

Round table organised by the European Audiovisual Observatory with the support of its Advisory Committee

Key Trends from the Audiovisual Market and Regulation

Thursday 16th of March 2017, 14.30 – 17.00

Council of Europe, Palais de l'Europe, room 1

14.30 – 14.35: **Opening** – **Johannes Studinger**, chair of the Advisory Committee

14.35 – 14.40: **Presentation of conference structure** – **Susanne Nikoltchev**, Executive Director of the Observatory

Discussion Round 1: Where is the growth? (60')

The audiovisual markets show new signs of growth: video consumption is booming; TV advertising is resisting the Internet competition; pay-TV is still healthy; subscription video-on-demand is developing rapidly. But new players are entering the markets, and the industry undergoes movements of consolidation and vertical integration. Which market segments will drive the audiovisual markets? Who will benefit from the growth?

14.40 – 14.45: **Introduction** to Round 1 and presentation of speakers

Gilles Fontaine, Head of Department for Information on Markets and Financing (Moderator)

14.45 – 15.00: **Key trends on the audiovisual markets** – snapshot presentations by **Christian Grece and Julio Talavera-Milla**, European Audiovisual Observatory

15.00 – 15.30: **Roundtable discussion** with:

Guillaume Branders – International Union of Cinemas (UNIC)

Florence Hartmann – European Broadcasting Union (EBU)

Elena Lai – European Coordination of Independent Producers (CEPI)

Grégoire Polad – Association of Commercial Television in Europe (ACT)

- ***Is the audiovisual sector really back to growth?***
- ***Does on-demand contribute to an overall increase of the market?***
- ***Is the production sector benefitting from the new outlets?***
- ***Who will benefit from the growth? Is there a premium for large, integrated companies?***

15.30 – 15.40: **Q&A** with the audience

Discussion Round 2: Where is regulation going? (60')

The Audiovisual Media Services Directive and the Copyright Package are both under reform and the proposed changes have been met with a wide range of reactions from the main stakeholders, be it industry, governments or regulators. The enlargement of the scope of the AVMS Directive and the modernization of the rules governing the distribution of and access to content online are at the centre of the debates. What is the likely impact of these aspects on the regulatory framework and how can stakeholders adapt to the changing environment?

15.40 – 15.45: **Introduction** to Round 2 and presentation of speakers

Maja Cappello, Head of Department for Legal Information (Moderator)

15.45 – 16.00: **Key trends of current reforms** – snapshot presentations by **Francisco Cabrera-Blásquez** and **Sophie Valais**, European Audiovisual Observatory

16.00 – 16.30: **Roundtable discussion** with:

Pauline Durand-Vialle – Federation of European Film Directors (FERA)

Benoît Ginisty – International Federation of Film Producers Associations (FIAPF)

Maria Michalis – The European Alliance of Listeners' and Viewers' Associations (EURALVA)

Conor Murray – Association of Television and Radio Sales Houses (EGTA)

Michael Rotert – European Internet Services Providers Association (EuroISPA)

- ***Are the new tools adequate for the envisaged purpose?***
- ***How significant are the changes that the media players have to put in place?***
- ***In which terms will the current licensing system be impacted?***
- ***Are the institutions prepared for the new challenges?***

16.30 – 16.40: **Q&A** with the audience (10')

Summing up of conference conclusions

16.40 – 16.50: **Presentation of main findings** of the conference by **Agnes Schneeberger** – European Audiovisual Observatory

16.50 – 17.00: **Closing remarks** by **Johannes Studinger** and **Susanne Nikoltchev**

The Advisory Committee of the European Audiovisual Observatory

The European Audiovisual Observatory's information is used by media professionals in Europe and indeed beyond. In order that the information its supplies correspond to the information needs of these professionals, the Observatory is advised in its choices by a committee of media professionals: the Advisory Committee. This body is composed of representatives from the major European professional organisations representing most sectors of the audiovisual industry. Film makers, distributors, cinema owners, private and public broadcasters, ISPs and journalists, for example, are all represented within the Advisory Committee. This body comments on the Observatory's Action Plan and, most importantly, gives it grass roots feedback on the kind of information media professionals in Europe really need. The Observatory incorporates their feedback into its strategic choices on the information it produces.