**|E-PRIVACY SEMINAR – PARTICIPANT PACK|**

***Strategic, operational and legal implications of e-Privacy for Europe’s commercial broadcasting sector***

******

**12 MARCH 2018, 11-13H**

**NH EU Berlaymont Hotel (Boulevard Charlemagne 11-19)**

**|AGENDA – WHAT’S ON?|**

******

*On 10 January 2017, the Commission proposed a Regulation on Privacy and Electronic Communications which if adopted will replace the current e-Privacy Directive. Together with the GDPR, it will establish a new privacy legal framework for electronic communications. Functionalities and purpose of cookies, distinction between a 1st and a 3rd party cookie, overall implications for advertisers and users…and more. This reception will bring together experts from leading commercial broadcasters, national experts and EU policy-makers.*

1. **The Broadcasters’ perspective**

* **Operations & sales** – Virginie Dremeaux, Digital Marketing Director, CANAL+ Régie
* **Legal & strategy** –Dr. Stefan Hanloser, Vice President Data Protection Law, Prosiebensat1

1. **When GDPR meets e-Privacy**

* **Yann Padova, Partner Lawyer, Baker McKenzie**

1. **Panel with speakers and Q&A with audience**
2. **Networking & Tapas**

-----------------------------------------------------------------------------------------------------------------

****| SPEAKERS – WHO’S ON? |**

**VIRGINIE DREMEAUX – DIGITAL MARKETING DIRECTOR, CANAL+ RÉGIE**

Since 2007, Virginie has been Head of Digital Marketing and Development at CANAL+ Régie, CANAL+ Group’s saleshouse, where she has taken an active participation in the launch and expansion of the Digital sales activities. In 2009, Virginie has driven the launch of the viewability guarantees for display and video ads, emphasizing through several scientific researches the importance of viewability and making the first move to raise the bar for measurement quality on the French market. In addition to the monitoring and optimization of the digital marketing activities, she’s now in charge of identifying and developing new business opportunities directed towards   
advanced TV advertising, programmatic and data. Virginie graduated from   
 EDHEC Business School.

**DR STEFAN HANLOSER – VICE PRESIDENT DATA PROTECTION LAW, PROSIEBENSAT.1 MEDIA SE**

Dr Stefan Hanloser is Vice-President Data Protection Law at ProSiebenSat.1 Media SE. Operating out of the company’s headquarter in Munich, Stefan oversees ProSiebenSat.1’s group-wide privacy legal program. Prior to joining ProSiebenSat.1, Stefan worked as Global Corporate Privacy Officer at Allianz Asset Management AG, the financial services holding of Allianz Group. Stefan has a background as an information technology lawyer with two international law firms in Munich, New York, and Washington, D.C.

**YANN PADOVA – PARTNER LAWYER, HEAD OF “PERSONAL DATA” PRACTICE, BAKER MCKENZIE**

Yann Padova is a recognised international specialist in digital network law, personal data and regulatory law. He has assisted numerous businesses with complex projects involving information technologies (big data compliance, ethics of algorithm, data governance, profiling, e-discovery procedures, etc.). He has also advised the management of large enterprises on the assessment of the risks linked to the challenges of new technologies, in particular with regard to those introduced by the European regulation on the protection of data (GDPR) which will come into force in May 2018.  Before joining Baker McKenzie, Yann Padova was a member of a regulatory commission (2015-2017), to which he was appointed by the President of the National Assembly due to his skills in the field of personal data. For 6 years, he was Secretary   
 General of the CNIL, the French data protection authority (2006-2012). He began his   
 career as an Administrator at the National Assembly (1995-2006) where he specialised   
 in personal data laws, criminal law and criminal procedures.

****| ATTENDEES – WHO’S IN? |**

**CONFIRMED PARTICIPANTS**

**Speakers**

* Yann Padova, Partner Lawyer, Baker McKenzie
* Stefan Hanloser, Vice President Data Protection Law, ProSiebenSat.1 Media SE
* Virginie Dremeaux, Digital Marketing Director, Canal+ Regie

**Permanent Representations**

* Ricardo Castanheira, Permanent Representation of Portugal to EU
* Pascal Rogard, Permanent Representation of France to EU
* Benjamin Bollendorff, Permanent Representation of Luxembourg to EU
* Anamarija Jesenko, Permanent Representation of Slovenia to EU
* Tomas Vagner, Permanent Representation of Czech Republic to EU
* Carlos Romera Dupla, Permanent Representation of Spain to EU
* Katarzyna Ananicz, Permanent Representation of Poland to EU
* Robert Dehm, Permanent Representation of Germany to EU
* Normunds Egle, Permanent Representation of Latvia to EU
* Annick Kuhl, Representation of the Free State Bavaria to the EU, Germany
* Steffi Naumann, Representation of the Free State Bavaria to the EU, Germany
* Christiane Semar, Representation of the State of Rhineland-Palatinate to the EU, Germany
* Susanne Metzler, Deputy Director, Representation of the State of North Rhine-Westphalia to the EU

**Broadcasting Associations**

* Grégoire Polad, Director General, ACT
* Masa Lampret, Communications and EU Affairs Manager, ACT
* Agnieszka Horak, Director of Legal and Public Affairs, ACT
* Julia Maier-Hauff, Senior Counsel European Affairs, VPRT
* Anne Peigné, European Affairs Manager, VPRT
* Conor Murray, Regulatory & Public Affairs Director, egta
* Francois Lavoir, European Affairs Policy Advisor, egta
* Vincent Sneed, Director Regulatory Affairs, Association of European Radios AER
* Marie-Pierre Moalic, Junior Policy Officer, Association of European Radios AER
* Eva Petrova, Legal Adviser, Association of Bulgarian broadcasters, ABBRO
* Guenaëlle Collet, European Affairs Manager, EBU

****| ATTENDEES – WHO’S IN? |**

**CONFIRMED PARTICIPANTS**

**Broadcasting companies**

* Lyn Trytsman-Gray, Senior Vice President European Affairs, RTL Group
* Sebastian Kocks, LL.M., Head of Media Law Department, Media Policy Division, RTL Germany
* Didier Chaumont, Data Protection Manager, RTL Belgium
* Julia Smetana, Head of European Regulatory Affairs, MTG   
  Cathrine Abadji, Legal Counsel & Group Data Protection Officer, MTG
* Daniel Friedlaender, Head of the EU office, Sky plc
* Christoph Roy, Director of European Affairs, Group Canal Plus
* Morgan Schuster, EU affairs legal advisor, Group Canal Plus
* Katrien Lefever, Lawyer, Medialaan
* Magali Delhaye, Lawyer, AMC Networks International
* Olga Martin Sancho, Senior Manager Government Affairs, NBCU
* Philip Jenner, Vice President Government Relations Europe, Viacom
* Maxim Hauk, ProSiebenSat.1
* Zoe Pellegrini, Assistant EU Policy Officer, Mediaset
* Manon Dias, Project Coordinator, TFI

****| TV ASSOCIATIONS – WHO’S WHO? |**

**ORGANISERS & SUPPORTERS**

**About the Association of Bulgarian Broadcasters (ABBRO)**

ABBRO is non-governmental organisation of commercial TV and Radio broadcasters in Bulgaria. The association is the most representative industry body for Bulgaria for the television, radio and on-demand services. Its members operate various national free-to-air, cable and satellite TV channels with the highest rating of viewers’ trust, on-demand services and radio networks. ABBRO contributes to the law making process to ensure fair and transparent market rules, as well as favourable legal framework for the development of media services in Bulgaria. [www.abbro-bg.org](http://www.abbro-bg.org)

Contact: Anna Tanova | Executive Director | [a.tanova@abbro-bg.org](mailto:a.tanova@abbro-bg.org)

**About the** **Association of Commercial Television in Europe (ACT)**

The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters in 37 European countries. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. A healthy and sustainable commercial broadcasting sector that plays an important role in Europe’s economy, society and culture. For more information please consult [www.acte.be](http://www.acte.be)

Contact: Grégoire Polad | Director General | [gp@acte.be](mailto:gp@acte.be)

**About the Association of European Radios (AER)**

The Association of European Radios (AER) is a Europe-wide trade body representing the interest of over 4’500 commercially-funded radio stations across the EU28 and in Switzerland. It is the only Brussels-based organisation representing only radio to the EU institutions.

Contact | Vincent Sneed | Director Regulatory Affairs & Manager | [vincent.sneed@aereurope.org](mailto:vincent.sneed@aereurope.org)

**About the** **Association of Commercial Television (AKTV)**

The Association of Commercial Television (AKTV) was formed in 2017 as an association of terrestrial television broadcasting operators with the goal of defending, supporting and promoting the common interests of commercial broadcasters in the Czech Republic. The founding members of the Association are the Nova, Prima and Óčko television networks.

Contact: Marie Fianová | [Marie.Fianova@aktv.cz](mailto:Marie.Fianova@aktv.cz)

**About the European association of Television and Radio Sales houses (egta)**

[egta](http://www.egta.com/) is the media trade body for television and radio advertising, representing 137 companies in Europe and beyond. egta members come from both public and private sectors and cover respectively 75% and 50% of the total TV and radio ad spend in Europe, thus playing a fundamental role in the sustainable funding of the European audiovisual and radio industries.

Contact: Conor Murray | Regulatory & Public Affairs Director | [conor.murray@egta.com](mailto:conor.murray@egta.com)

**About Verband Privater Rundfunk und Telemedien e.V. (VPRT)**

VPRT represents commercial broadcasting and audiovisual companies in Germany. With their TV, radio, online and mobile offerings, its approximately 150 members enhance Germany´s media landscape in terms of diversity, creativity and innovation. To ensure a vibrant audiovisual media landscape in the digital world, VPRT helps shaping favourable regulatory, technological and economic parameters. As a trade association, we support our companies in their dialogue with politicians and market partners in order to achieve this goal – at both a national and EU level.

Contact: Julia Maier | Senior Counsel European Affairs | [maierhauff@vprt.de](mailto:maierhauff@vprt.de)

**About Verband Österreichischer Privatsender (VOEP)**

The Association of Austrian Commercial Broadcasters (VÖP) represents the interests of private and commercially funded audio and audiovisual broadcasters in Austria. VÖP members operate a variety of radio or TV channels, on national as well as regional or local level. For more information see [www.voep.at](http://www.voep.at)

Contact: Corinna Drumm | [corinna.drumm@voep.at](mailto:corinna.drumm@voep.at)