



Bucharest - October 3, 2019

**MEDIA  
2020**

## CONFERENCE PROGRAMME

### 5th Asia-Pacific - Europe Media Dialogue

3-4 October 2019, Casa Capşa Hotel, Bucharest, Romania

#### *DAY ONE*

##### **09:00 - 09:15 - Opening Ceremony**

##### **09:15 - 10:00 - Are we there yet? The future of public media in a digital world**

For more than a decade, media experts have been trying to predict the digital future while broadcasters try to pick winners – what to buy and what to do with their limited budgets. In this session, media leaders from the Asia-Pacific and Europe will attempt to define what is working, what is not and what are the most likely to happen beyond 2020.

*Moderator: Laura Francia - Head of International Relations, Rai Pubblicità & Member of the Board of Administration, egta , Italy*

- *Dr. Javad Mottaghi – Secretary General ABU, Malaysia*
- *Vanessa O'Connor - Member Relations and Communications Director EBU, Switzerland*
- *Daniel Brouyere - Director General URTI, Belgium*
- *Claudio Cappon - Secretary General COPEAM, Italy*

##### **10:00 - 10:45 - Is Protecting Copyright and IP in the Digital Age achievable?**

After two decades of discussion, broadcasters world-wide are no nearer to achieving a the Broadcasters Treaty. A panel of copyright and IP experts from East and West will discuss the critical questions – If not Broadcast Treaty, then what? And, in this age of hyper-technological development, is there even a need for a treaty?

*Moderator: Alina Velea – Expert, Music Exchanges, International Relations, Radio Romania*

- *Krzysztof Wojciechowski - Legal Adviser, Adviser to the Board, TVP & President EBU Status Group, Poland*
- *Simona Martorelli - Head of International Relations, Rai Pubblicità & Member of the Board of Administration, egta, Italy*
- *Dr Yan Bo - Deputy Director CCTV, CMG , China*
- *Doru Adrian Paunescu – Director General for ORDA, Romania*
- *Suranga Jayalath Bandara – MTV, Sri Lanka*

##### **10:45 - 11:15 - Morning Coffee**

**11:15 - 12:00 - How to win the war on Fake News**

Special showcases from East and West of how PSMs are tackling the challenges of disinformation in the digital era, and how they have fought back against bots, trolling and hate speech.

- *Tuomas Kerkkänen - Current Affairs and Feature team, YLE, Finland*
- *Rosa Gonzalez - UNESCO*
- *Dr Savyasaachi Jain - Senior Lecturer, Journalism and Documentary, Cardiff University, UK*

**12:00 - 12:45 - Survive or Thrive: How to make a successful transition into the online space.**

Whether you are extending your services online or establishing a complete new online presence, this session examines what the current state of the Internet and mobile apps mean for the immediate and longer-term future for public media. Be prepared for some eye-opening revelations on what is now available, what works and what doesn't.

*Moderator: Akim Mogaji - Independent Trainer and Producer, UK*

- *Barbel Moser – Director International Development, France Medias Monde, France*
- *Nouzab Fareed - Deputy Chairman, Fiji Television Ltd, Fiji*
- *Sergei Parker – Director International Relations Channel One, Russia*
- *Sun Shan - Deputy – Director, TV Qilu Channel, Shandong Radio and Television, China (TBC)*

**12:45 - 13:15 - Five things all Broadcasters should know about 5G**

In this Special Presentation, we examine the true potential of 5G, the challenges presented by its development, rollout and international repercussions and the practical possibilities 5G presents for public service media and their citizen audiences.

- *Jean Philip de Tender - Media Director EBU, Switzerland*
- *MediaCorp/RTHK TBC*

**13:15 - 14:30 - Lunch**

**14:30 - 15:15 - Radio – Alive and Everywhere**

A panel of radio and media experts explain why radio continues to thrive in the digital age, with practical examples of some exciting developments in the media as it transforms in a world of digital outreach and international co-productions, multiplatform programming, mobile integration and podcasting – to name just a few.

*Moderator: Olya Booyar - Head of Radio ABU, Malaysia*

- *Giacomo Ghisani - Legal Representative of Radio Vatican & Vice Director General of the Dicastery for Communication of the Holy See, Italy*
- *Graham Ellis (TBC) - Deputy Director Radio, EBU, Switzerland*
- *Maria Balabas - RRC, Radio Romania / George Gilea – RRC, Radio Romania*
- *Flavia Voinea - Manager of Bucharest FM - Radio Romania Regional Network*
- *RRI (speaker TBC)*

**15:15 - 15:40 - Coffe Break**

**15:40 - 16:45 - Promoting and preserving culture and diversity between East and West**

**A cross-cultural and inter-continental dialogue on how the Mediterranean, Europe, Asia and the Pacific manage to sustain, preserve and promote culture, diversity and inclusion. The panel will be followed by a COPEAM awarding ceremony: "Making a story from archives" – contest**

*Moderator: Claudio Cappon - Secretary General COPEAM, Italy*

- *Benjamin Lerena - Project Manager, National Audiovisual Institute, France*
- *Maria Pia Ammirati - Director of the Archives, RAI, Italy*
- *Bob Collins – President of the Irish Association for Cultural, Economic and Social Relations, member of the Executive Committee of the British-Irish Association, Ireland*
- *DR ABBAS NASERI TAHERI – Iran*
- *AKHTAR VIQAR AZIM - Senior Vice President, HUM Television, Pakistan*

**16:45 - 17:00 - Closing remarks**

**18:00 – 24:00 - Evening of Culture: Concert and Gala Dinner - Manasia Manor**

**18:00 - Departure by bus from Casa Capşa Hotel**

**19:45 - Arrival Manasia Manor, Welcome Reception**

**Violin concert performed by renowned violinist Alexandru**

**Tomescu, playing the famous Stradivari Elder - Voicu violin,**

**accompanied by acclaimed harp soloist Maria Bildea**

**20:15 - Gala Dinner**

**22:30 - Departure by bus**

**24:00 - Arrival Casa Capşa Hotel**

## ***DAY TWO***

**09:00 - 12:30 - East and West - digital technology for promoting culture, diversity and preserving our collective memory**

**9:00 - Departure by foot to Soutzo Palace - Bucharest**

**Municipality Museum**

**9:30 - Lecture on Dialogue between Eastern and Western culture, followed by a guided tour to Soutzo Palace**

**10:45 - Departure by bus to Cotroceni Palace - the Official Residency of the Romanian Presidency**

**11:00 - 12:30 - Guided tour Cotroceni Palace & Museum**

**12:30 - 14:00 - LUNCH & Close of proceedings**