

Content Online for Creativity – conference context

5 June 2008

09:00 – 10:00	Opening session Moderator: Zvezdan Martič, head of the Multimedia Centre of the RTV Slovenia (public service) Speakers on the opening session: <ul style="list-style-type: none">- Vivian Reding, Commissioner, video message- Jelka Pirkovič, State secretary at the Ministry of Culture – opening speech- Ruth Hieronymi, member of the European Parliament		
10:00 – 10:30	Coffee Break		
10:30 – 13:00	<table border="1"><tr><td>New Business models for online distribution of content<ul style="list-style-type: none">- Availability of content: which kind of developments can we envisage in order to integrate the creation, adjustment and distribution of content on multiple platforms?- More appropriate financing systems in the online distribution of digital content.- Adjustment of business models to digital convergence and the dematerialisation of content.- The evolution of consumers' needs.- How should revenue sharing be allocated among the different players in the value chain (creators, right holders, distributors, aggregators, internet service providers, telecom operators etc.)?- What can be done to increase legal certainty and the sharing of information?KEYNOTE:<ul style="list-style-type: none">- Martin Smith, Ingenious MediaPANEL:<ul style="list-style-type: none">- Paolo Nesi, Axmedis, University of Florence- Sylvie Forbin, Vivendi- Klaus Hansen, European Co-ordination of independent Producers (CEPI)- Vicente Muñoz, Telefónica S.A.- Pim Betist, Sellaband- Simon Hampton, Google- Malte Behrmann, European Game Developer Federation<ul style="list-style-type: none">• Moderator: Alexander Scheuer, Institute of European Media Law• Reporter: Sašo Gazdić, Stalno predstavništvo pri EU Bruselj</td><td>Piracy and legal offers<ul style="list-style-type: none">- Cooperation procedures/cross-industry agreements.- Awareness raising to improve respect of copyright in the online environment.- Is filtering an effective way to prevent online copyright infringements?KEYNOTE: Gregory Paulger, European Commission PANEL:<ul style="list-style-type: none">- Charlotte Lund Thomsen, International video federation- Michael Rotert, EuroISPA- Hans-Marius Graasvold, BEUC- Angela Mills Wade, EPC- Alvydas Stancikas, European Commission- Frances Moore, IFPI- Tim Kuik, Stichting Brein- Alessandra Silvestro, Silvestro sprl<ul style="list-style-type: none">• Moderator: Bill Rosenblatt, Giant Steps/Media Technology• Reporter: Jenny Vacher Desvernais, European Music Office.</td></tr></table>	New Business models for online distribution of content <ul style="list-style-type: none">- Availability of content: which kind of developments can we envisage in order to integrate the creation, adjustment and distribution of content on multiple platforms?- More appropriate financing systems in the online distribution of digital content.- Adjustment of business models to digital convergence and the dematerialisation of content.- The evolution of consumers' needs.- How should revenue sharing be allocated among the different players in the value chain (creators, right holders, distributors, aggregators, internet service providers, telecom operators etc.)?- What can be done to increase legal certainty and the sharing of information? KEYNOTE: <ul style="list-style-type: none">- Martin Smith, Ingenious Media PANEL: <ul style="list-style-type: none">- Paolo Nesi, Axmedis, University of Florence- Sylvie Forbin, Vivendi- Klaus Hansen, European Co-ordination of independent Producers (CEPI)- Vicente Muñoz, Telefónica S.A.- Pim Betist, Sellaband- Simon Hampton, Google- Malte Behrmann, European Game Developer Federation <ul style="list-style-type: none">• Moderator: Alexander Scheuer, Institute of European Media Law• Reporter: Sašo Gazdić, Stalno predstavništvo pri EU Bruselj	Piracy and legal offers <ul style="list-style-type: none">- Cooperation procedures/cross-industry agreements.- Awareness raising to improve respect of copyright in the online environment.- Is filtering an effective way to prevent online copyright infringements? KEYNOTE: Gregory Paulger , European Commission PANEL: <ul style="list-style-type: none">- Charlotte Lund Thomsen, International video federation- Michael Rotert, EuroISPA- Hans-Marius Graasvold, BEUC- Angela Mills Wade, EPC- Alvydas Stancikas, European Commission- Frances Moore, IFPI- Tim Kuik, Stichting Brein- Alessandra Silvestro, Silvestro sprl <ul style="list-style-type: none">• Moderator: Bill Rosenblatt, Giant Steps/Media Technology• Reporter: Jenny Vacher Desvernais, European Music Office.
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13:00 – 14:30	Lunch	
14:30 – 16:00	<p>Management on copyright online (including development of multi-territory licensing.)</p> <ul style="list-style-type: none"> - Improvement of rights clearance. - Do you provide services on a multi-territorial basis? - Would business models based on the idea of selling less of more, as illustrated by the so-called "Long tail" theory, benefit from multi-territory rights licences for back-catalogue works? <p>KEYNOTE:</p> <ul style="list-style-type: none"> - Cécile Despringre, FERA <p>PANEL:</p> <ul style="list-style-type: none"> - Jose Antonio Suarez, Egeda - Maja Bogataj Jančič, Creative Commons Slovenia - Anne Bergman-Tahon, Federation of European Publishers - Christian Hauptmann, RTL- - Catherine Kerr-Vignale, SESAM - Roland Husson, CNC - Tilo Gerlach, AEPO-ARTIS <ul style="list-style-type: none"> • Moderator: Jean-Eric de Cockborne, European Commission • Reporter: Susanne Nikoltchev – European Audiovisual Observatory 	<p>Media Literacy/Cultural Diversity</p> <ul style="list-style-type: none"> - Media literacy in the field of culture and AV works, in online environment and in the field of AV commercial communication, and as a tool in promoting intercultural dialogue. - Complementarity between broadcasting and online media services to promote cultural diversity. <p>KEYNOTE Media Literacy:</p> <ul style="list-style-type: none"> - Tapio Varis, Tampere University <p>KEYNOTE Cultural Diversity:</p> <ul style="list-style-type: none"> - Jean Réveillon, European Broadcasting Union <p>PANEL:</p> <ul style="list-style-type: none"> - Gabriel Maassen, Nederlands Instituut voor Filmeducatie - Miomir Rajcevic, Media Education Centre Belgrade - Aviva Silver, European Commission - Bojana Lobe, University of Ljubljana - Ruth Hieronymi, European Parliament <ul style="list-style-type: none"> • Moderator: Platten Nicholas, EU Council • Reporter: Paolo Celot - European Association for Viewers Interests
16:30 – 18:00	Closing session	
20.00	Dinner	