

***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.

**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?

**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.

**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.

**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.

**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.

**15:15 - 16:00 - 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.

**16:00 - 16:30 - Coffe Break**

**16:30 - 17:15 - Dialogue in Action – Practical examples of cross-cultural Cooperation**

As the Media2020 East-West series nears its first milestone in 2020, we look at the progress of cooperative initiatives to-date and what more we can expect into the future.

**Free Time/Networking**

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

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

## ***DAY TWO***

**09:00 - 12:30 - Romania Between East and West - a guided tour of Soutzo Palace -**

**Bucharest Municipality Museum and Cotroceni Palace - The official residency of the**

## **Romanian Presidency**

***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***