



European Internet Forum
Political Leadership for Digital Society

19 March 2013

18:00 - 19:30

EIF COCKTAIL RECEPTION

EIF meets the EU Media Futures Forum

The EU Media Futures Forum was established by Vice-President Kroes in December 2011 to reflect on the impact of the digital revolution on European media industries, opportunities for these industries for consumers and citizens, and the resulting risks and challenges for the media industry. The Forum is a high-level advisory body, composed of representatives from the media industry, academia, civil society, and the public sector. The aim of this Forum is to foster debates on the futures of EU media and issue recommendations on how best to incentivize quality content and journalism while seizing the benefits of the digital revolution.

[The report is available here](#). The report, published in December 2012, is the first of its kind, highlighting the challenges facing the European media industry and the future of the industry. This EIF Reception will give EIF members and the Forum's members the opportunity to meet and

DRAFT AGENDA- 19th March 2013

Welcome and introductory remarks:

Pilar del Castillo MEP and EIF Chair

Eight solutions to the bottlenecks encountered by the media content sector

Presentation of the EU Media Futures Forum's recommendations by Forum members facing concrete obstacles to thriving in the digital world:

Erkki Ormala (Nokia) introductory remarks and on the solution "Increasing access and use of legal content and services from anywhere in the EU and on any device"

Rob de Spa (Wegener Media) on the solution "Treat like as like"

Rhys Noelke (RTL) on the solution "Avoid new barriers to entry"

Thierry Geerts (Google) on the solution "rewarding creation and creators of content"

Exchange of views with participants

Other attending members of the EU Media Futures Forum:

Nicolas Gaudemet (Orange)

Patrick Grüter (Disney)

Jesper Hermansen (Danish government)

Paul Hofheinz (The Lisbon council)

Caroline Pauwels (Vrije Universiteit Brussel)

Diana Wallis (former MEP)

Speakers



Ms Pilar del Castillo

MEP, EIF Chair



Mr Erkki Ormala



Mr Rob de Spa



Mr Rhys Noelke



Mr Thierry Geerts

Venue

Members Restaurant, European Parliament, Rue Wiertz 60, Brussels, Belgium



European Internet Forum



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