

| INVITATION TO AVMSD RECEPTION |

Kindly sponsored by MEP Andrew Lewer (UK, ECR)

Organised by the Association of Commercial Television in Europe

DISRUPTION IN ADVERTISING MARKETS, EFFECTIVE COMPETITION & INVESTMENT IN AV WHAT IS AT STAKE? WHAT RULES FOR 2020?



INVITATION: 6 DECEMBER 2016, 5-7 PM EUROPEAN PARLIAMENT SALON ROOMS

- Introduction by MEP Andrew Lewer
- Presentation: Daniel Knapp, Senior Director Media & Advertising IHS Technology, Digital disruption: Commercial broadcasting in Europe in a changing environment
- Perspectives from Business representatives of Commercial Broadcasters Mediaset, RTL & ITV
- Conclusion by ACT Director General Grégoire Polad
- Networking cocktail

Should this be of interest to you we encourage you to notify your interest to attend by writing to ml@acte.be by November 25 2016 – kindly specify whether you hold accreditation to the European Parliament.

