

## TV and VoD's Impact on European Societies, Economies & Cultures

### PROGRAMME



#### WELCOME & INTRODUCTORY REMARKS

- Carolina Lorenzon, Mediaset - Chair of the ACT Board
- Cécile Frot-Coutaz, Sky - ACT President

#### KEYNOTE SPEECH

- Věra Jourová, European Commission - Vice-President for Values and Transparency

#### PANEL I: Parameters that fit the new media environment

- Stephan Schmitter, RTL Deutschland - CEO
- Silvio González, Atresmedia - Executive VP
- Bert Habets, ProSiebenSat.1 Media SE - Group CEO
- Lucía Recalde, European Commission - Deputy Director

#### PANEL II: Policies that allow media to Compete & Grow

- Cristina Garmendia Mendizábal, Mediaset España - President
- Rodolphe Belmer, TF1 Group - CEO
- Aleksandra Subotić, United Media - CEO
- Marco Giorello, European Commission - Head of Unit, Platforms Policy and Enforcement

#### PANEL III: Principles to promote IP & and Contractual Freedom

- Cécile Frot-Coutaz, Sky - CEO of Sky Studios & Chief Content Officer
- Eduardo Zulueta, AMC Networks International - President
- Philippe Larribau, Paramount Global - Country Manager France
- Emmanuelle du Chalard, European Commission - Head of Unit, Copyright Policy

#### MARKET PRESENTATION

- Gilles Fontaine, European Audiovisual Observatory - Head of Market Information Department

#### CONCLUDING REMARKS

- Cécile Frot-Coutaz, Sky - ACT President