



27 September 2016

12:30 - 14:00

LUNCH DEBATE

The stimulating role of access to content in the DSM

The Audiovisual Media Services Directive (AVMSD) has promoted an open, diverse and vibrant audiovisual media sector in Europe. However, this environment is undergoing profound and rapid change.

Citizens have access to audiovisual content on an increasing variety of devices - linear and on-demand - over different networks and on different platforms. Developments are changing audiences' consumption patterns as well as the value chain, structuring the overall audiovisual offer and influencing users' access to content. Which adjustments are necessary to existing rules in the AVMSD to ensure that citizens will continue to enjoy a diverse and pluralistic European content offer? How can other regulatory instruments, such as copyright reform support citizens' access to European content?

programme- 27th September 2016

Welcome and introduction:

Sabine Verheyen MEP and EIF Steering Committee Member

Speakers:

Nicola Frank, Head of European Affairs, European Broadcasting Union

Colin Bortner, Director of Global Policy, Netflix

Markus Reinisch, Group Public Policy Director, Vodafone

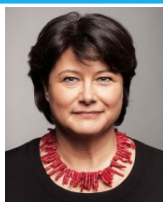
First respondent:

Stefano Ciullo, Director for European and International Affairs, Sky Italia

Exchange of views with participants

(under the Chatham House rule)

Speakers



Ms Sabine Verheyen

MEP and EIF Steering Committee
Member
European Parliament



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Head of European Affairs
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Mr Colin Bortner

Director of Global Policy
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Mr Markus Reinisch

Group Public Policy Director
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Mr Stefano Ciullo

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