

**Workshop**  
**Study on Articles 3i, 4 and 5 of the Audiovisual Media Services (AVMS) Directive**  
**Brussels, Tuesday, 18 November 2008**  
**10AM - 5PM**  
**Albert Borschette Conference Center (CCAB), Room O A, – Rue Froissart 36, 1040 Brussels**

**PROGRAMME**

<b>9:00</b>	<b>10:00</b>	<b>Registration</b>
<b>10:00</b>	<b>10:15</b>	<b>Welcome and Opening of workshop – European Commission/ Attentional Limited</b>
<b>10:15</b>	<b>10:45</b>	<b>Presentations: Legal Synopsis - Rambøll Management (15 mins) Market Analysis - Oliver &amp; Ohlbaum (15 mins)</b>
<b>10:45</b>	<b>11:15</b>	<b>Questions and Answers</b>
<b>11:15</b>	<b>11:50</b>	<b>Presentations: Views from the Industry – Linear Services – Oliver &amp; Ohlbaum (15 mins) EU-wide Analysis of Linear Services – Headway International (20 mins)</b>
<b>11:50</b>	<b>12:30</b>	<b>Questions and Answers</b>
<b>12:30</b>	<b>14:00</b>	<b>Lunch Break</b>
<b>14:00</b>	<b>14:20</b>	<b>Presentations: Views from the Industry - On-demand Services – Headway International (20 mins)</b>
<b>14:20</b>	<b>14:50</b>	<b>Questions and Answers</b>
<b>14:50</b>	<b>15:10</b>	<b>Presentation: Monitoring Article 3i: Indicators and Procedures – Attentional Limited (20 mins)</b>
<b>15:10</b>	<b>16:00</b>	<b>Questions and Answers</b>
<b>16:00</b>	<b>16:10</b>	<b>Summation of Workshop – Attentional Limited (10 mins)</b>
<b>16:10</b>	<b>16:45</b>	<b>Questions and Answers</b>
<b>16:45</b>	<b>17:00</b>	<b>Close and Farewell – European Commission</b>