

# THE MEDIA AND AUDIOVISUAL ACTION PLAN: AN INDUSTRIAL STRATEGY FOR EUROPE'S AUDIOVISUAL INDUSTRY?

## PROGRAMME

THURSDAY | 22 APRIL 2021 | 15:00-16:30 CET

---

**15:00-15:15**

Welcome by MEP Dace Melbārde

Welcome by ACT Director General Grégoire Polad

**15:15-15:50**

**Presentations by ACT Members**

Availability of AV content (Action 7) - *Christophe Roy, Canal +*

News Media (Action 1-3) - *Vincent de Dorlodot, RTL Group*

A climate-neutral AV sector (Action 6) - *Daniel Friedlaender, Sky*

Diversity (Action 8 and 10) - *Julia Smetana, Nordic Entertainment Group*

**15:50-16:25**

**Remarks by MEPs and Q&A**

MEP Dace Melbārde (ECR, LV)

MEP Laurence Farreng (RE, FR)

MEP Željana Zovko (EPP, HR)

MEP Niklas Nienass (Greens, DE)

**16:25-16:30**

**Closing remarks by MEP Dace Melbārde followed by ACT DG**

---

