



Bucharest - October 3-4, 2019

CONFERENCE PROGRAMME

5th Asia-Pacific - Europe Media Dialogue

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

2nd October

19:30 - Welcome Dinner

Location: Casa Capşa Hotel, the Blue Room

3rd October

09:00 - 09:15 - Opening Ceremony

The 5th Media 2020 Conference will be inaugurated in Bucharest by the two hosts and co-organizers of the event:

Dr. Javad Mottaghi, Secretary General Asia - Pacific Broadcasting Union, and Mr. Georgică Severin, President Director General Radio Romania.

Welcome address: Mr. Valer Breaz, Minister of Culture and National Identity

Round table discussion

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** - International Relations Manager Rai Pubblicità,
Board member egta*

*- **Vanessa O'Connor** - Member Relations and Communications Director EBU,
Switzerland*

*- **Daniel Brouyere** - Director General URTI, Belgium*

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

*- **Dr Javad Mottaghi** - Secretary General ABU*

Session 1

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 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 and President EBU Euroradio Notturmo*

*- **Krzysztof Wojciechowski** - Legal Adviser, Adviser to the Board, TVP & President
EBU Status Group, Poland*

*- **Simona Martorelli** - Director of International Relations, RAI*

*- **Dr Yan Bo** - Deputy Director CCTV, CMG , China*

*- **Irina Lucan Arjoca** – Deputy-Director General of the Romanian Copyright Office
(ORDA)*

*- **Suranga Jayalath Bandara** – ABU Intellectual Property & Legal Committee
(IPLC), Group Director, The Capital Maharaja Organization Limited, Sri Lanka*

10:45 - 11:15 - Morning Coffee

Session 2

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*

Session 3

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 - Partner at New Media Networks, UK

- ***Bärbel Moser*** – *Director of International Development for the France Médias Monde group (RFI, France 24, MCD)*

- ***Nouzab Fareed*** - *Deputy Chairman, Fiji Television Ltd, Fiji*

- ***Koichi Okumura*** - *Director of Programming, ABU*

Special Presentation

12:45 - 13:15 - Essential 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

13:15 - 13:30 - Signing ceremony of a bilateral agreement between BBC

Radio and Radio Romania

13:30 - 14:30 - Lunch

Session 4

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** - Deputy director, BBC Radio, President EBU Radio Committee, President Prix Italia
- **Maria Balabas** - RRC, Radio Romania / **George Gilea** – RRC, Radio Romania
- **Flavia Voinea** - Manager of Bucharest FM - Radio Romania Regional Network
- **Widhie Kurniawan** – Chief Editor of RRI News Centre

15:15 - 15:40 - Coffe Break

Session 5

15:40 - 16:45 - East and West - digital technology for promoting culture, diversity and preserving our collective memory

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
- **Akhtar Viqar Azim** - Senior Vice President, HUM Television, Pakistan

16:45 - 17:00 - Closing remarks

Conclusions of the conference's outcomes and perspectives will be drawn by Dr. Javad Mottaghi, Secretary General Asia - Pacific Broadcasting Union, and Mr. Georgică Severin, President Director General Radio Romania.

Mr. Muhammad Rohanudin, President Director RRI, Indonesia, will have the pleasure to invite attendees of the conference to the forthcoming edition of Media 2020 next year in Indonesia!

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 - playing on a golden harp

Programme: J. S. Bach - Prelude in E major for solo violin

G. Enescu - The Fiddler (solo violin)

J. S. Bach - Gavotte en Rondeau (harp solo)

C. Saint-Saëns - The Swan (harp and violin)

J. Massenet - Meditation (harp and violin)

B. Bartok - Six Romanian Folk Dances (harp and violin)

Estimated duration: 30 minutes.

20:15 - Gala Dinner

22:30 - Departure by bus

24:00 - Arrival Casa Capșa Hotel

4th October

09:00 - 12:30 - Romania Between East and West - a guided tour of Soutzo Palace - Bucharest Municipality Museum and Cotroceni Palace - The official residence of the Romanian Presidency

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

Municipality Museum

9:30 – Lecture by Dan Şanta 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