



## **Media in the Digital World: European Perspectives Ljubljana, 6 March 2013**

On the occasion of hosting the BEREC Plenary Meeting in Ljubljana, on 6-8 March 2013, APEK is organising a workshop on European perspectives related to media services in the connected digital world.

The workshop will be held on 6 March 2013 as a part of the non-official programme of the event and will offer insights of a group of high profile speakers from international organisations and industry. Attended by executives from the EU member states regulatory authorities and by stakeholders from the host country Slovenia and the neighbouring countries, it will provide an opportunity to discuss the common issues of the players in electronic media and those in electronic communications. APEK's aim is to step aside from the discussions marked with the views of the big global companies providing content services. Therefore the focus of the workshop will be laid on the opportunities and challenges for the European content services providers in the connected digital world; especially on their strategies, goals and outlooks in relation to the new content distribution networks emerging within the digital dividend. The main questions will be how the European media industry is going to take advantage of the new technological possibilities of content delivery, and how is the industry addressing the media consumption patterns and needs.

As we wanted to join together speakers with thought-provoking experience and reflections, we are happy to announce the participation of Ms Lorena Boix Alonso (European Commission), Mr Jean-François Furnémont (EPRA), Ms Ingrid Deltenre and Mr Peter Mac Avock (both EBU), Ms Lisa Di Felicianantonio (Fastweb), Mr Branko Čakarmiš (Pro Plus), and Ms Caroline Pauwels (Free University of Brussels).

The workshop will be opened by Mr Franc Dolenc and moderated by Ms Tanja Kerševan Smokvina (both APEK).

### **Draft Agenda**

3.00 pm	Opening speech of Mr Franc Dolenc, Director General of APEK
3.15 pm	Presentations by the speakers
5.00 pm	Coffee Break
5.15 pm	Panel Discussion
6.30 pm	Closure of the Workshop

### **Venue**

Grand hotel Union Executive, Miklosiceva 1, Ljubljana, the White Hall on the 1<sup>st</sup> floor

<http://gh-union.si/executive/index.php/homepage>

## Speakers' Bios



### **Lorena Boix Alonso, Head of Converging Media and Content Unit, DG CONNECT, European Commission**

Lorena Boix Alonso is Head of Unit for Converging Media and Content, Directorate General for Communications Networks Content and Technology, since July 2012. Formerly, she was Deputy Head of Cabinet of Vice President Neelie Kroes, European Commissioner for the Digital Agenda. During Ms Kroes' mandate as Commissioner for Competition, Lorena Boix Alonso commenced in October 2004 as a member of her Cabinet and became Deputy Head of Cabinet in May 2008. She holds a Master of Laws, with a focus on Antitrust Law and Intellectual Property, from the Harvard Law School. She graduated in Law from the University of Valencia (Spain) and then obtained a *Licence Spéciale en Droit Européen* from the *Université Libre de Bruxelles*. She joined the European Commission Directorate-General for Competition in 2003. Prior to that, she has worked for Judge Rafael García Valdecasas, at the European Court of Justice, as well as Deputy Director and Legal Coordinator of the IPR-Helpdesk Project and in private practice in Brussels.



### **Jean-François Furnémont, Chairman of the European Platform of Regulatory Authorities (EPRA)**

Jean-François Furnémont has been EPRA Chairperson since May 2011. He has been active in the EPRA Board since 2008 as Vice-Chairman. Further to the EPRA Statutes, the Chairperson chairs the meetings and represents the EPRA in its external relations. Jean-François Furnémont qualified in Journalism Studies at the Université Libre de Bruxelles (ULB) and in International Relations and European policy at the Université de Liège (ULG). Former freelance journalist, he is the author of several political biographies. He joined the Conseil supérieur de l'audiovisuel (CSA) of the French Speaking Community in Belgium in 2000, of which he is Director General since 2003. He is the author of numerous articles and contributions in the conferences on media regulation. He also participates to expertise missions financed by the European Commission, by the Council of Europe, and by the International Organisation of la Francophonie (OIF), or by foundations active in the field of media regulation and promotion of media pluralism, human rights, democracy and the rule of law.



**Ingrid Deltenre, Director General, European Broadcasting Union (EBU)**

Ingrid Deltenre took up the position of Director General of the European Broadcasting Union, the most active and influential association of national broadcasters in the world, in 2010. Prior to joining the EBU, she was CEO of Schweizer Fernsehen (SF), the leading public TV broadcaster in the German-speaking part of Switzerland, where she launched a strategy review which led to a new positioning of each channel, each targeting a specific audience with appropriate programmes, and succeeded in positioning the company in the new media world. From 1999-2004 she was CEO of Publisuisse, the commercial unit of SRG SSR and the leading marketer of television in Switzerland. There she developed and implemented a new business strategy which served to successfully reposition the company. She also held the position of Chief Marketing Officer and Member of the Executive Committee Switzerland at Swisscard AECS (1998-1999). From 1991 to 1998 she worked for CASH Switzerland's leading business weekly, initially as Project Manager, then as Head of Marketing and ultimately as Managing Director where her major success was to make CASH the number one business weekly in terms of readership and advertisement revenues.



**Peter MacAvock, Head of Delivery, Platforms and Services, European Broadcasting Union (EBU)**

Peter MacAvock is Head of Delivery, Platforms & Services in the EBU's Technology & Innovation Department. His responsibilities in the EBU cover digital radio television distribution, spectrum and broadband media distribution. He sits on the Steering Boards of DigiTAG, DRM, DVB, HbbTV and IMDA and co-chairs the HbbTV Requirements Group and Forum for Advanced Media in Europe (FAME). He is an Irish national living and working in Switzerland.



**Lisa Di Felicianantonio, Head of Regulatory and EU Policy at Fastweb, Italy**

Lisa Di Felicianantonio is responsible for developing and executing the regulatory strategy to safeguard the Fastweb's interests in its core businesses (broadband, VOD and MVNO) and to achieve its policy goals. Based in Brussels, she manages the Fastweb's relationship with the key EU officials within the relevant

EC Directorates General and represents the company in the EU trade associations, international conferences and official meetings. She has more than 15 years of experience in media, telecom and internet industries, in product development, strategy development, content acquisition, and as a former expert of the Italian regulator AGCOM also in audiovisual media policy and regulation.



**Branko Čakarmiš, Programming Director of Pro Plus, Slovenia**

Branko Čakarmiš is an expert in television and multimedia content field. His experience and rich expertise include over 20 years of successful work, setting key media trends in Slovenia. As a leader of the programming group of all Central European Media Enterprises (CME) operating countries, Čakarmiš is also internationally involved. He joined PRO PLUS as Programming Director during the foundation of the company (1995), after eight years he continued his activities in the media field as Director of Planet 9 and later as General Director of the Croatian Nova TV. He rejoined PRO PLUS (2007) as a head for internet and video-on-demand content and was later appointed Programming Director of PRO PLUS (2009). With his achievements, experience and ideas Čakarmiš significantly contributed to the ongoing mission of PRO PLUS as the most successful multimedia company in Slovenia.



**Prof. Dr. Caroline Pauwels, Director, iMinds-SMIT Research Centre at the Vrije Universiteit Brussels, Belgium**

Prof. dr. Caroline Pauwels was appointed Professor at the department of media and communications at the Free University of Brussels in 1995. She is director of the digital society department of iMinds, where she heads two research groups, MICT (University of Ghent) and SMIT (Vrije Universiteit Brussel). She lectures national and European media & communication economies and policies. Her main domain of competence is in the field of European Audiovisual policy, entertainment economy, and convergence in media industries. She is member of several media and culture related boards, and acts as government commissioner for the Flemish public service broadcaster VRT. She is a member of the Media Futures Forum, convened by Commissioner Neelie Kroes and under the chairmanship of Christian van Thillo.

## Host



### **Franc Dolenc, Director General, Post and Electronic Communications Agency of Republic of Slovenia (APEK)**

Franc Dolenc was appointed Director General of APEK in 2011. Prior to joining APEK, he spent most of his career in R&D of the Slovenian telecommunication industry. During his work in Iskra Telematika, he designed a new generation of telecommunication SI2000 system, which became one of the most successful Slovenian export high-tech products. In the early nineties he became director of products and solutions in Iskratel. In his time the company grew to a successful regional high-tech exporter and employed close to 500 top engineers. In this role, he was responsible for development of four generations of telephone exchanges and three generations of broadband products, that today represent a significant part of the Slovenian telecommunications network. For his work he received the prestigious Puh Award for outstanding discoveries and inventions for the promotion of enterprise. In 2009 he founded his own company MediaInteractive, specialised in design and development of cutting-edge interactive multimedia and mobile solutions.

## Moderator



### **Tanja Kerševan Smokvina, Post and Electronic Communications Agency of Republic of Slovenia (APEK)**

Tanja Kerševan Smokvina is a content regulation expert with background in journalism and communication research. At APEK she acts as principal adviser for electronic media and coordinates the EU co-funded transnational cooperation project SEE Digi.TV, aimed at harmonisation of the digital switchover activities in the South East Europe, in which APEK is the lead partner. Her experience range covers audiovisual media and radio services policies and regulation, broadcasting licensing, and digitisation of media industries.