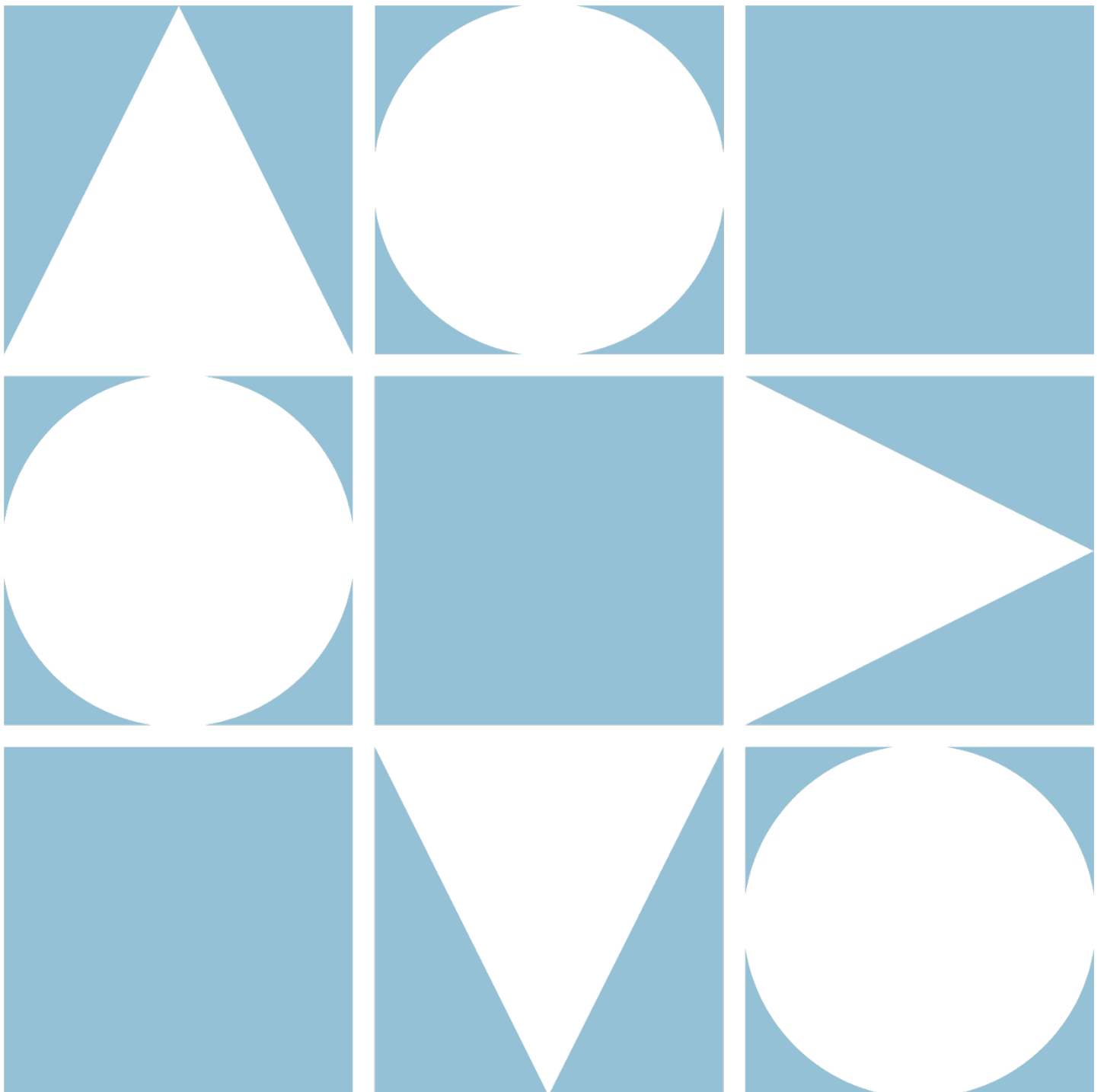


# Challenging [the] Content – Content made in Europe in the digital economy

## Programme

8–9 October 2018

Austria Center Vienna



## Overview

Event:	Challenging [the] Content – Content made in Europe in the digital economy
Date:	8–9 October 2018
Venue:	Austria Center Vienna, Vienna
Host:	Federal Chancellery of Austria
Co-financed by:	The European Commission



 Federal Chancellery  
Republic of Austria

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Editor: Austrian Presidency of the Council of the European Union

# Programme

## Day 1 – Monday 8 October 2018

08:45      **Welcome and registration**

09:30      **Opening and Keynotes**

- *Gernot Blümel*, Federal Minister for EU, Arts, Culture and Media
- *Mariya Gabriel*, European Commissioner for Digital Economy and Society (Video message)
- *Wolfgang Blau*, Condé Nast International

10:30      **Session 1: What Europe can do to preserve identity, quality and cultural diversity in the digital era**

Mobile devices, on-demand services and social media have profoundly changed the user experience as well as user's expectations. In this highly competitive context, how can policies increase the accessibility to and visibility of Europe's diversified cultural and creative production (inside and outside the EU) in a landscape marked by the rise of new digital services?

### **Developments in the cultural, media and creative industries in the past decade**

- *Paul Stepan*, FOKUS – Institute for Cultural- and Media Economics

### **How to improve the access to and the visibility of European content?**

- *Anne Bergman-Tahon*, Federation of European Publishers
- *Martin Dawson*, European Commission
- *Christine Eloy*, Europa Distribution
- *Ulrich Wilhelm*, ARD

### **Global perspective**

- *Charles Rivkin*, Motion Picture Association of America

### **Fair payment for content producers and profitable business models – a contradiction?**

- *Lodovico Benvenuti*, International Federation of the Phonographic Industry
- *Marco Chimenz*, European Producers Club
- *Cécile Despringre*, Society of Audiovisual Authors

- *Stoyana Georgieva*, European Newspaper Publishers' Association
- *Katharina Hiersemenzel*, Netflix

**13:30 Lunch**

**14:30 Session 2: How to provide a fair general framework and effective competition for all players – various challenges**

The dominant position of global online platforms has direct effects on the value chains of the European content producing sectors. There are ongoing debates if and in what way further political or regulatory measures are needed to provide a level playing field for all actors.

**Challenge copyright law**

- *Brigitte Lindner*, *Rechtsanwältin (Berlin)/Registered European Lawyer (BSB)*, London

**Challenge competition law**

- *Cyril Ritter*, European Commission

**Challenge tax law**

- *Sabine Kirchmayr-Schliesselberger*, University of Vienna

**Challenges from the practical view**

- *Mogens B. Bjerregard*, European Federation of Journalists
- *Celene Craig*, Broadcasting Authority of Ireland
- *Christine Nitsch*, SoundCloud
- *Karin Petterson*, Schibsted Media Group
- *Marc Sundermann*, Bertelsmann

Special focus: A fair environment in the content producing sectors is also decisive to sustainably secure the production and visibility of professional journalism as a way to protect democracy and to effectively counter the spread of disinformation.

**Challenge disinformation, quality journalism and media literacy**

- *Giuseppe Abbamonte*, European Commission
- *Ingrid Brodnig*, Journalist
- *Thomas Myrup Kristensen*, Facebook
- *Dario Nassal*, The Buzzard

**18:30 Bus transfer to MAK (Museum of Applied Arts)**

**19:00 Reception at MAK**

## Day 2 – Tuesday 9 October 2018

### 09:00 **Session 3: Survival of the fittest or teamwork: alliances and innovation to European content for the future**

The rapid technological change has created new and powerful players. This forces everybody in the cultural, media and creative industries to evaluate their hitherto existing competitive strategy and to consider new alliances.

#### **European alliances/cooperations**

- *Noel Curran*, European Broadcasting Union
- *Stefan Langefeld*, Pantaflix
- *Guillaume de Posch*, Association of Commercial Television in Europe

#### **EU competition law – giving the dominant (US) players a competitive advantage?**

- *Patrick L. Krauskopf*, ZHAW School of Management and Law

#### **Innovative approaches for a better circulation of European films**

- *Jeanne Brunfaut*, OMC Group 'Cinema: improving circulation of European films'

#### **Successful synergies in the cultural, media and creative industries at the EU level**

- *Ludovic Blecher*, Google
- *Tania Santos*, European Creative Hubs Network
- *Harry Verwayen*, Europeana Foundation
- *Walter Zampieri*, European Commission

### 11:15 **Brunch**

### 12:15 **Session 4: Creative innovation in the digital context: technology, talents, skills**

A data processing-supported environment is essential for the development of cultural content services and for ensuring that creators and artists ultimately receive the proper return from their creative activity, notably through the payments for copyrights and other rights. New technologies such as artificial intelligence and blockchain have a great potential in this respect.

#### **The appropriate skills for future creators in the creative sectors**

- *Teresa Badia*, Culture Action Europe

- *Fátima São Simão*, University of Porto
- *Vinca Wiedemann*, National Film School of Denmark

#### **Content and AI**

- *Tanja Kerševan Smokvina*, Associate Partner at Wagner-Hatfield

#### **Blockchain as a chance for Europe?**

- *Alexander Borovik*, Legal Advisor
- *Patrick Tomelitsch*, Oroundo

#### **Economic potential of new data appliances?**

- *Hannes Datta*, Tilburg School of Economics and Management
- *Townsend Feehan*, Interactive Advertising Bureau Europe
- *Christian Fuhrhop*, Axel Springer Publishing Company
- *David Martin*, European Consumers Association

#### **15:20 Summary by rapporteur**

- *Alexander Schallenberg*, Federal Chancellery

#### **15:30 Closing followed by drinks and networking**