



of Commercial Television in Europe

2.00 – 2.30 pm: Registration

2.30 – 2.35 pm: Welcome

Ross Biggam, Director General Association of Commercial Television in Europe (ACT)

2.35 – 2.50 pm: Keynote

Philippe Delusinne, ACT-President & CEO RTL Belgium

**2.50 – 4.00 pm: CEO-Roundtable: “20 Years of Commercial Television in Europe”:
Lessons learnt & Prospects for the future**

Moderator: **Ben Fenton**, Chief Media Correspondent, Financial Times

- **Philippe Delusinne**, ACT-President & CEO RTL Belgium (Belgium, Wallonie)
- **Fedele Confalonieri**, CEO Mediaset S.p.A. (Italy)
- **Dr. Holger Enßlin**, Chief Officer Legal & Regulatory Affairs Sky Deutschland AG (Germany)
- **Petr Dvořák**, General Director of TV Nova & Member of the Board Central European Media Enterprises – CME (Czech Republic/Europe)
- **Pekka Karhuvuora**, CEO MTV MEDIA (Finland)
- **Adam Pieczynski**, Head of News Department of TVN Group & Editor in Chief of TVN24 news channel

4.00 – 4.20 pm: Coffee-break

4.20 – 4.30 pm: ACT-Film “20 Years of Commercial Television in Europe”

4.30 – 5.15 pm: EU-Roundtable: “The new media landscape and the EU-Institutions 2009 – 2014”

Moderator: **Ben Fenton**, Chief Media Correspondent, Financial Times

Speakers:

- **Rudolf Strohmeier**, Head of Cabinet for Viviane Reding, Commissioner for Information Society & Media
- **Mary Honeyball**, MEP, Media Policy Spokesperson Group of the Progressive Alliance of Socialists and Democrats
- **Dr. Eva Lichtenberger**, MEP, Vice-Chairwoman Group of the Greens/European Free Alliance
- **Emma McClarkin**, MEP, Culture Committee Coordinator, European Conservatives & Reformists
- **Paul Rübig**, MEP, European People’s Party & Member Industry Committee
- **Marietje Schaake**, MEP, Group of the Alliance of Liberals and Democrats for Europe & Member Culture Committee

Topics:

- *How do you view the current changes in the media environment?*
- *What are the main legislative and regulatory challenges for the new EP and Commission in the media sector?*
- *How do you view the impact of the Internet on television?*
- *What could policy-makers do to ensure copyright protection in the future?*
- *What consumer safeguards are necessary in the digital future?*

5.15 – 6.00 pm: Policy-Panel: “Re-thinking models of media for businesses & consumers”

Moderator: **Ben Fenton**, Chief Media Correspondent, Financial Times

Speakers:

- **Jim Beveridge**, Director International Policy and Standards, Microsoft
- **Vincent de Doriidot**, General Counsel, RTL Group
- **Adele Gritten**, Head of Media & Financial Services Consulting, YouGov
- **Nicolas Juhasz-Tertre**, Head of Catch-Up TV in charge of New Developments, Canal+
- **Stephan Loerke**, Managing Director, World Federation of Advertisers
- **David Wheeldon**, Director of Policy & Public Affairs, BSkyB

Topics:

- *How do businesses and consumers react to the shift from broadcasting distribution to the multiplatform environment, increased consumer empowerment and new competitors entering the market?*
- *How far will the Internet replace TV in terms of viewing and advertising?*
- *How has the economic crisis affected your strategy?*
- *What do you expect from the new EU-Commission & EP?*

6.00 pm: Walking Dinner & Party



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