert Group on Digitisation and Digital Preservation, Safer for Children's Childrens Commettee etc. She is also member of the PEGI Consul.

### **Institution profile**

Ministry of culture



## UE MEMBER STATE DELEGATE



### **Chrystalla Petridou**

Counsellor for Education, Youth, Culture, Sports and Audiovisual  
Permanent Representation of Cyprus to the EU

CYPRUS

### **Delegate profile**

Representing the Ministry of Education and Culture of Cyprus to the Council Working Groups or Committees of Education, Culture, Audiovisual, Youth and Sports.

### **Institution profile**

Governmental diplomatic institution representing Cyprus, as one of the MS of the EU, to the Working Groups of the Council of the EU and in this way participates at the EU level policy-making.



## UE MEMBER STATE DELEGATE



### **Torben Hoffeldt**

Counsellor

The Permanent Representation of Denmark to the EU

DENMARK

### **Delegate profile**

Experienced Danish civil servant in the areas of culture, copyright and audiovisual policy. Previously Private Assistant of the Minister for Culture and head of the Ministers Office, now located in Brussels dealing with culture, copyright, audiovisual policy, education, youth and sport within the EU.

### **Institution profile**

The Permanent Representation of Denmark to the EU takes care of Denmark's interests in the European Union. The Permanent Representation is the eyes, the ears and the voice in relation to the European Commission and the European Parliament and promotes Danish interests in the negotiations with the other member states in the Council of the European Union.





## UE MEMBER STATE DELEGATE



### **Katre Kajamäe**

Estonian Film Institute

ESTONIA

### **Delegate profile**

Katre Kajamäe is the head of Creative Europe MEDIA desk Estonia. She has 5 years of experience working in the film industry, including working on developing the transmedia sector. She was also part of the project team for a successful European Union Baltic Sea Region initiative called First Motion.

### **Institution profile**

Estonian Film Institute (EFI) is the main national film fund and a representative of Estonian AV sector with the objective to preserve and develop Estonian film culture. Estonia is a member of Creative Europe MEDIA programme, European Audiovisual Observatory and Eurimages. The foundation operates under the auspices of the Estonian Ministry of Culture.



## UE MEMBER STATE DELEGATE



### **Leena Laaksonen**

Counsellor for Cultural Affairs  
Ministry of Education and Culture

FINLAND

### **Delegate profile**

Ms Laaksonen, MA, is in charge of the film and audiovisual policy at the Ministry of Education and Culture since 1997. She is also in charge with State Budget proposal in matters concerning cultural administration, audiovisual culture, creative industries policies and cultural heritage.

### **Institution profile**

The Ministry of Education and Culture is responsible for the strategic development of the cultural policies. The objectives of cultural policy relate to creativity, cultural diversity, access and accessibility and equity. The Ministry creates overall conditions for the work of artists and for cultural institutions, promotes the preservation and development of cultural heritage including public libraries, enhances diverse use of culture, and prepares legislation and relevant budget proposals.



## UE MEMBER STATE DELEGATE



### **Frédéric Bokobza**

Deputy Director at the Directorate General for media and cultural industries - Ministry of Culture and Communication

FRANCE

### **Delegate profile**

After graduating engineering schools and working for 5 years for the French Ministry of Interior, Frédéric Bokobza joined the Boston Consulting Group, where he worked for a variety of clients as a senior consultant. Since 2003 he has been working for the Ministry of Culture and Communication. After being head of European and International Affairs, in 2006 he was appointed Deputy Director, International, Technological and Economic Affairs. Since 2010, he has been serving as Deputy Director, Development of the Economy of Culture, which includes in particular European audiovisual regulation issues and the elaboration of public policies for cultural industries and their development in the digital era.

### **Institution profile**

Within the Ministry of Culture and Communication, the Directorate General for media and cultural industries (“DGMIC”) defines, coordinates and evaluates State policies related to media pluralism, to the advertising industry, to all communications services to the public by electronic means, to the music industry, to the book and reading, and to the cultural economy.



## UE MEMBER STATE DELEGATE



### Peter Dinges

CEO of Filmförderungsanstalt / German Federal Film Board

GERMANY

### **Delegate profile**

Since 1st of April 2004 Peter Dinges is CEO of the German Federal Film Board (FFA).

Dinges was born in Saarbrücken in 1961 and studied law at the University of Freiburg where he graduated as a lawyer in 1991. In the following he gained his first business experiences among others as lecturer in commercial right in Magdeburg and as an attorney at law in Arnstadt.

Before he became Deputy Managing Director at TeleTaurusFilm in 1994 he worked as a lawyer for Telepool in Munich. In 1995 he returned to Telepool as „Head of Business & Legal Affairs“ where he became member of the managing board in 1999.

### **Institution profile**

The FFA is Germany's national film funding institution and supports all the interests of German cinema. Apart from its duties as a funding body, the FFA is the central service structure for the German film industry. Its budget is financed via the so-called film levy which is raised from, among others, the cinemas, the video industry and television. The FFA's annual budget is around 76 million Euros. The FFA funds feature films at all stages of production and exploitation: from script development through production to distribution, sales and video distribution. Further support is made available for the funding of cinemas, the preservation of the film heritage, the reception and promotion of German cinema abroad, and for the provision of film education.



## UE MEMBER STATE DELEGATE



### **Maria Owens**

Department of Communications, Energy and Natural Resources

IRELAND

### **Delegate profile**

Maria works in the Broadcasting Policy Division which aims to develop a policy and legislative framework to facilitate the provision of quality broadcasting services in Ireland, and to optimise the opportunities presented by the emerging technologies for the provision of new Irish-based broadcasting services.

The Division also seeks to ensure that the approach taken to issues arising from the convergence of telecommunications and broadcasting will optimise the contribution of broadcasters, programme makers, other product generators, infrastructure operators and other participants in broadcasting-related activities to the development of the Information Society in Ireland.

### **Institution profile**

The Department of Communications, Energy and Natural Resources has responsibility for the Telecommunications, Broadcasting and Energy sectors in Ireland. The Department has a key role in developing a framework for broadcasting in an environment of rapid technological development.



## UE MEMBER STATE DELEGATE



### **Nicola Borrelli**

President AWP

Director General for Cinema - Ministry of Cultural Heritage and Activities and Tourism

ITALY

### **Delegate profile**

Nicola Borrelli is in charge of the Italian Directorate for Cinema since December 2009. His career in public service began in 1997, and since 2000 he has held senior management roles within the Ministry of Culture. He holds a degree in Business Administration and is chartered accountant and auditor. President of the Audiovisual Working Party, the specialized working group on audiovisual of the Cultural Affairs Committee (CAC), that works for the Council of the European Union preparing the work of the Council of Ministers of Culture.

### **Institution profile**

The statutory mandate of the Directorate for Cinema is the promotion, development and dissemination of Italian cinema and the national film industry. The Directorate provides financial assistance to film production, distribution, and cinema exhibition. It also supports initiatives to promote film culture in Italy and abroad.



## UE MEMBER STATE DELEGATE



### **Andris Mellakauls**

Head of Information Space Integration Division  
at the Ministry of Culture

LATVIA

### **Delegate profile**

Former member of the National Broadcasting Council and adviser to the Minister of Culture on media policy. From 2012 head of the ministry's media and integration division. Former vice-chair of the EPRA and chair of the Council of Europe Steering Committee on Media and Information Society. Andris will chair the AV Working Party during Latvia's Presidency of the EU Council in 1915.

### **Institution profile**

The Information Space Integration Division is tasked with elaborating proposals for an integrated media policy. It coordinates policy implementation and supervision in compliance with the strategic aims of state development through the promotion of a beneficial environment for social integration of society and the development of civil society. The Division analyses media developments in Latvia and Europe, proposing priorities and new initiatives. The Division takes an active part in media policy discussions in the relevant EU and Council of Europe institutions.



## UE MEMBER STATE DELEGATE



### Laimonas Ubavičius

Attaché for Culture, Media Policy, Audiovisual and Copyright  
Permanent Representation of Lithuania to the EU

LITHUANIA

### **Delegate profile**

Laimonas Ubavičius graduated the Lithuanian University of Law and was awarded Master degree of Law with the specialisation in the Civil and Commercial Law. He has a long experience in the field of audiovisual and media policy. Started his professional activity in the Ministry of Culture of Lithuania as an expert since 2003 and in the same year became the representative of Lithuania to the EU Council' Audiovisual Working Party. In 2012 was appointed as an Attaché for Audiovisual and Copyright. Later, in 2013, during the Lithuanian Presidency to the EU Council was the Chair of the Audiovisual Working Party and coordinated negotiations at the EU level for the legislative files in the fields of audiovisual and copyright.

### **Institution profile**

Permanent representation of Lithuania to the european union <http://eu.mfa.lt/>

The main tasks of activity:

- Represent and defend the rights and rightful interests of the Republic of Lithuania, its citizens, businessmen and other legal persons in the institutions of the EU
- Participate in the creation of EU law
- Promote Lithuania's good relations with the EU institutions and member states
- Help regions and municipalities of Lithuania, Lithuanian citizens and enterprises to establish direct relations with the EU institutions, help Lithuanian business, interest and professional organisations to develop relations with similar EU organisations
- Spread information about Lithuania, its political, social and economic situation, culture and science, traditions.





## UE MEMBER STATE DELEGATE



### Michèle Bram

LUXEMBOURG

#### **Delegate profile**

Head of audiovisual affairs, data protection

#### **Institution profile**

The Media and Communications Service was set up by Article 29, Paragraph 2 of the *Law of 27 July 1991 on Electronic Media*. In the media, audiovisual affairs and information society field, the Service's remit includes providing support to and consulting the Minister in charge of media policy on legislative, regulatory and related issues as well as representing the country in European and international fora for media.



## UE MEMBER STATE DELEGATE



### **Marit Vochteloo**

Attaché Culture and Media at the Permanent Representation of the Kingdom of the Netherlands to the EU

NETHERLANDS

### **Delegate profile**

Marit Vochteloo works for the Permanent Representation of the Netherlands to the EU. She deals mainly with culture and media policies. Previously, she worked as senior policy advisor at the Ministry of Education, Culture and Science in the Netherlands and as lecturer/researcher at the Communication Studies Department of the University of Amsterdam. She completed a MA in (mass) communication science.

### **Institution profile**

The Permanent Representation promotes the Dutch interests in the European Union (EU). The team consists of people from practically all ministries and other branches of the Dutch government, united in one building and one organisation in Brussels.



## UE MEMBER STATE DELEGATE



### **Harald Høyby**

senior adviser

Department of Media Policy and Copyright  
Ministry of Culture

NORWAY

### **Delegate profile**

Harald Høyby is a lawyer and senior adviser at the Norwegian Ministry of Culture, Department of Media Policy and Copyright. Mr. Høyby has experience in media law, with particular focus on regulatory issues and media support schemes.

### **Institution profile**

The Norwegian Ministry of Culture is responsible for matters relating to culture, church, media, sport, gaming and lotteries. It also coordinates government policy towards the voluntary sector. The Ministry's staff is divided between seven departments, the Office of the Minister and the Communication Unit.



## UE MEMBER STATE DELEGATE



### **Karol Kościński**

Director of Intellectual Property and Media Department

POLONIA

#### **Delegate profile**

Attorney at Law, Director of Intellectual Property and Media Law Department of the Ministry of Culture and National Heritage. Responsible for the preparation of drafts of legal acts concerning the Polish media law and copyright law. Represented the Polish government at the meetings of the Audiovisual and Copyright Working Group of the EU Council, and WIPO.

#### **Institution profile**

The Ministry of Culture and National Heritage initiates and coordinates many creative projects. For years, Polish culture has met with great respect all over the world, it became our best brand, synonymous with the highest quality. Thanks to the success of our artists, it became easier to strengthen cultural links and establish lasting contact between Polish and foreign artists, art institutions or cultural animators. The presentation of Polish culture is one of the important tasks carried out by my Ministry and institutions subordinate to it.



## UE MEMBER STATE DELEGATE



### **António Frada de Sousa**

Legal Advisor to the Minister in the Cabinet of the Prime Minister and for Regional Development

PORTUGAL

### **Delegate profile**

Studied at the Law School of the Portuguese Catholic Univ. (LL.B., Ph.D.), Law School of the Univ. of Coimbra (*Mestrado*) and Law School of the Univ. of Chicago (LL.M.). *Référendaire* in the Chambers of Advocate General M. Poiars Maduro at the ECJ in Luxembourg (2003-2007). Professor at the Law School of the Catholic Univ. – Porto and at the Católica Global School of Law – Lisbon in the areas EU Law (including EU Media Law), Private Int. Law and Comparative Law.

### **Institution profile**

The Minister in the Cabinet of the Prime Minister and for Regional Development – Prof. Doutor Miguel Poiars Maduro – is the Member of the Portuguese Government responsible for the sector of the media and audiovisual in Portugal. The Minister, with the assistance of his Secretary of State Adjunct and respective Cabinets, as well as with the collaboration of other entities of the public sector and of civil society, has the responsibilities, among others, to define the relevant public policies in the media sector in Portugal, to define its regulatory framework and to ensure the proper functioning of the public audiovisual media service in Portugal.



## UE MEMBER STATE DELEGATE



### **Irena Ostrouška**

Ministry of Culture

SLOVENIA

### **Delegate profile**

Secretary in the Directorate for Media at the Ministry of Culture, in charge of audiovisual and cinematographic affairs, state aid schemes, legislation proposals and public audiovisual institutions. Previously working as a film journalist at the public service broadcaster, Radio and Television Slovenija- RTV Slovenija, technical manager at the Film studio Viba film Ljubljana, director of the Slovenian Film Fund and editor in the publishing house. From February 2014 a member of the Supervising board of public service broadcaster, RTV Slovenija.

### **Institution profile**

The Ministry of Culture is part of the Government of the Republic of Slovenia responsible for regulating those matters in the sphere of culture which are in the public interest. These include involvement in the co-ordinated cultural development of Slovenia, protection of the cultural heritage, ensuring the plurality of the media landscape, providing suitable conditions for the creation, communication and accessibility of cultural assets, guaranteeing the special cultural rights of minorities, international co-operation in the sphere of culture and the promotion of culture at home and abroad. The Ministry for Culture performs administrative, expert and other tasks in the area of creativity and art, cultural heritage, audio visual sector and media, European affairs and international cooperation, minority cultural rights, Slovene language, state ceremonies and other events of national importance, Religious Communities and implementation of the European Cohesion Policy. Enforcement of statutory provisions and implementing regulations in the area of culture and media is supervised by the Culture and Media Inspectorate of the Republic of Slovenia, a body incorporated within the Ministry. Tasks pertaining to archival and documentary materials are performed by the Archives of the Republic of Slovenia, a body incorporated within the Ministry. One of the main strategic documents of the ministry is The National Programme for Culture 2014 – 2017. It establishes culture as an essential factor of development of both the individual and society. Cultural policy will become an important element of overall government policy and will contribute to the development of the country as a whole and to the well-being of every individual.



## UE MEMBER STATE DELEGATE



### **Bo-Erik Gyberg**

Expert on film policy

SWEDEN

### **Delegate profile**

Senior advisor to the Swedish Ministry of Culture. Mr. Gyberg started as a film producer and has since worked as commissioning consultant with the Swedish Film Institute, as head of University level film-schools and as board-member and chairman of several government agencies in the cultural sector.

### **Institution profile**

The Ministry of Culture's area of responsibilities includes culture, media and sport. The area of activities includes responsibility for over fifty government agencies, companies and foundations. Approximately 85 people work at the Ministry of Culture. The great majority are non-political officials who remain working at the Ministry even in the event of a change of government or minister.



## UE MEMBER STATE DELEGATE



### **Katharina Ribbe**

Head of International Broadcasting and Content Regulation  
Departure for Culture Media & Sport

UNITED KINGDOM

### **Delegate profile**

Katharina is a highly experienced public sector lawyer specializing in media policy and law. Her expertise includes formulating policies, negotiating state treaties, drafting laws, implementing directives and resolving complex administrative issues. She has also been working for the German Government, representing the Free State of Saxony in the decision-making body of the broadcasting administrators of the German Länder, as well as in its dealings with the Federal Government. She headed the Länder working group on youth media protection.

### **Institution profile**

The Department for Culture, Media & Sport (DCMS) is here to help make Britain the world's most creative and exciting place to live, visit and do business. We protect and promote our cultural and artistic heritage and help businesses and communities to grow by investing in innovation and highlighting Britain as a fantastic place to visit. Alongside this, we protect our deeply held beliefs in freedom and equality. We help to give the UK a unique advantage in the global race for economic success.





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